Formulate:
20'x10', Straight Wall

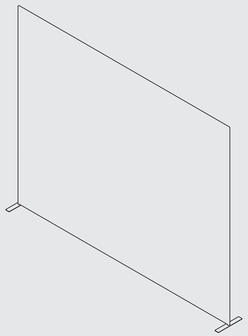
TEMPLATE IS @ 1/2 SIZE
Total Graphic Area: 236"w X 124.25"h

Graphic Area, Half Size: 118"w X 62.125"h
Total Visual Area: 232"w X 120.25"h
Visual Area, Half Size: 116"w X 60.125"h

Please be sure to include the 2" bleed around the perimeter (note trim & stitch locations on template). DO NOT design any critical elements (text, logos, etc.) within 2" of the edge.

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone colors should be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 200-240 ppi @ 1/2 size, 100-120ppi @ 100% size
- All fonts must be created to outlines
- Do not scale artboard
- Background color/images must bleed to the edge of artboard
- Do not use spot colors from template in your artwork as they will not print



bleed area
trim line
safe zone