formulate

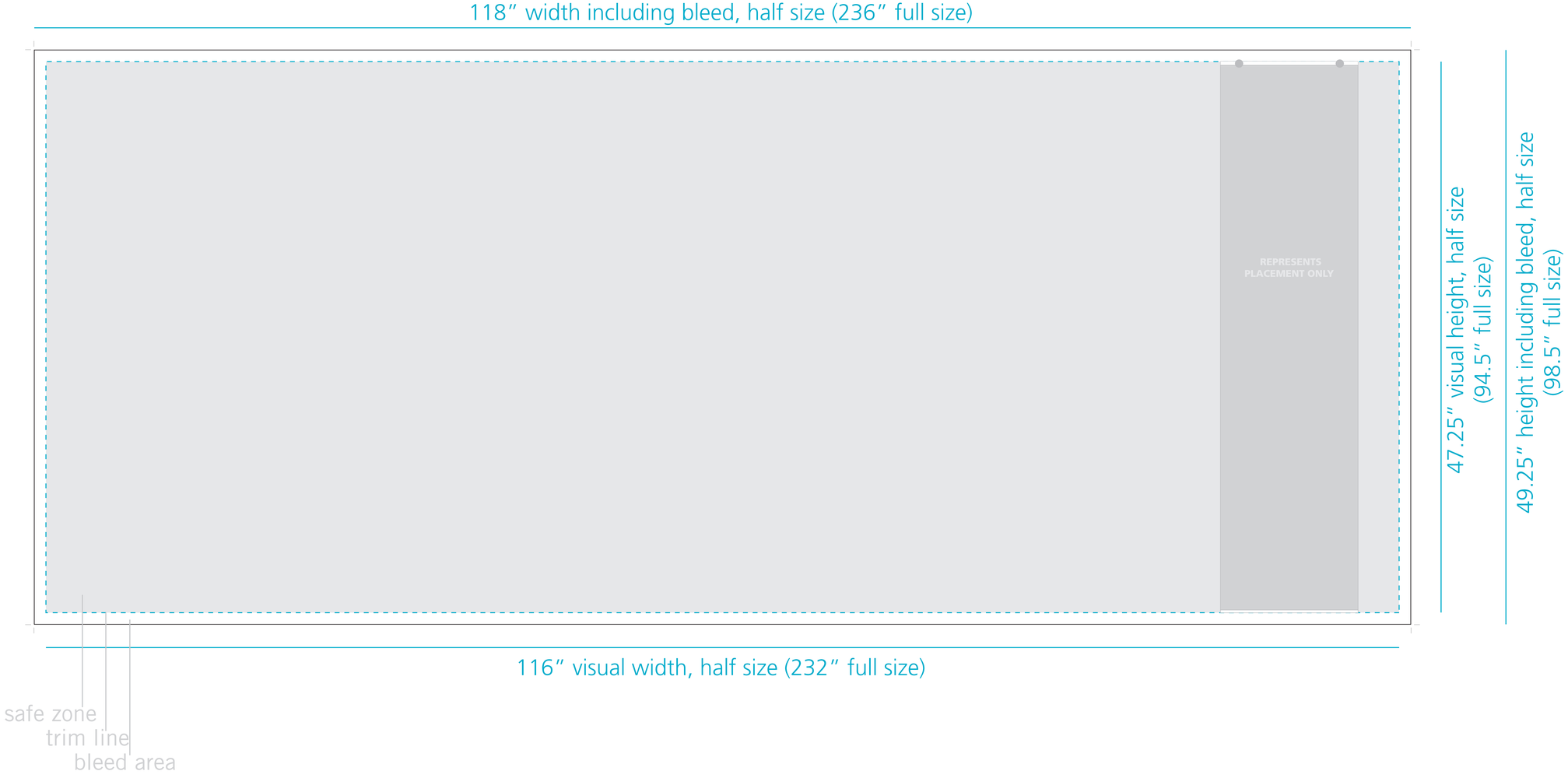
20′ Vertical Curve - 05

Total Graphic Area: 236″w X 98.5″h
Graphic Area, Half Size: 118″w X 49.25″h
Total Visual Area: 232″w X 94.5″h
Visual Area, Half Size: 116″w X 47.25″h

Please be sure to include the 2″ bleed around the perimeter to compensate for the finishing of the graphics. Do not design any critical elements (text, logos, etc.) within 2″ of the edge (see dotted lines).

Use separate template for pillowcase graphic. It only represents placement on this template.

Please consider obstructions such as shelf unit & header etc. when laying out your graphics.

The pillowcase unit can be mounted on the left or right side of the frame.

General Artwork Guidelines
- cmyk color mode
- do not embed images, supply them
- resolution must be 100-120 ppi
- all fonts must be created to outlines