Formulate:
20’x10’, Horizontal Curve Wall

Total Graphic Area: 254.5”w X 124.25”h

Graphic Area, Half Size: 127.25”w X 62.125”h
Total Visual Area: 250.5”w X 120.25”h
Visual Area, Half Size: 125.25”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

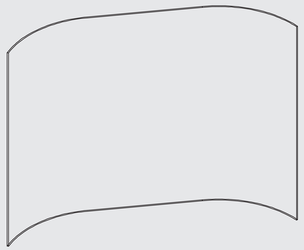
– Resolution must be 100-120 ppi

– 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