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### Formulate:

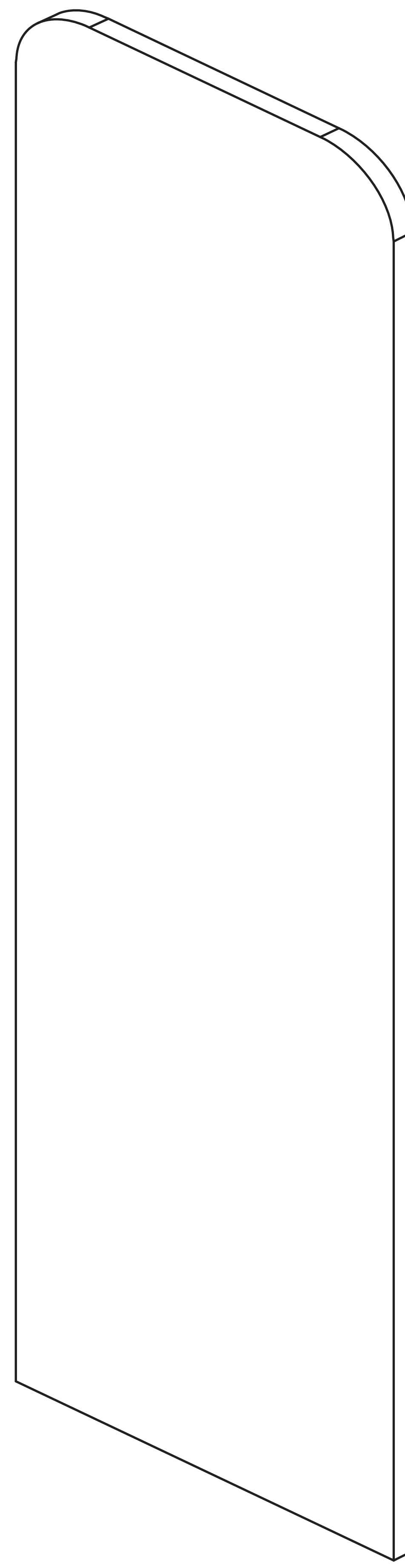
#### Essential Straight Banner 800

Total Graphic Area: 35.5" w X 95.625" h  
Total Visual Area: 31.5" w X 91.625" 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 —