Formulate:
20’ Serpentine Curve Wall

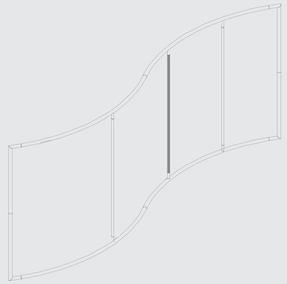
TEMPLATE IS @ 1/2 SIZE
Total Graphic Area: 240.5”w X 95.5”h

Graphic Area, Half Size: 120.25”w X 47.75”h
Total Visual Area: 236.5”w X 91.5”h
Visual Area, Half Size: 118.25”w X 45.75”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