

The diagram shows a large light gray area representing the banner. A solid black line follows the top and left curved edges, representing the trim line. A dashed black line follows the top and left curved edges, representing the bleed area. A vertical dashed black line on the right side represents the safe zone. The text is centered within the safe zone.

## **Outdoor Banners:** **Zoom Flex, Small Straight Shape**

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Total Graphic Area: 21.75" w X 78.25" h  
Total Finished Area: 19.75" w X 76.25" h

Please be sure to include a 1" bleed around the perimeter. The bleed is critical for graphic finishing.

Please do not design any critical elements within 1" of the edge (see trim line)

Graphic will be finished and attached to a black fabric pole pocket.

## **General Art Guidelines:**

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- 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 ———