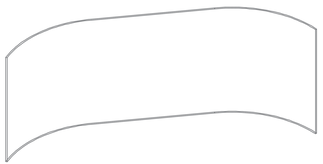
formulate

Formulate 20H Horizontal

Total Graphic Area: 254.5”w X 96”h
Graphic Area, Half Size: 127.25”w X 48”h
Total Visual Area: 250.5”w X 92”h
Visual Area, Half Size: 125.25”w X 46”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).

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