

bleed line

safety line

# RETRACTABLE BANNER STAND SPEC TEMPLATE

This is the setup for a retractable banner stand. The size of your file must be 31.5"x 82.5"  
Your final visible art size when installed in the hardware will be approximately 77" x 31"

## Bleed Line

Your art should "run" off the end of the document. This is called a bleed.

Your background colors or designs should go to the edge of the document, this is called a bleed line.

## Cut Line

1/16 of an inch will be cut off of each side indicated by the cut line. (not 100% accurate on this template)

## Safety Line

All text, logos, or other important aspects of your document that you DON'T want cut off should be inside the safety line indicated by the green line

## COLOR PROFILE / RESOLUTION / FONTS

Artwork can be in RGB or CMYK but RGB will produce more vivid color. For all Illustrator files, all text needs to be outlined. All Photoshop files must be at least 125 dpi at production size then flattened and converted to a jpeg at the highest quality.

## COLORS

FOR BLUES: Make sure Cyan and Magenta are 20% apart or Blues might turn into purples during printing. i.e. Cyan=100 Magenta=80

FOR GRAYS: Use only a percentage of K Black(K) and make sure C=0 M=0 Y=0  
(OR ELSE GRAYS CAN HAVE UNWANTED HUES)

FOR THE RICHEST BLACK: THIS MUST BE THE FORMULA

Cyan=60 Magenta=40 Yellow=40 K=100

FOR THE BEST REDS: THIS MUST BE THE FORMULA

Cyan=2 Magenta=100 Yellow=100 K=0

**IF YOU HAVE GRADIENTS OR TRANSPARENCIES  
YOU MUST SEND US A 150-200 DPI JPG OR TIFF FOR BEST RESULTS**

Any questions, contact us:



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