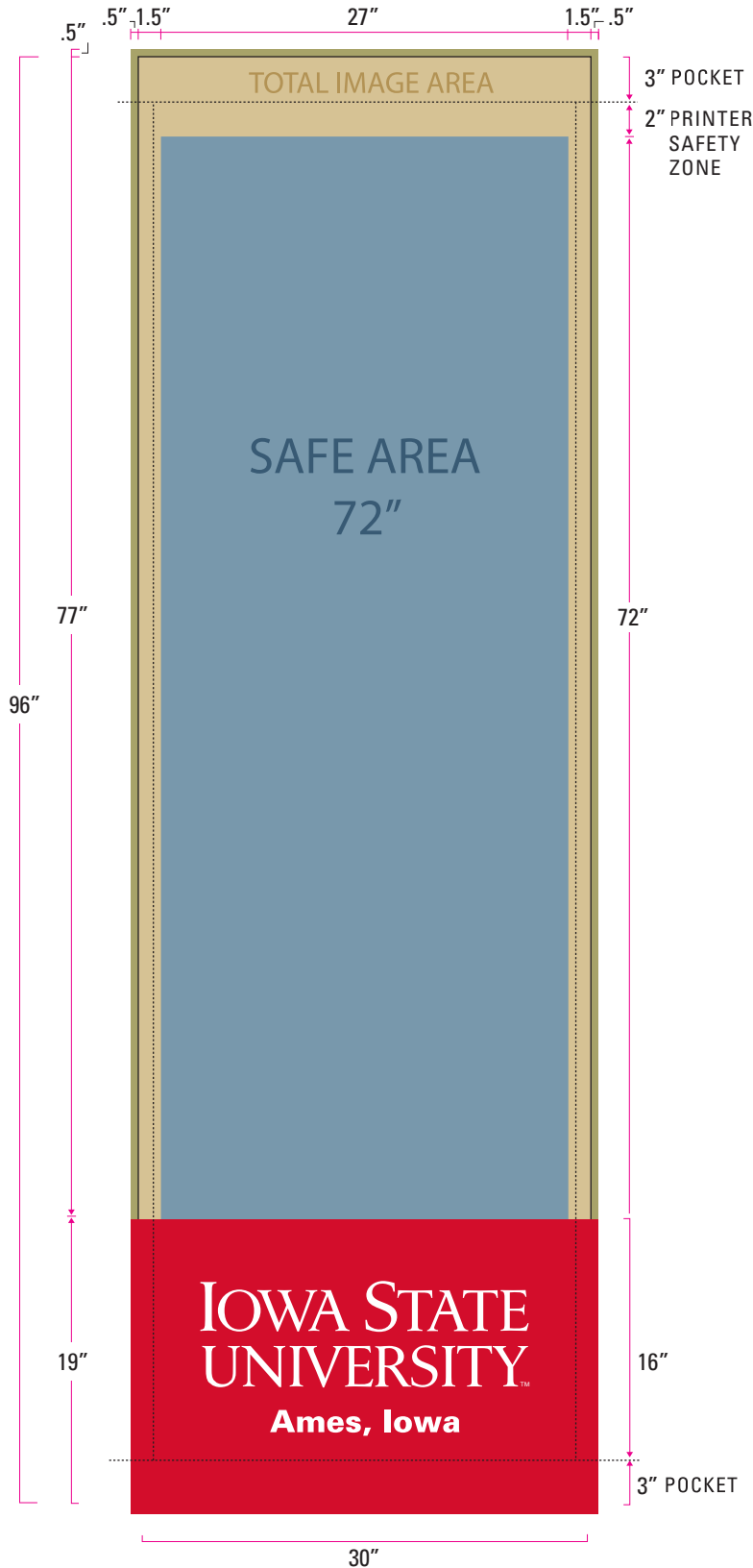


# UNIVERSITY BLVD. BANNER SPECIFICATIONS



## DESIGN REQUIREMENTS

Images and/or text must not fall into the 19" wordmark area at the bottom of the banner. The wordmark and red bar will be added to the file prior to going to print.

All photos must be CMYK, 72 DPI at full size (31" x 77.5" includes .5" on all sides) in layout, and saved as a .tif. The color profile and size should be changed in a photo program like Photoshop prior to being linked to your Illustrator or InDesign layout. Make sure to include all links when sending files.

All photos, colors, etc. running to edge of banner must extend to bleed area. The bleed, indicated by the green color in the guide, is .5" on all sides. To create bleeds: go to File > Document Setup > Bleed.

All fonts must be converted to outlines. Include font files if possible. To outline text: select text, go to Type > Create Outlines.

All marketing messaging text should be a minimum of 110 pt font to ensure it is readable.

## KEY

- STITCHING**  
The dotted line indicates where stitching will go when banner is produced. Avoid having stitching run through critical text or images.
- SAFE AREA [30" x 72"]**  
All text and critical elements should fall within these boundaries to avoid stitching.
- OVERALL IMAGE AREA [30" x 77"]**  
Total area available for design (includes safe are). Do not put critical text or images in beige area.
- BLEED [0.5" on all sides]:**  
Images running to edge of banner must extend to at least this point.
- NAMEPLATE AREA [30" x 19"]**  
Do not put text or images lower than 19" from the bottom of the banner. This is the designated area for the ISU wordmark and is uniform across all banners. The wordmark and red bar will be added to the file prior to going to print.