



Pull Up Banner Art

Do It Yourself

For best results, work in a Vector program (Illustrator, CorelDRAW, etc), and not a Bitmap program (PhotoShop, any image editing program).

If you do work in a bitmap, create your banner at FINAL, 1:1 size, with a resolution of 150ppi or greater (preferably 300).

AVOID working smaller and enlarging. If you positively have to work small, **make sure you have enough resolution** to enlarge. A small 300ppi image enlarged to twice the size will be 150dpi when printed. But a 150ppi image enlarged to twice the size will be only 75dpi when printed: fuzzy and jaggy, a blocky mess. Since you are creating the art, **you should always create it at 1:1 size.**

NO BLEED

NO CROPS/TRIMS

TEXT: Convert all text to **OUTLINES/CURVES**

COLOUR: CMYK (**RGB is for screen/video and will print off-colour**)



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