



The diagram shows a large rectangular area representing a banner. It is bounded by a solid red line on the left and bottom, and a dashed blue line on the top and right. A horizontal dashed blue line runs across the middle. A solid green line runs horizontally just above the bottom edge. A vertical dashed blue line runs down the left side, intersecting the horizontal dashed blue line. Arrows point from text boxes to these lines: a purple arrow from 'Fold Line' to the green line, a purple arrow from 'Type / artwork safe area' to the horizontal dashed blue line, a purple arrow from 'Finished trim size' to the vertical dashed blue line, and a purple arrow from 'Print including bleed' to the solid red line.

Fold Line

GREEN line indicates banner fold line.

Type / artwork safe area

DASHED LINE indicates type safe area.
Ensure ALL text and logos are confined within.
Any important text or graphics outside may be lost.

Finished trim size

PINK line indicates finished trim size.
(10% scale)

Print including bleed

RED exterior line indicates the bleed.
Bleed all artwork and colours to this line.
2mm bleed around perimeter.



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