DTPHX ®

Downtown Phoenix Inc.

DTPHX.ORG

Street Pole Banner Design Specification

Flat Print Size
18″ x 56″

Final Folded Size
18″ x 48″

< Fold Line

< Hem Line

^ Do not place any important design details above or below the hem line.

< Include a 1.25″ bleed around all sides

< Hem Line

< Fold Line
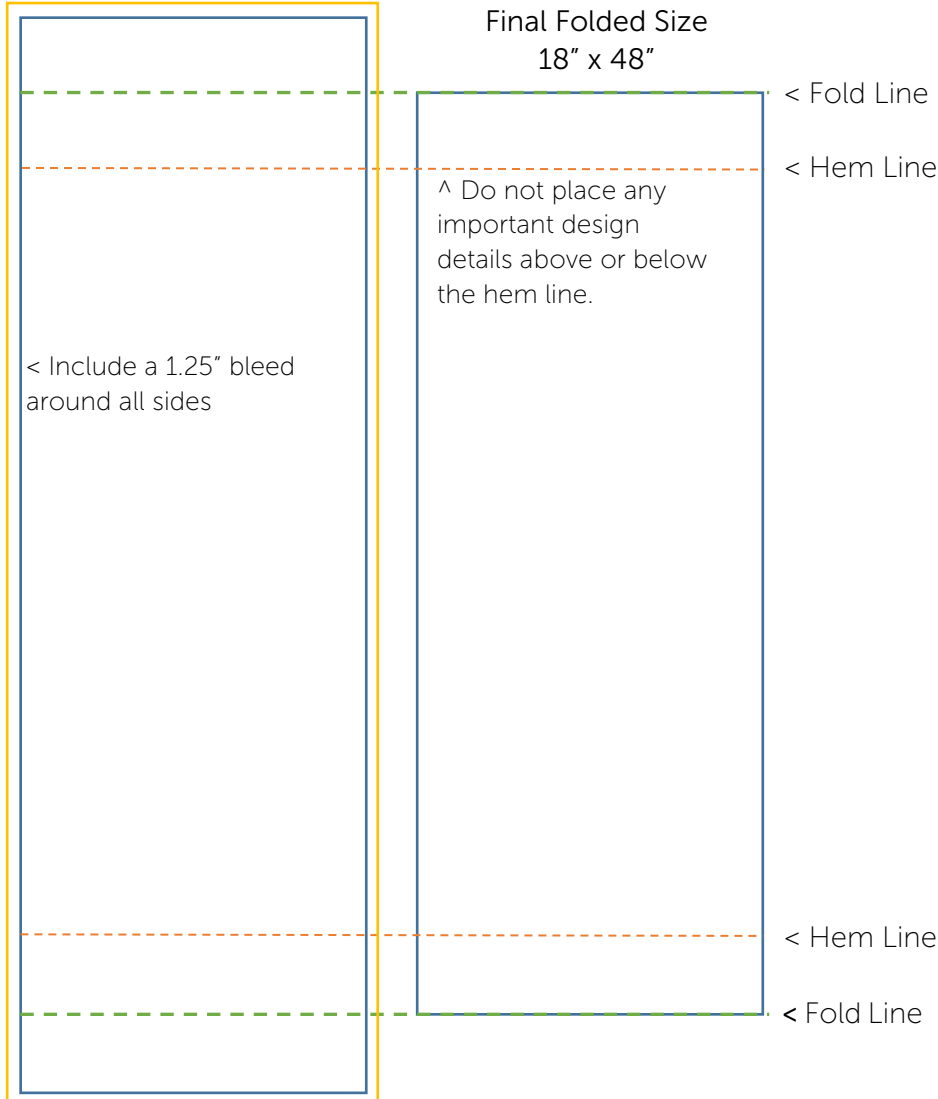
File Set Up Guidelines

- Your files should be 18″ x 56″ with an additional 1.25″ bleed around all sides.

- Be sure to not place any important details such as names, logos, dates, or websites, above or below the hem line.

File Submission Guidelines

- Please submit your files as full scale-print ready PDFs or as an .AI file.

- Please include your group name and banner number in your file names. Example:
  - *GroupName1_SideA, GroupName1_SideB, GroupName2_SideC, GroupName2_SideD*

Reminders

- Remember, logos cannot take up more than 20% of your total design space

Banner 1
A/B

A

Banner 2
C/D

C

Banner 1
A/B

A

Banner 2
C/D

C

North View

Banner 1
A/B

B

Banner 2
C/D

D

South View