

## SEG 3x4 Double Sided Fabric Exhibition Stand

### Front - Back

Total Graphic area  
3698 (w) x 2280(h) mm

Total visual area:  
3660(w) x 2242(h) mm

Front visual area:  
2974(w) x 2242(h) mm

Endcap visual area:  
343(w) x 2242(h) mm

Back visual area:  
2974(w) x 2242(h) mm

Please be sure to include the 19 mm  
around the perimeter.

DO NOT design any critical elements  
(text, logos, etc) within 50 mm of the edge

### General guidelines

- CMYK
- Convert Pantone colours to CMYK.
- Do not supply RGB images.
- Do not embed images,  
supply them.
- Resolution must be 300 dpi at  
25% output size.
- All fonts must be converted  
to outlines.
- Please supply artwork as PDF  
or Illustrator EPS files.

### This template

- Is supplied at 25% of finished size.
- Includes bleed (as shown by  
red line).
- Overall template size:

ENDCAPS

**Important:**  
Keep important  
Type and Logo's  
inside the  
Green Boxes.

FRONT

ENDCAPS

**BACK**