Masking Unit Dimensions

PANEL INFORMATION

Upper Panel

- Physical dimensions = 48” high x 133” wide
- Visual area = 47.5” high x 132.5” wide
- Bleed dimensions = 48.5” high x 133.5” wide

Lower Panel

- Physical dimensions = 42” high x 133” wide
- Visual area = 41.5” high x 132.5” wide
- Bleed dimensions = 42.5” high x 133.5” wide

Base Panel

- Physical dimensions = 6” high x 133” wide
- Visual area = 5.5” high x 132.5” wide
- Bleed dimensions = 6.5” high x 133.5” wide

DESIGN PARAMETERS

- Final panels (100% size) are printed at 100 dpi
- Artwork needs to be at least 10% of full size dimension with a resolution of 1,000 dpi
- UPPER Panel Artwork Proportionate Scales

  15.84” x 43.98” (33% of final) at 300 dpi

  12” x 33.25” (25% of final) at 400 dpi

  4.8” x 13.3” (10% of final) at 1,000 dpi
- LOWER Panel Artwork Proportionate Scales

  13.86” x 43.98” (33% of final) at 300 dpi

  10.5” x 33.25” (25% of final) at 400 dpi

  4.2” x 13.3” (10% of final) at 1,000 dpi
- BASE PANEL Artwork should be Vector (Illustrator or CorelDraw) and needs to be at least 10% of full size dimension with all type converted to paths or outlines. Base panels are optional and limited to 29 characters. You may choose to include the 6” x 133” with the lower panel design and not have a logo.
- GLOW is provided by the substrate and designs should be created accordingly. Designs with more white or light colors will glow more than those using dark colors.

Please submit **TWO (2) COLOR PRINTS** of final artwork, along with the electronic files (CD, DVD or USB). Indicate if artwork is “Uppers and Lowers” or “Lower Panel only”. Specify the platform and program used to create the artwork. Clearly label the media and color prints with the appropriate contract name. The printed copies and media files will not be returned.

NOTE: If creating custom sized panels, measurements should be taken from the existing panels (Brunswick masking units) or from one division center line to the next division center line (new center).

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Custom Masking Unit Graphics

Visual Reference

Brunswick

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