Create! Don’t Hate.
Billboard Credit Specifications

AUGUST 2009

14' x 48' billboard
artwork image area 13' 4" x 48'

4" from top of bar to top of cap. height

web address: 440 pt. Archer bold
founding partners: 360 pt. Archer book and bold as indicated
leading: 420 pt.
all type knocks out to white except:
“Ignites” and “.org" which print in 100% yellow
for Lamar billboards the black bar is made up of SWOP CMYK: 75C 68M 76Y 90K
other billboard company size and printing specifications TBD

if you have questions contact:
Mark Randall
212 366 1317 ext.11
mrandall@worldstudioinc.com

templates are available upon request

note: the credit line does not support the addition of logos,
all partners are to be acknowledged in text only

DesignIgnitesChange.org

“-DesignIgnitesChange.org
founding partners: Adobe Foundation + Worldstudio

local partners: Kansas City Art Institute + Paseo Academy + Lamar Advertising Company

design: Sydney Rebel + mentor: Vivian Jones

student first, then mentor: 420 pt. Archer bold with any additional words in book
local partners: 360 pt. Archer bold with any additional words in book
Use a “*” in place of “&” or “and”
leading: 420 pt.

all type knocks out to white except the names of the
students and mentors which print in 100% yellow
local partners knock out to white only

DesignIgnitesChange.org

Design Ignites Change
Adobe Foundation
Worldstudio projects

Founding Partners: