

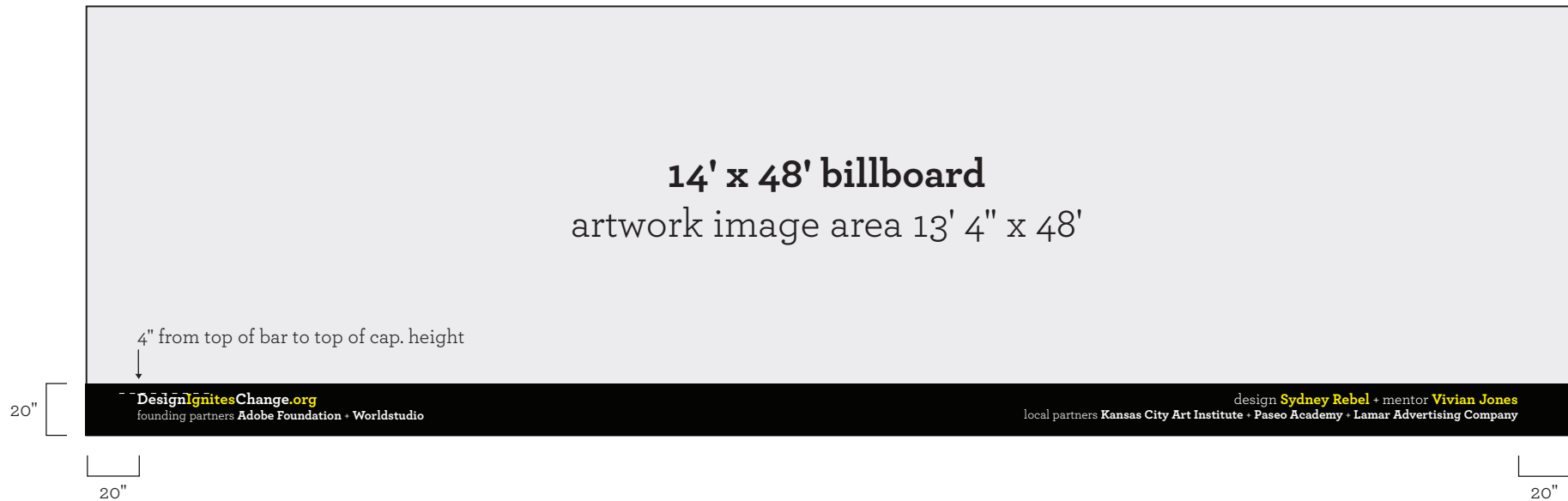
# Create! Don't Hate. Billboard Credit Specifications

AUGUST 2009

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



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

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**



Founding Partners:

