6FFE / 6FFESS Graphics Template

Typical application is to all four sides using Avery 2923/3060 laminate (indoor) or Avery 1005/1060 (outdoor). Graphics may be designed as panels or as a continuous design, but will usually be applied as panels. Resolution should be 1:1 at the sizes given below and saved in EPR, AI, or PDF (at 1:1). Any specially designed fonts must be included with submitted graphics. Designers should avoid placing critical graphics (e.g. phone numbers, addresses) within 2-3" of edges to allow for adjustments during the application process and the lower 4-5" of each corner to avoid being blocked by the cart structure. Add 1-2" of bleed to allow for overlap if a continuous design; not needed if designed as separate panels. Do not add a frame or edge border to the graphic itself.

Panel A	Panel B	Panel C	Panel D
26"W x 31.25"H	42"W x 31.25"H	26"W x 19.25"H	42"W x 31.25"H
	Primary Panel		

Content Design Considerations

- Panel A is a "small format" panel for messaging; the "front side" if on a push cart system
- Panel B is the primary customer messaging panel—important information should be prominent on this panel
- Panel C is the grille side; if on a cart system, this is the side normally with the handle and so is not prominent
- Panel D is a primary panel if operator works from all sides of the freezer; not needed if operator works from the rear; lower left dashed area is the location of a second grille—you may do full side graphics as a simplification, but this area will be cut out. Do not include the dashes in your graphics.