

EXANTIA

DISPLAY SYSTEMS™

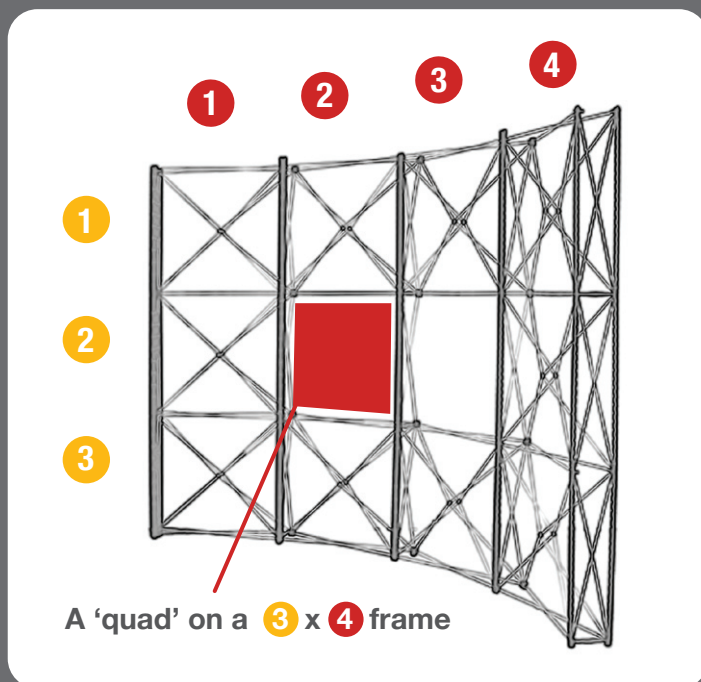
THE PERFECT POPUP GUIDE

1 | 2

A GOOD IMAGE IS VERY EFFECTIVE FOR LARGE FORMAT DISPLAYS

First some definitions:

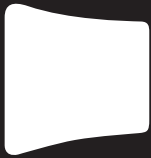
Popup stands are named based on a unit defined by the height and the number of drops. This unit is called a 'quad'. The first number on the name (3x3, 3x4) refers to the height in Quads, the second (3x3, 3x4) is the number of front drops.



All Popups have 2 'end' panels, one on each side. The end panels curve back so that their visible area when viewed from the front is the first half of the panel.

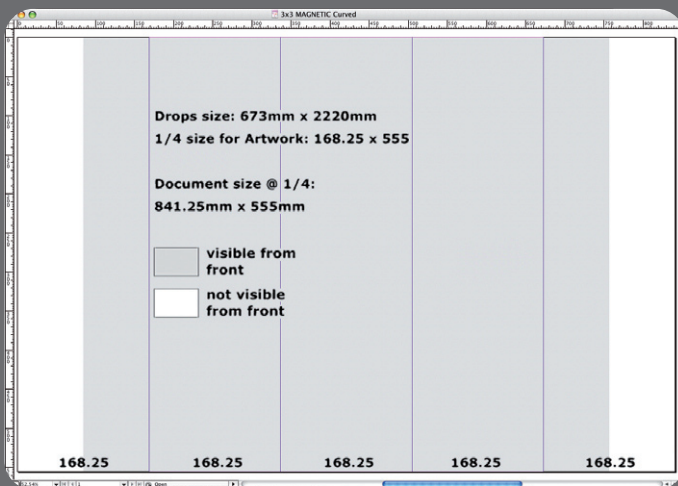


3x3 Mag Loc popup



Design Tips:

- ▶ You can have a background image covering the whole design. You need this to be a very high quality (big file size) image. A knock-back effect is also very successful.
- ▶ Your main text and information should go on the front drops.
- ▶ The visible (first half) part of the 'ends' is ideal for your web address or contact numbers.
- ▶ Try to avoid any small text going over the drops split point (our templates contain guides that show where the drops break).



3x3 **Mag Loc** template, InDesign

- ▶ Artwork templates available to download
- ▶ Need advice?
- ▶ Call free on **08000 336 186**
- ▶ Email: design@exantia.co.uk
- ▶ www.exantia.co.uk