

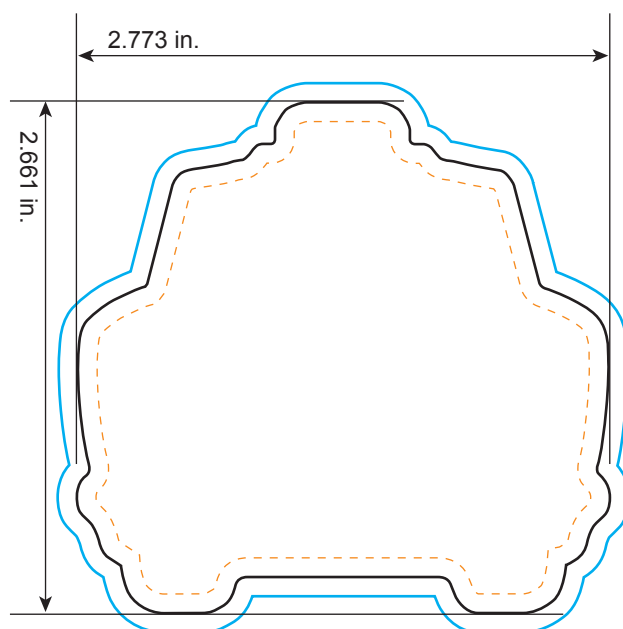
#1004

Taxi

All dimensions are actual size.

- Bleed Line**
All background artwork should extend to this line (0.1" outside the Die Line)
- Die Line**
Actual Magnet Shape
- Imprint Area**
All important text/logos/info need to stay inside this line (0.1" inside of the Die Line)

STOCK ART



COMMENTS:

All raster-based artwork (JPEG, TIFF, EPS, PSD, etc.) should be at least 300 dpi. When sending vector artwork (Adobe Illustrator preferred when possible) please convert all type to paths or outlines or include the printer and screen font files.

FACTS:

Why is the modern taxi yellow? Yellow was selected as the result of a survey by well-known research institute. Interestingly in those years ownership of an automobile meant status. Anyone riding in an pre-yellow coloured cab might have been thought to own a car with chauffeur. But to ride in a common taxicab was not dignified at all. It took some doing, but the picture changed so that riding in a Yellow meant that – here was someone who could afford the comfort and carefree ease of a taxicab ride!