

Artwork Guidelines

ACCEPTABLE FILE FORMATS

We recommend you build your original files using:

Illustrator CC 2021 or below
Photoshop CC 2021 or below

Then, **SAVE** your file(s) as a High Quality PDF – Preferred Vector format.

High quality, editable PDF files saved from Illustrator and Photoshop are required, as they are more suitable for large format printing as well as our preflight software. Art time will be charged if files need to be fixed or altered to meet guidelines, so we urge our clients to take advantage of our many graphic templates as they are already set up to the correct dimensions and include information such as obstructions, bleeds, fold and stitch lines. Graphic templates can be downloaded from: www.theexhibitorshandbook.com/download-graphic-templates.

The high quality, print ready PDF is the only file we require for orders that do not require design time. However, if you are needing any design adjustments such as updating text, rearranging elements or replacing images then all support art (fonts, images, etc) should be uploaded to our FTP site in a zipped folder. Please note the file name on your PO along with the design time notes.

Do NOT include printer marks such as crop marks and print registration marks in your print ready files.

Please note that Illustrator special effects such as glows, transparencies or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using such special effects. We also cannot guarantee color output of these effects.

FONT SPECIFICATIONS

Fonts must be converted to outlines on all print ready PDF files. If text changes are required then please send your PDF file with live, unoutlined fonts. Please send the TruType font(s) with your PO along with notes regarding the changes needed.

COLOR SPECIFICATIONS

Please provide all vector files (Illustrator) in CMYK format. Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output. Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy

If Pantone colors need to be matched please specify on purchase order or hard copy reference. All critical Pantone colors must be plugged into the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

Feel free to submit catalogs, brochures, printed proofs, etc. to use as a color reference. Please provide a layered file for Photoshop files if color matching is required. Art time may be charged to correct flattened Photoshop files.

If color matching to existing graphics, we will need those back to review. Please contact your sales representative for a case number.

We guarantee color matching on all hard copy proofs, specified Pantone colors and client-supplied hard copy proofs. Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

RESOLUTION

All raster files (either print files or linked files) must be at 100-120 pixels per inch at 100%.

MURALS & POPUP GRAPHICS

Popup mural files must be built as one file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks. (This would apply to display like the Coyote)