

Art Guidelines

Acceptable File Formats

Illustrator CS3 or below
Photoshop CS3 or below
InDesign CS3 or below (not preferred)
Quark 6.0 or below (not preferred)

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines. When sending files please be sure to include all support art (fonts, linked images, etc.)

Fonts Specifications

Fonts must be converted to outlines. If fonts are not created to outlines, please provide Macintosh or TrueType fonts. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

Resolution

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

Color

All files are printed as CMYK format. Please send files with a CMYK build. Please provide a PDF layout or hard copy proof of the files being printed.

If Pantone colors need to be matched please specify on purchase order or hard copy proof. All critical Pantone colors need to be called out in the file as Coated or Uncoated swatches.

Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

Vinyl Cut Graphics

All of the artwork must be set-up as vector files. No gradients are accepted for cut vinyl. Please assign Pantone colors for matching.

Murals | Pop Up Displays

Mural files must be built as one file. Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results with our system. Photoshop is preferred when using these special effects for murals. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

Bleeds

All graphics produced require specific bleeds. Below is a general guidelines for bleeds.

Mural Files - 1/2" bleed on all four sides

Dye Sublimation Files (Hop-ups & Truss Panels) - 2" bleed on all four sides. Please keep all logos, type, and critical information at least 2" in from each edge of the graphic.

Ink-jet Opaque/Transparent Graphics - 1/2" bleed on all four sides

Banner stands - each product has specific bleeds. See product template for specific information

Sending Artwork

Files are accepted by Email (up to 7MB), FTP site (up to 500MB), DVD and CD.

Templates for products
are available online @
www.exhibitors-handbook.com

upload files @
ftp.handbookart.com