

Artwork Guidelines

Acceptable File Formats

Illustrator CC 2019 or below
Photoshop CC 2019 or below

High Quality PDF - preferred VECTOR format
TIFF - preferred RASTER format

High quality, editable PDFs are preferred, as they are more suitable applications 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

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 these special effects. We also cannot guarantee color output of these effects.

Font 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.

Color Specifications

Please provide all vector files (Illustrator and InDesign) 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 need to be called out in 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.

Please feel free to submit catalogs, brochures, printed proofs, etc. to use for a color reference. If color matching is required for Photoshop files please provide a layered file. 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 clientsupplied hard copy proofs. Orders without indication of Pantone colors, supplied hard copy 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%.

Vinyl Cut Graphics

Artwork must be set-up as vector files with fonts created to outlines for all cut vinyl. Please specify Avery color number for solid color vinyl or PMS color for dsq printed and cut vinyl.

Submitting Artwork Files

Files are accepted via Email (up to 5MB), FTP site, DVD, CD or File transfer site such as WeTransfer or Hightail.

Murals | Popup Graphics

Coyote™ 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.

Bleed Specifications

All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Mural Popup Files - 1/2" bleed around the perimeter.

Hopups™, Formulates®, Vector Frame™ - 2" bleed around the perimeter. Please keep all logos, type, and critical information at least 2" in from the visual edge of the graphic.

Fabric Hanging Structure Graphics - 5" bleed around the perimeter.

Banner Stand Graphics - each product has specific bleed requirements. Please refer to graphic template for specific information. Different printing processes may require different bleeds. All banner stand graphics printed on fabric will require an extra 1" bleed around the perimeter.

Custom Dye-Sub Flag Graphics - 2" bleed around the perimeter.

Orbital Express™ Truss Graphics, UV - 1/2" bleed around the perimeter.

Orbital Express Truss Graphics, 8oz. Resilience - 2" bleed around the perimeter.

Custom Contour Cut UV Graphics - 1/2" bleed around the perimeter.

Custom Dye-Sub Graphics - 2" bleed around the perimeter

Outdoor Tent Canopies, Walls and Umbrellas - 1/2" bleed around the perimeter.

Lightning Fast Graphics with **NO** Rush Charges!

Graphic orders can ship as fast as you need without rush charges!

All orders are entered to ship with a standard turnaround time of 3-4 business days, unless otherwise specified (refer to turnaround times chart). If the order must ship earlier the following rules apply:

1. A rush graphics order must ship via OVERNIGHT, LOCAL PICK-UP or MESSENGER SERVICE (no exceptions).
2. The "no-rush charge" policy applies to Orbus off the shelf portable modular products and does not apply to any hanging structures, custom project/exhibit that requires Project Management or exhibit design time.
3. All standard proof approvals (e-proof & hard copy proof) must be received by NOON central time.*
4. All rush orders require an e-proof approval WITHIN an hour of the proof being sent.*

*Failure to approve orders within the time frames stated above will result in late approval fees of \$50 for standard orders & \$100 for rush orders.