ARTWORK GUIDELINES

Trade Show Displays

ACCEPTABLE FILE FORMATS

Illustrator CC 2019 or below
Photoshop CC 2019 or below

High quality, editable PDF's, Illustrator and Photoshop files are preferred, 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
When sending files, please be sure to include all support art (fonts, linked images, etc.)

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. If fonts are not created to outlines, please provide TruType 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 & 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 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.

RESOLUTION

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

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.

- COLLAPSIBLE FABRIC DISPLAYS, TENSION FABRIC BACKWALLS AND EXTRUSION FRAME BANNERS AND BACKWALLS:
  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 STRUCTURES:
  5" bleed around the perimeter.

- BANNER STAND GRAPHICS:
  Each product has specific bleed requirements. Please refer to the 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 - DYE SUB:
  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.

- CUSTOM DYE SUB GRAPHICS EXCEEDING 160":
  5" bleed around the perimeter.

- OUTDOOR TENT CANOPIES, TENT WALLS AND UMBRELLAS:
  1/2" bleed around the perimeter.