

## Artwork Guidelines

### Acceptable File Formats

**High Quality PDF** - preferred VECTOR format

**TIFF** - preferred RASTER format

- **Illustrator CC current version or below**
- **Photoshop CC current version or below**

High quality, editable PDFs are preferred, as they are more suitable applications for large format printing as well as our pre-flight 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 are available for download on each individual products page on our website.

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.

## Artwork Guidelines

### Color Specifications (continued)

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

### Flattened Files

We can print flattened files. If color output is not an issue it is a good way to ensure graphic effects print correctly. When we print from flattened files there is no guarantee of color output. We suggest ordering hard proofs to make sure color output is acceptable.

### Resolution

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

### Art Proofs

- **E-Proofs** – All orders receive a digital e-proof prior to order production. E-Proofs are designed to verify graphic placement and grammar only. E-Proofs cannot be used to judge resolution or color output.
- **Hard Proofs** – A hard proof is a printed sample using the same printer and material as the final product. Hard proofs are generally a mini print along with a full-size cropped section of part of the art file. Hard proof cost is \$100.00 per proof and includes overnight shipment. Although ordering hard proofs adds to the cost and production time, it is the **ONLY** way to ensure that color output will be acceptable. Clients who waive hard proofs for any reason also waive their right to reprints.

### 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 dye sublimated graphics printed and cut vinyl.

## Artwork Guidelines

### Submitting Artwork Files

Files can be uploaded to: <https://tradeshowplus.com/pages/artwork-upload>.

Files are accepted via file transfer site such as WeTransfer or Hightail. Please email the download link to [upload@tradeshowplus.com](mailto:upload@tradeshowplus.com). Please reference your company name and order number.

### Mural | Popup Graphics

Coyote and Big Wave 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. See art templates.

### 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, Fabric** - 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.

### Tips for Graphic Artists

- To keep file size manageable, we suggest using as much vector-based output as possible. Vector based programs also allow us to make color corrections to ensure color accuracy. You can supply vector files in .eps or Illustrator.
- We further suggest using Photoshop when working with image files. Image files should be inserted into your vector file by using the "place" function. When supplying your vector files, please remember to also supply us with the original "placed" image files.

Need help? Please contact a customer service representative

[support@tradeshowplus.com](mailto:support@tradeshowplus.com) or (800) 419-3561

## Artwork Guidelines

### Tips for Graphic Artists (continued)

- Specify critical PMS colors in the vector file using the PMS solid coated color chart. Files that cannot be manipulated cannot be color matched.
- Transparencies viewed on monitors will differ from printed output. We therefore suggest ordering hard proofs when using transparencies. PMS color matching of transparencies is not technically possible.
- Please use our artwork templates to ensure art is correctly sized and contains the proper bleeds.
- If your file is over 1 gigabyte, simplify your design by using more vector-based imagery.

### Most Common File Issues

- Fonts not being outlined
- Linked files not being supplied along with art files
- Fonts not being outlined in linked files
- Designers not using our templates
- Proper art bleeds not included
- Use of low-resolution images