ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS

- **Illustrator** CC current version or below
- **Photoshop** CC current version or below
- **High Quality PDF** Preferred VECTOR format
- **TIFF** preferred RASTER format

High quality, editable PDFs, 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. Graphic templates can be downloaded from each products order page on our website.

When sending files, please be sure to include all support art (fonts, linked images, etc.). You can also outline all fonts and embed all link image files.

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

ELECTRONIC E-PROOFS

All orders will receive e-proofs for approval. All e-proofs must be approved prior to an order entering production. E-proofs are provided to the customer for approval of art placement and to checking spelling only. They cannot be used to judge color output or special effect. Customers concerned about color output and special effects printing should order hard proofs.

HARD PROOFS

Hard proofs are mini prints of your art files. These proofs can include a small to-scale section of your art file to judge final resolution or graphic effects. Hard proofs are printed on the same press using the same material as the finished product. Hard proofs are shipped overnight for your approval. While at an added cost and production time hard proofs are the only way you can judge color output and special effects to be acceptable. Hard proof cost is $100.00 per file and will add 3-5 days to your order.

PREVIOUS PRINT MATCHING

Feel free to submit catalogs, brochures, printed proofs, etc. to use as a color reference. Art files will need to be layers so color adjustments can be made. This can be a time intensive process and will accrue art charges. Please contact customer service sending us your materials.

USE OF SPECIAL GRAPHIC EFFECTS

Illustrator and other graphic program special effects such as glows, transparencies or drop shadows sometimes have unpredictable results when printing. We cannot guarantee output of these effects. We suggest flattening graphics that have these effects.

PMS COLOR MATCHING

If Pantone colors need to be matched, please specify on your order. All critical Pantone colors must be plugged into the file as PMS Solid Coated colors. We do not match any other color books. Please watch our video below explaining the color matching process required for digital printing. It is informative.

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.

CMYK COLOR

Provide all files, in CMYK color format. Any file submitted in RGB will be converted to CMYK prior to printing. Color shift and unintended changes in graphic effect can occur and are not the responsibility of TradeShowPlus to fix or reprint free of charge.

RESOLUTION

For optimal print quality flattened image files should be 125 PPI at print size. This keeps file sizes manageable given the exceptionally large size of our prints. Customers are responsible for inspecting their print files prior to submitting them for printing. Our digital printing output is 600 PPI or higher. Any resolution issues come from customers not checking their art files before submitting them. While TradeShowPlus may inform the customer of resolution issues it is not our responsibility.

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 text will be cut between panels.

PRINTING GUARANTEE

We guarantee all printing against printer malfunction and manufacturing error. We guarantee color matching on all orders with approved hard proofs. Orders without approved hard proofs are not guaranteed for color and will not be reprinted free of charge. We cannot guarantee output of special effect of any kind to include special effects applied to critical colors.

SUBMITTING FILES

Files are accepted via our WeTransfer account. Our WeTransfer account is located at tradeshowplus.wetransfer.com. Please include your contact information and order number when uploading your files.