

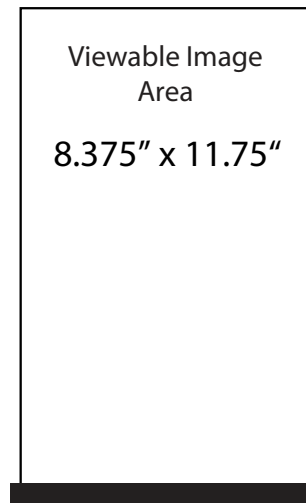


## 1 Formatting your graphics

- RGB or CMYK color mode accepted
- For black/white output, save images as grayscale
- If your file is in a specific color space (i.e. sRGB), embed that color space in your file
- Build file at 25%, 50% or 100% to scale
- Images should be 100-200 ppi resolution at final size (100%)
- Minimum ppi per scale: 400@25%, 200@50%, 100@100%
- We accept Photoshop, Illustrator or InDesign. We recommend sending us the native files along with the fonts and linked images
- We also accept .tif, .jpg, .eps and .pdf files
- We do not support native Quark files. Save as .pdf or .eps
- If sending .ai, .eps or .pdf files, we highly recommend converting all fonts to outlines or sending us the fonts separately
- Add 1" bottom bleed, no bleed required for sides or top

### Guidelines for saving PDFs:

- If you prefer to save your file as a PDF, use the following settings
- Modify compression settings to "Do not downsample"
- Include document bleed
- Change output color profile policy to "Include all Profiles"
- Do not include slug, registration marks or extra white space
- Please include fonts separately. PDF files do not always embed the necessary fonts



## 2 Laying out your graphics

### Special Effects

Do not use the special effects in Illustrator or InDesign that requires the file to be flattened before printing. These include transparent layers, drop shadows, beveled edges, glows, etc. We recommend these effects be done in Photoshop.

### How to Get a Better Color Match

Critical colors in elements should be specified using the Pantone palettes available within the vector layout or drawing application such as Pantone Solid Coated. Utilizing PMS values will help us match colors more accurately. Do not convert the swatch to its RGB or CMYK equivalents.

## 3 Sending us files

- Files can be uploaded to us using a link on our website [www.exhibitsolutions.net](http://www.exhibitsolutions.net)
- Files under 5mb can be sent via email to [design@exhibitsolutions.net](mailto:design@exhibitsolutions.net)
- Please stuff or zip files into one folder prior to sending