

# Artwork Guidelines

## Setting up Artwork for Production

- Graphic templates are available on the “Graphic Template” tab of all product pages.
- Graphic templates are provided as Adobe Illustrator compatible PDF files.
- To setup files for production, please open template in Adobe Illustrator and use the “Design Here” layer to create artwork.
- Note: If using photographic images (Photoshop), use the “place” feature and be sure to supply all linked images with the final artwork files.
- Please be sure to follow all bleed and resolution guidelines described in template.
- Bleed requirements vary based on graphic material and display type. Please note: banner stand templates have 2 different templates based on material; fabric needs more bleed than vinyl.

## Font Specifications

- All fonts must be converted to outlines.
- Proof read all text prior to submitting art.
- DiscountExhibit.net is not responsible for reprinting of graphics due to spelling errors.

## Color Settings

- Wide format printing for our trade show displays are printed using a CMYK process.
- Our graphic templates are setup using the proper color settings, just open template and create your art.
- Colors printed using a CMYK printer varies depending on materials and the printers used, if colors are critical and need to be matched, hard copy proofs are required.

## Color Matching

- Pantone colors tagged in the artwork will be matched at no charge.
- Colors must be tagged as “PANTONE SOLID COATED”.
- Due to the nature of CMYK printing, not all colors are attainable. If colors are critical, it is recommended that you choose the \*hard copy proof option (hardcopy proofs will add approximately 3 days to production process).

\* If hard copy proofs are not provided, there is no guarantee of color accuracy.

## Resolution

- To insure the highest quality print possible, photographic images should be set up at 100PPI at full print size.
- Tip: Viewing your layout at 100% in Adobe Illustrator can verify images are acceptable (provided use of the proper graphic template for product).

Please note: some larger exhibit templates may not be set up at 100% scale due to program size parameters. In the case of a template set up at 50%, images should be 200PPI and can be verified by viewing on screen at 200%. If a template set up at 25%, images should be 400PPI and can be verified by viewing on screen at 400%.

Our graphics specialists will try to notify you of resolution issues during the proof process; however we will not take responsibility for poor image quality due to failing to adhere to guidelines.

## **Important File Submission Checklist**

- Use of proper product template
- Bleed provided per graphic template
- File format is Adobe Illustrator CC or earlier (Photoshop files linked into template)
- All fonts are converted to outlines
- All images are 100PPI at print size and provided with art (not embedded)
- ALL Pantone colors are tagged in file when applicable

For questions or assistance please contact us at [sales@discountexhibit.net](mailto:sales@discountexhibit.net) or call 860.414.4185