

**EXHB**

# ARTWORK GUIDELINES

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## acceptable file formats

We recommend you build your original files using:  
Illustrator CC 2024 or below  
Photoshop CC 2024 or below

Then, SAVE your file(s) as a High Quality PDF – Preferred vector format.

High quality, editable PDF files saved from Illustrator and Photoshop are required, 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:  
[www.theexhibitorshandbook.com/downloads/downloadable-resources](http://www.theexhibitorshandbook.com/downloads/downloadable-resources)

The high quality, print ready PDF is the only file we require for orders that do not require design time. However, if you are needing any design adjustments such as updating text, rearranging elements or replacing images then all support art (fonts, images, etc) should be uploaded to our FTP site in a zipped folder. Please note the file name on your PO along with the design time notes.

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 on all print ready PDF files. If text changes are required then please send your PDF file with live, unoutlined fonts. Please send the TrueType font(s) with your PO along with notes regarding the changes needed.

## color specifications

Please provide all vector files (Illustrator) 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 corresponding file elements as solid coated swatches.** If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

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.

## resolution

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

## vinyl cut graphics

Artwork must be set-up as a vector file with fonts created to outlines for all cut vinyl. Please specify Avery color number for solid color vinyl or PMS color for dsq printed and cut vinyl.

## mural & 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 type that crosses over the panel breaks.

## bleed specifications

All graphics produced require specific bleeds.

Each off-the-shelf product has specific bleed requirements. Please refer to and layout artwork within the graphic template. You can find the graphic template on the specific product page on [www.theexhibitorshandbook.com](http://www.theexhibitorshandbook.com), under the DOWNLOADS tab.

Below is a general outline for the required bleeds for custom graphics.

- **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
- **CUSTOM DYE SUB FLAG GRAPHICS:** 2" bleed around the perimeter

## submitting artwork files

### FOR ONLINE ORDERS

Files uploaded must be High Quality PDF – Preferred vector format, max size of 500MB.

### FOR ORDERS PLACED THROUGH SALES / CUSTOMER SUPPORT

Files are accepted via Email (up to 10MB), FTP site or File Transfer link such as WeTransfer, Hightail or Dropbox.

Zipped/compressed file size - no more than 500MB files.

Files can be uploaded to: [www.handbookart.com](http://www.handbookart.com). Please reference the FTP site guidelines below.

## FTP site guidelines

We provide an FTP site to upload files quickly and at no additional cost. The site can be accessed through a web browser or an FTP software such as FETCH. Please read below for detailed instructions.

1. Please place all art files in a folder. Please name the folder by client name and purchase order number.
2. Compress files using software such as WinZip or Stuffit. All compressed files must be under 500MB.
3. Access the FTP by web browser or FTP software.

### WEB BROWSER:

Address: <http://www.handbookart.com>  
no user ID  
no password  
choose the anonymous login option

### FTP SOFTWARE:

Address: <ftp://www.handbookart.com>  
no user ID  
no password

4. When your upload is complete, please place your order and include any critical file information.

TEMPLATES FOR PRODUCTS ARE AVAILABLE ONLINE AT:  
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