

Art Specs & Graphics Guidelines

Acceptable File Formats

- Adobe Illustrator
- Adobe Photoshop
(Flattened TIF files are preferred)
- High resolution PDF files
- Adobe InDesign (NOT preferred)
(Preflight documents, all fonts outlined, and images packaged)

All fonts must be converted to outlines. Images should be left as links and supplied. Art time will be charged if files need to be fixed or altered to meet guidelines.

Resolution

When building files, please build them at 1/4 final output size at 300-400 dpi. A good rule of thumb is that all raster images (either print files or links) should be at least 75-100dpi pixels per inch at 100%. Example: When building a 24x36" graphic, build your file at 6x9" at 300dpi.

Fonts

Fonts must be converted to outlines before sending files.

Color / Layout

Please provide a PDF layout or hard copy proof of the files being printed.

If Pantone colors need to be matched, please specify. All critical pantone colors need to be called out in the file as Coated or Uncoated matches.

Vinyl Cut Graphics

All of the artwork must be set up as vector files. No gradients are accepted for vinyl output. Vinyl is only available in a limited array of colors, so Expo will do their best at matching vinyl to your specified Pantone call outs.

Bleeds

Not necessary, but OK to provide 1/4" bleed on all four sides.

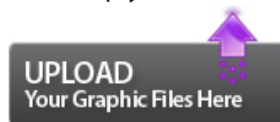
Mural | Popup Displays

Mural files must be built as one continuous file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

Uploading Graphic Files

Go to: www.expomarketing.com/graphics.html

On the left hand column you will see this button you can simply click on to upload your graphic files:



***Please note that when uploading files, it is often easiest to zip all files (as long as zip file is under about 300 megs) and upload just one zip file.*

If you have further questions:

Call Wendy Cervera at 949-777-1041
or email wendy@expomarketing.com