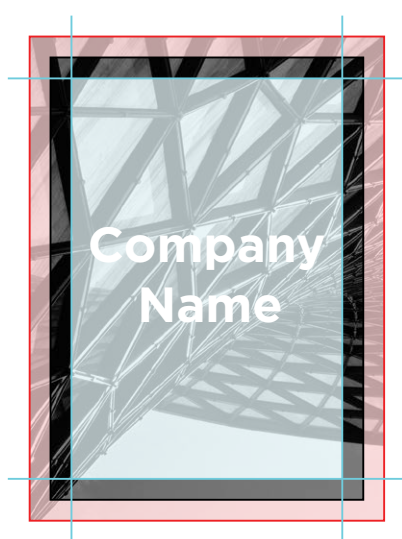## Information for Basic Setup

- Artwork should be supplied as press quality PDF files at 100% size.

- Files must be prepared to the exact panel size, plus 10mm bleed on all edges.

- Extra-large format artwork can be prepared and supplied at smaller sizes (50% or 25%).

- Take into consideration the fixing method when creating artwork - detailed text or images may appear distorted if printed over pockets/sleeves.
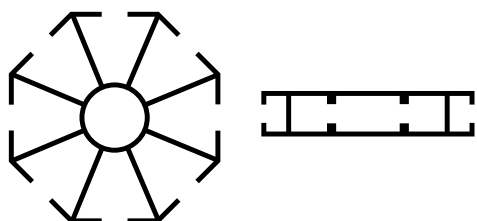
Company Name

Bleed is the area that will be disposed of before the final print is sent out. It is either trimmed off post print or discarded if the printer goes edge to edge.

Visible Area is what can be seen once the panel is placed in the system structure. All vital design aspects should be kept within this space.

Panel Size is the physical dimensions of the panel and should be considered regardless of the visible size.
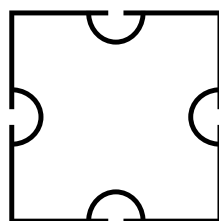
Our Frame Systems

Beware that 7.5mm to 10mm of each panel edge will be hidden by the frame slots.

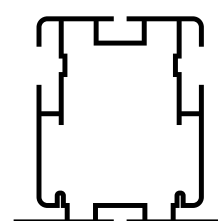The actual distances between each panel as as follows:

Octanorm Post
25mm vertical offset

Octanorm Rail
50mm horizontal offset

Maxima Post / Rail
65mm vertical
/horizontal offset

Marco Post / Rail
6mm vertical/
horizontal offset

Specifications for Different Programs

AI • Adobe Illustrator

Vector image file created by Adobe Illustrator. Must be in CMYK or specified PMS colours. All fonts and strokes must be converted to outlines. Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

INDD • Adobe Indesign

A complete packaged InDesign document must be supplied including all fonts and links as specified in 'Linked Files / Images' instructions.

PDF • Adobe Acrobat

A hi res PDF file exported as specified in Linked Files / image instructions. DO NOT send low resolution images for proofing purposes.

EPS • Encapsulated PostScript

Vector image file must be in CMYK. All fonts and strokes must be converted to outlines. Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

PSD • Photoshop Document

Documents created by Adobe Photoshop must be converted to CMYK Process. DPI (Dots per inch) must be 100dpi at 1:1 and 1000dpi at 1:10.

Scaling and Resolution

For easy handling, files are best scaled at 1:10. Rasterized files should be at least 100dpi at the full output size of the print;

for example, if the file is being printed at 1200mm X 1200mm, it must be at least 100 dpi at that size. Scaled to 10% of final size will produce a 120mm x 120mm file, with a resolution of 1000dpi.
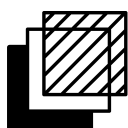
Office Programs

We do not accept files created in Office programs such as Word or PowerPoint. If unavoidable, we can convert them into the appropriate format at a cost of $120/hr, along with any major adjustments.

Information on Colour, Logos and Imagery

Colour & Pantone

Printing colour mode is CMYK - Use Pantone (PMS) colours where possible for exact match (stating whether coated or uncoated). Please note, all due care will be taken to match Pantone colours. Please be aware some colours are outside of the gamut of conventional CMYK printers.

Black & Transparencies

For optimal results when printing black please supply any black in your files as C:60%, M:60%, Y:60%, K:100%. Transparencies flattened if gradients/drop shadows used.

Colour Reproduction

PMS or CMYK colours must be specified with the supplied artwork. Please note: not all PMS colours can be reproduced using CMYK inks, what might look correct on screen will more than likely not be represented at the printer. Where an exact duplicate is not available a closest possible match will be used.

Corporate ID – Logos

Please supply logos in vector format i.e. EPS or AI. We won't always have your most recent logo design If rasterized (converted to pixels) please supply as a high resolution JPEG or TIFF.

Linked Files / Images

All linked files should be supplied with the final art (packaged /embedded). All linked images must be converted to CMYK Process. DPI (Dots per inch) must be 100dpi at 1:1 and 1000dpi at 1:10. Bitmap images High resolution TIFF and JPEG only accepted. Please view your artwork at 100% to get an idea of what it will look like when printed. We will do our best to warn you about quality, but the responsibilty lies in the designers hands.

Fonts

When saving the file all fonts should be saved as outlines as this will avoid the need to supply the font which could end up being incompatible or corrupt and delay the output. This will also maintain the integrity of the design e.g. kerning or special effects applied to the font. Many fonts are proprietary and we often won't have them in our system.

File Delivery and Deadlines

File delivery
• Email (files smaller than 5MB)
• WeTransfer.com
• Dropbox.com
• Hightail - https://www.hightail.com/u/ExhibitSystemsDropBox

Artwork Creation
Artwork can be created by us at a rate of $120/hr. All source images need to be supplied as finding the images can increase time spent on the project. Please also supply a detailed design brief on what you would like the outcome of the project to be.

Deadlines
The deadline for all signage orders and the receipt of final artwork is 4 weeks prior to the opening of the event. Your contact at Exhibit Systems will advise you of the due date and if you believe there will be an issue with this time frame, please discuss it with them at that stage.
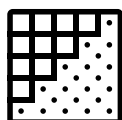
Terminology Explained

EPS
An abbreviation for encapsulated PostScript file. A type of file used to encode graphics so they can be embedded in a larger PostScript file.
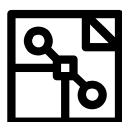
Resolution
The number of dots/pixels per unit of measure to form an image. In the United States, image resolution is calculated per inch, hence the abbreviation dpi/ppi.

Pixelation
A phenomenon in bitmap images that results from insufficient or over enlargement. Individual pixels become visible, especially on the edges of objects, creating a stair stepped or jagged look.

Vector
Vector-based drawing applications such as Adobe Illustrator build images by using mathematical formulas to describe points, lines, and shapes. Vector graphics are resolution independent and can be enlarged to any size.