



PRINT REQUIREMENTS

1- ARTWORK SETUP

- Files must be prepared to the exact panel size.**
 FOAMEX : Add 10mm bleeds on all edges
 FABRIC : Add 25mm (minimum) on all edges.
- For seamless panel walls and multiple panels artwork.**
 In order to have a good aesthetic, please make sure all your artboards are aligned for seamless panels, or use the correct offsets, according to the structure system being used. Alternatively, you can simply supply the artwork as a whole and we can split it for you.
- Take into consideration the fixing method when creating artwork.**
 Detailed text or images may appear distorted when printed across joins in seamless and semi-seamless panels.

Useful information for your setup



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.

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

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.

DO NOT ADD PRINTER'S MARKS/TRIM MARKS!

Printer's Marks/Trim marks are not needed most of the times. They are tricky to remove, and if printed they are visible on the artwork. We will add them, if required.

Frame Systems

When creating your graphic, beware that part of the panel may be hidden by the frame slot if the [panels sit inside the frame](#). Depending on the system your stand will be built in, this may vary from 7.5mm to 10mm.

The actual distances (offsets) between each panel are as follows:

	OPTION 1 3mm PANELS INSIDE THE FRAME	OPTION 2 3mm PANELS SEAMLESS	OPTION 3 3mm PANELS SEMI-SEAMLESS	OPTION 3 FABRIC WITH SILICONE EDGE
OCTANORM	25mm vertical offset 50mm horizontal offset	N/A	N/A	N/A
MAXIMA 40mm (MAXIMA-LIGHT)	25mm vertical offset 25mm horizontal offset	0mm vertical offset 0mm horizontal offset	N/A	N/A
MAXIMA 80mm	65mm vertical offset 65mm horizontal offset	0mm vertical offset 0mm horizontal offset	N/A	N/A
RAPIDA 40mm	N/A	0mm vertical offset 0mm horizontal offset	6mm vertical offset 6mm horizontal offset <i>*plus 40mm vertical every 3m</i>	Single continuous fabric
RAPIDA 60mm	N/A	0mm vertical offset 0mm horizontal offset	6mm vertical offset 6mm horizontal offset <i>*plus 40mm vertical every 3m</i>	Single continuous fabric



2 - RESOLUTION AND COLOUR



Resolution Setup

For easy handling, file should be saved in its real size (scale 1:1). Rasterized files should be at least 150dpi at the full output size of the print. (So for scaled sizes the resolution will increase proportionally). Please check your artwork at 100%. We will do our best to warn about quality, but the responsibility lies with designer.



Colour setup

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. Where an exact duplicate is not available a closest possible match will be used.



Black & Transparencies setup

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.



Text Setup

All fonts should be saved as outlines, to maintain the integrity of the design or any effect applied to it. Some fonts may not be present in our system, and even when supplied they could be incompatible or corrupt.

3 - FILE FORMATS



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

For extra-large format a smaller sizes (25% - 50%) is also accepted. Please zoom accordingly to check image quality. Bleeds should also be scaled appropriately.

PDF files need to be exported in High-Res as specified in image instructions.

Do not send low resolution images.

We also accept



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'. Packaged folders also accepted.



INDD • Adobe Indesign

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



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 150dpi at 1:1, or scaled up accordingly.

We do not accept

Office Programs (such as Word or PowerPoint) or in any other programs that are not listed above.

If needed, we can convert them into the appropriate format at a cost of \$190/hr minimum, along with any adjustment.



4 - LOGOS AND IMAGERY



Corporate ID - Logos

Please supply your logo in vector format (EPS or AI).

If you only have a rasterized version (converted to pixels), please supply the highest 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 must be at least 150dpi at 1:1 or scaled accordingly. Bitmap images High resolution TIFF and JPEG only accepted.



Placement Mockup

If you are supplying multiple files, attaching a mockup of your stand would be the best way to guarantee the correct placement of your artwork.

Alternatively, please name them according to the specs files (building details) provided by us.

5 - DELIVERY SPECIFICATION



File delivery

- Hightail - <https://spaces.hightail.com/uplink/ExhibitSystems>
- Email (files smaller than 5MB)
- WeTransfer.com
- Dropbox.com

If using a private server, please be aware that the Exhibit Systems contact won't always be the one downloading the files. Access will need to be granted to the prepress department.



Artwork Creation

Artwork can be created by us at a rate of \$180/hr minimum. 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 artwork supplying is 4 weeks prior to the opening of the event.

Any order/artwork supplied after the due date will incur a **late fee**.

Your contact at Exhibit Systems will advise you of the due date and late fee surcharge - If you believe there will be an issue with the time frame, please discuss it at that stage.

TERMINOLOGY EXPLAINED

EPS - 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.

ANY DOUBT ABOUT YOUR SETUP?

Contact our office and have a chat with our skilled design team. We will help you out in obtaining the best print results. **Or, should you need a design boost, we are ready to bring your vision to life!**

OFFICE : +61 2 9982 5511 (Mon to Fri , 9am - 5pm) - www.exhibitsystems.com.au