Preferred File Formats

| **Ai** Adobe Illustrator | **Ps** Adobe Photoshop | **Id** Adobe InDesign |

CRITICAL INFORMATION!

PRIOR TO SUBMITTING ARTWORK TO EXHIB-IT!, YOU MUST:

• ARTWORK RESOLUTION:

Check **Image** and **Logo resolution** suitable for large-format printing: set artwork to **100 dpi**, and **view at 100%** size on-screen. **This will be the final print resolution!**

• SUITABLE FORMAT:

Vector type artwork is the industry standard for large-format printing and always the preferred format for best print results. If this is not available, **photos**, **logos**, and **graphics must be submitted at the highest resolution possible.** No individual pixel files **below 800 kB in size** are suitable for display printing, and anything larger is preferred.

• FONTS:

Outline all live fonts used in artwork design files, and PDFs**, OR **Include a copy of all fonts used** in the design, in a separate folder with the submitted artwork.

• LINKS:

Any linked images or elements, must either be embedded in the art file or included in a folder along with submitted artwork

GENERAL INFORMATION

VECTOR FORMAT

Vector format creates a shape or object made up of lines and curves. Images, not photographs can be produced at any size without resolution issues through the use of color and gradients. Vector art is produced in Illustrator and InDesign to create (**.ai, .eps, .pdf**) formats. This file type will be found at the end of each filename.

Vector image

RASTER FORMAT

Raster images are made up of tiny pixels to produce a photographic image. Quality depends upon how many pixels are built into the original file. The minimum DPI (dots per inch) or PPI (pixels per inch) is 150 at 100% scale (full sized). Raster elements are produced in Photoshop to create (**.psd, .tiff, .jpeg, .pdf**) formats. This file type will be found at the end of each filename.

Raster image

NOTE: CANNOT ACCEPT OR OPEN **PUBLISHER** FILES

GENERAL
Your file should contain only live print elements. DO NOT include extraneous boxes, layers, etc. that are not supposed to print. Please build the file in layers and include them when submitting.

PHOTOS
Embed all linked images and provide them as separate files. Linked images should be included at 150 DPI at full size (100% Scale). Final print files should be saved as a .tiff, .jpeg or .pdf file format.

FONTS
Convert text to outlines. In case of text edits, please supply fonts used in the production of your graphic.

TRANSPARENCIES & EFFECTS
We recommend that transparencies, drop shadows and special effects be created in Photoshop and placed into Illustrator. NOTE: If images are created in Illustrator, gradients are rendered as a series of stepped color shapes and wills how "banding" in a final print.

COLORS & PANTONES
Furnish any specific PANTONE colors needed for brand identity or color matching, and indicate whether they are PMS coated or uncoated.

BLEEDS
Provide a (0.5") bleed around the document. Keep text and images at least one inch from the edge.

PANEL BREAKS
Be aware of where your panel breaks will be as indicated on templates supplied. Try to placing text or images (especially faces) over these lines.

SAVING & SUBMITTING
After your design is finished, outline all fonts and embed all linked images, then either send the native design file, or a Press Quality or High Quality Print .pdf, or .tiff.

HARD COPY PROOFS
By providing a digital mock-up or hard copy proof, we can clarify information and streamline your order.

HOW TO SEND US ARTWORK -

for files smaller than 10 MB :   email - design@exhib-it.com -

for files larger than 10 MB: FTP sites -
- **Hightail: spaces.hightail.com/uplink/designexhibit**
- **Wetransfer.com: design@exhib-it.com**
- **Dropbox: design@exhib-it.com**
- **Google Docs: tradeshowmarketingexperts@gmail.com**

EXHIB-IT!
VISUAL CONCEPTS

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