



Overview

- Please send a small digital **color proof** (JPG, PDF, or printed proof) of your artwork, along with the print-ready file(s).
- Enclose full **contact info** with your media: job name, order number, company name, contact name, account rep, phone numbers, email, etc.
- Our graphics department is **Mac-based**. We can accept PC-generated files, but special preparation may be required.
- Bitmap graphics (photos) must be **100dpi** at full size, 200dpi at half size, or scaled as needed to make the final image meet the 100dpi criteria. Save in **RGB mode**. You can review image quality by zooming in to 100% on-screen at print size. See the Photoshop section below for more information.
- **Questions?** Contact Craig Garrison (*Graphics Manager*) at 205.439.8210 or e-mail graphics@expodisplays.com

Color Matching

- ExpoGraphics strives to achieve accurate, pleasing colors. However, due to the type of equipment we use (large format inkjet printers), we cannot guarantee perfect matches even with Pantone (PMS) colors. We request graphics in RGB mode because we are able to achieve greater color predictability upon output.
- We will be happy to provide a **printed proof** at the client's request – please call for pricing. If we are matching graphics from a past show, we require the original printed graphic(s) for color matching purposes.

Acceptable Media Formats

- Easy FTP Uploader: ExpoDisplays.com/graphic-uploader/ - Follow instructions on-screen to upload large files. Password: expo (all lowercase)
- Email: graphics@expodisplays.com (25MB or less)
- CD/DVD/Flash Drive

Sizing/Bleeds

- **MultiQuads®** - Please build with NO bleeds. Do not add reveals to your final art files. The reveals we add here are .125" in width, regardless of Quad® size. Make sure no text falls in the reveals. Send art in large sections, not individual Quads - group together as much as you can in your files.
- **ExpoLight™ Graphics** - Do not use any bleed. Add a one inch black border around the outer edge of the art.
- **DiamondFlex™ Banners** - Please visit ExpoDisplays.com/graphic-templates/ for templates. Bleeds are not needed.
- **Panels** - Please build as one single image (even if graphic is 4 or more panels). Do not use any bleed.
- **Velcro Graphics** - Do not use any bleed.
- **Sintra/Plex/Foam Graphics** - Please build with .25 inch bleed on length & width.
- **H-Line Panels** - Your overall art file should have the following bleed added: Sides = add .512 to left & right (total = 1.024); Top & Bottom = add .394 to top/bottom (total = .787).

Acceptable File Formats

- **Adobe Photoshop CC 2018 (Preferred)** All standard inkjet graphics are printed as TIFF files. Save your flattened file in TIFF format using RGB mode. Resolution should be 100dpi at the final output size for best results (higher dpi does **not** result in better output quality).
- **PHOTOSHOP CHECKLIST: RGB Mode / flattened / 100 dpi at full size / TIFF**
- **Adobe Illustrator CC 2018** Illustrator is ideal for creating vector files (required for vinyl & CNC jobs). All fonts must be converted to outlines. Document Color Mode should be set to RGB. Any placed bitmap files (i.e. photos) should be linked (not embedded) and should follow the Photoshop guidelines above. Fonts should be sent with the file. If your job is a standard inkjet graphic your Illustrator file will be converted to a TIFF file before printing.
- **ILLUSTRATOR CHECKLIST: RGB Mode / Fonts converted to outline / Placed images linked, not embedded / send separate linked image files**
- **Adobe InDesign CC 2018** InDesign files should be created at final print size. All fonts should be converted to outlines. Document Color Mode should be set to RGB. Any placed bitmap files (i.e. photos) should be linked (not embedded) and should follow the Photoshop guidelines above. Fonts should be sent with the file. Before printing, your InDesign file will be exported as a PDF, then converted to a TIFF file.
- **INDESIGN CHECKLIST: RGB Mode / Fonts converted to outline / Placed images linked, not embedded / send separate linked image files**
- **PDF:** All of the software listed here can export files as high-res PDFs. High-res PDF files eliminate issues like missing fonts and missing links. You are encouraged to send a high-res PDF if you cannot provide a TIF file.

Limited Acceptability File Formats

- **FreeHand, Quark XPress, Corel Draw, Publisher:** We cannot open these as native files. Please export your file as a **high-res PDF** for submission.

Unacceptable File Formats

- **Microsoft Office** products (Word, Excel, PowerPoint, Publisher, etc.). These programs do not readily support large-format output and do not offer compatible export formats. Please email or call for advice with Microsoft formatted artwork.
- **Low-resolution JPEG, GIF, PICT or BMP** images (typical e-mail/web site images). These files' low resolution and small size make them unable to be output cleanly at larger sizes. Logo recreation is available; please email or call for a quote.
- Any other **software not listed above:** please email or call to discuss alternatives.

More Information about ExpoGraphics: ExpoDisplays.com/graphics-and-printing/

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