

File Formats We Accept



Vector Art Guidelines

We are currently operating in Illustrator CS3

General layout

Your file should contain only live print elements. DO NOT include extraneous boxes, etc. that are not supposed to print.

Images

DO NOT EMBED IMAGES. This makes files extremely large and difficult to edit. Linked images should be included at 100DPI at full size (100%) Scale. Images should be flattened Tiffs or JPEGs.

Transparencies, Drop Shadows and Special Effects

We highly recommend that drop shadows, transparencies, elaborate effects., etc. be created in Photoshop and placed into the Illustrator document. Although Illustrator allows creation of these effects, they print very erratically. If you create these images in Illustrator, you must then rasterize them in Photoshop and replace them in the original document to guarantee successful printing.

Text

Convert all text to outlines. In case of text changes, please supply all fonts used in the production of your graphic. This will save time in the approval and production process.

Saving your Image

Save your Illustrator file as the native format.

Color

Please indicate PMS colors (if any) that you would like us to match in your files and on your PO. This will ensure that we can match them accordingly. If there exists any other collateral that you wish to match, please provide with order.

Multiple Panels

If you are creating a multiple panel image, **please build the image as one file.** Feel free to add guides on the page to indicate panels breaks. Separating the image will be done as it is printed.

Bleed

Please provide sufficient bleed in order to properly size your graphic. Large format graphics are always produced larger than the finished size in order to accommodate material issues. If text and or images are placed to close to the edges, we cannot guarantee that they won't be cropped off.

Furnish hard copy proof or PDF's with your art

By including documentation along with order and art we can match colors, layout and even identify certain file issues at the pre-flight stage.

Raster Art and Vector Art (what is it exactly?)

Vector Art

A shape or object made up of a group of closed line and curves to create the image. Vector or line art is used to create shapes and images that are not photo realistic. Through the use of gradients and fills this type of art can be used to create colorful images that if constructed correctly can be produced at any size without resolution issues. Vector art can be produced in Illustrator, InDesign, Freehand and Quark.

Raster Art

Images made up of pixels or picture elements. They have the ability if constructed correctly to produce a photo realistic image of very high quality. The quality of the image is dependent upon how many pixels are built into the original file. The minimum DPI (dots per inch) or PPI (pixels per inch) is 100 when the graphic is at 100% (full sized). Raster art is produced in Photoshop.

How to Get Your Files to Us?

Email - design@exhib-it.com - Files smaller than 5MB in size.

FTP - Files larger than 5 MB but smaller than 250MB in size.*

DVD/ROM - Files larger than 250MB in size.

*Contact your account executive for details regarding the FTP site.



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