

# Artwork Guidelines for Signage

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## Preferred File Format

Our preferred file format is a **high resolution PDF** with the following specifications:



**Trim marks should be on all files.**



The document size should be at **100%** of the final trimmed size.



**10mm** of bleed should be applied to all edges, with the exception of our Wraps and Fabric Banners which require **25mm**.



Fonts should be converted to “outlines”, “curves” or “paths”.



All images or photos should be **CMYK**, not RGB, at least **100dpi** or greater, or should be vector based.



All images, photos and transparencies used must be **flattened**.

## Other File Formats

We also support InDesign, Illustrator and Photoshop CC versions for Windows, not Macintosh.

- InDesign (**.indd**) A complete packaged document must be supplied with all fonts and links.
- Illustrator (**.ai**) A file with all colours set up as CMYK or Pantone colours specified, all fonts converted to outlines, and all links must either be supplied or be embedded in the file.
- Photoshop (**.psd**) Must be converted to CMYK, DPI (Dots Per Inch) must be at least 100dpi at 100% of the final size.

## Sending Your File

- Email (for files up to 8mb)
- WeTransfer (for files over 8mb)



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SERVICES



07 3216 2512



info@exhibitiondisplayservices.com.au

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# Frequently Asked Questions

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File must be **flattened** (no layers) and any clipping (contour) paths must be used correctly and not just placed into InDesign with a transparent background.

Fonts: Please convert all **fonts** to “outlines”, “curves” or “paths” before sending to us. The biggest factor in delaying a job is incompatible fonts or font substitution.

Bleed: Please add a minimum of **10mm** bleed to all edges of your file. **Trim marks must be added for accurate cutting.** For Wraps and Fabric Banners, please add a minimum of **25mm** bleed to all edges of your file and **include trim marks.**

Resolution: The number of dots/pixels per unit of measure to form an image. For best results, files should be at **100%** of the final trimmed size with all photos and images in that file using **100dpi** (dots per inch). This always needs to be kept in scale, so to allow for scaling:

- If the file is at 50% of the final size, all photos and images in that file must use 200dpi.
- If the file is at 25% of the final size, all photos and images in that file must use 400dpi.
- If the file is at 10% of the final size, all photos and images in that file must use 1000dpi.

Colour Reproduction: All colours in your file need to be made up of **CMYK** or **Pantone colours**, not RGB. We will try to match colours in your file as closely as possible, but due to variations in monitors, printing devices and vinyl available, we cannot guarantee an exact match.

Supplying Corporate Logo's: If you need to supply us with your company logo, please use either the Illustrator or Photoshop specifications above.

Vector: Vector based drawings such as Illustrator build images by using mathematical formulas to describe points, lines and shapes. Unlike scans which depend on proper resolution for realistic rendering. Vector graphics are resolution independent and can be enlarged to any size without loss of quality. In short, if you scanned it, its not Vector based.

If you have any other questions not covered here, please reach out to us on [info@exhibitiondisplayservices.com.au](mailto:info@exhibitiondisplayservices.com.au) or call our office on 07 3216 2512.

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