

## Graphic File Prep Guidelines

### **Read First**

ProExhibits highly recommends you contact our Graphics Department prior to starting your design. File guidelines and templates may be available for your specific graphic project that can save you time. This is also a good time to ask specific questions relating to your graphic project.

### **File Type**

Adobe Illustrator or Photoshop are the preferred file formats that interface the best with our RIP printing software. All other file formats may not reproduce correctly, potentially adding time and expense to your project.

### **For Specific Color Matching**

All color matches require a Pantone color to be called out and included in the file if matching a specific color is critical. RGB or CMYK builds are not sufficient; due to different printers, ink and media, not all colors can be precisely duplicated. However, all colors are matched to their best possible interpretation for the specific output device. If you need a color match that is not a Pantone color, please provide a sample large enough for us to use as a target. Required Pantone color matching will incur additional fees.

### **RGB or CMYK**

Most graphics are printed in the CMYK realm. Files created in the RGB space will be converted to CMYK prior to being printed. Because there is a possibility of a color shift during this conversion process, we recommend you convert these files to CMYK so if there is a shift in color, corrections can be made to the art prior to submitting to ProExhibits. **IMPORTANT:** Do not convert Pantone colors to the CMYK mix.

### **Scale, Resolution and Bleed**

Whenever possible, create art at 100% scale with a resolution of 100 ppi. If necessary, files can be submitted at 50% scale with a resolution of 200 ppi. All art files should have at least 1/2" bleed unless called out by ProExhibits to have a different requirement. Use crop marks to indicate finished size.

### **Multiple Panel Projects**

When creating multiple panel files, set up as one image. Images are tiled at the production level from a single image.

### **Artwork Submittal**

- Files 9 MB or less can be emailed to [artwork@proexhibits.com](mailto:artwork@proexhibits.com).
- Files 10 MB to 300 MB can be uploaded via FTP. Access through a web browser: <http://proexhibits.leapfile.com> (do not type in the "www") and follow the on-screen directions. Compress all documents into one "zipped" (e.g.- .zip) file prior to sending.
- Files larger than 300 MB should be sent on a disc. Include the layered document as well as a flattened TIF file from which we will print. Please allow time for the creation and delivery of the disc in your production schedule. Send to:  
**ProExhibits** (Attn: the name of your **Account Manager** or if name unknown, "**Artwork**")  
**1188 Bordeaux Drive, Sunnyvale CA 94089**

### **Hints & Tips**

- Outline all fonts or include the fonts with your artwork submission.
- Adhesive vinyl graphics require choosing a color from specific color charts. Please ask your Account Representative for a color guide.
- Vinyl cut graphics require vector art only. Raster images (jpeg, gif, tif, for example) cannot be used.
- Do not embed files within your design. Always include a separate file or a "support file" for every placed image.
- Scan across your file at actual print size. Look for problems with image resolution, stray objects or points.
- Include a PDF of your final document for content verification.
- Draw in guidelines at all panel seams. Wherever possible, keep letter characters or critical images from being bisected. Perfect panel alignment cannot be guaranteed.
- Unless otherwise specified, all Pantone colors will be matched to "Pantone Solid Coated".
- To avoid stepped gradients in Illustrator, create the gradient in Photoshop and save it as a tif file. Link it to your Illustrator document.