

ExhibitSense - ARTWORK FILE PREP GUIDE

The following guidelines are designed to help you set up your artwork for digital graphics so that there will be as few delays and problems as possible in the production of your job.

HOW SHOULD MY FILES BE SET UP?

- Create layout to at 100% or any size to scale of the final image size.
- Required resolution for bitmap files is 100 - 200 dpi at final output size.
- Include all screen & printer font files used in the document.
- Include all supporting files used in the document.
- Please include a PDF version (for reference only) of each graphic.

WHAT FILE FORMATS AND APPLICATIONS SHOULD I USE?

Files can be setup in the following programs:

- Adobe Photoshop (.psd/.tif/.eps)
- Adobe Illustrator (vCC or earlier)
- Adobe InDesign (vCC or earlier)

Include the entire artwork production kit when submitting artwork. Package should include layouts in native format, supporting images, fonts and PDF for reference.

HOW SHOULD I SEND MY ARTWORK?

Artwork can be sent on the following types of media:

- E-mail artwork to: artwork@exhibitsense.com (only of less than 10MB)
- FTP artwork: ExhibitSense.WeTransfer.com
- USB Flash Drive
- DROPBOX, HIGHTAIL, or any other file share source. Supply necessary link or invitaiton.

WHAT ELSE IS IMPORTANT TO CONSIDER WHEN SETTING UP FILES?

Be sure to know how graphics will be produced prior to setting up files!

- Files should be set up in CMYK mode
- **For best color matching, spec colors as Pantone Colors wherever possible.**
- If there are "PLACED IMAGES" in Illustrator or InDesign be sure to send the linked file so that the file can be printed, resolution checked, and color corrected.
- DO NOT "EMBED" image files into your layout.
- **Supplying only a Print Ready PDF will not be accepted. Entire artwork kit is required.**

IF YOU HAVE ANY FURTHER QUESTIONS

Please call 508-898-1991

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