

GRAPHIC GUIDELINES

elevation

LOGOS:

Please provide all logos as vector artwork (line art) in this format:

- > Adobe Illustrator (*ver. CC or lower*)

COLOR:

In order to avoid discrepancies of color in your graphics, we recommend that you:

- > Provide PMS Colors
- > Use the same design application for all graphics (e.g. Adobe Illustrator)
- > Provide existing graphic if new graphic needs to be color corrected to match
- > Provide a sample of printed company collateral to match
- > Request a color test proof (additional fee applies)

DESIGNS:

Any production files supplied to Elevation for print, must include the following:

- > High resolution images flattened (with clipping paths if necessary)
please also include the layered files if you would like us to color match
- > Fonts (Mac) or if text is created in Illustrator please outline all fonts
- > Linked files (all links should be CMYK flattened .tif or .eps files)
- > Color prints or pdf proofs
- > Files can be in full, 1/2, 1/4 and 1/8 scale in their native format. We accept:
 - Adobe Illustrator (*ver. CC or lower*) (avoid transparencies, drop shadows and other raster based effects)
 - Adobe Photoshop (*ver. CC or lower*) (avoid creating text in photoshop if possible)
 - Adobe Indesign (*ver. CC or lower*) (include all fonts and images)
 - High Resolution PDFs (*Acrobat CC or lower*) (please include bleed and crop marks)
 - Quark Xpress (*ver. 9.5 or lower*) (Mac Based only) (include all fonts and images)

RESOLUTION:

Most tradeshow graphics are produced in large format and have different resolution requirements than magazine ads or the web.

- > Raster files in the final output size should be 100-150 dpi
- > Raster files at half scale should be 200-250 dpi
- > Raster files for fabric printing should be 80-100 dpi at full scale

FABRIC LIGHTBOXES:

Due to the dye sublimation process of printing on fabrics, there are some limitations:

- > Avoid large floods of the same color as the imperfections in fabric can cause non-uniform color density
- > Black and darker colors will wash out slightly when lit
- > Depending on the location of the lights in the lightbox frame, some hotspots may be visible

TRANSFER MEDIA:

We accept art transferred in the following options:

- > CD/DVD Rom/USB Drive
- > Email (up to 10MBs)
- > Client owned FTP (please contact us with your download instructions)
- > Elevations Drop Box Access
 - Please notify your account manager if you need access to this database
(we will create a folder and invite you to it via your email address)

FOR MORE INFORMATION PLEASE CONTACT YOUR ACCOUNT MANAGER.