

# GRAPHIC GUIDELINES

elevation3D

## 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
- > Add 0.5" of bleed all around the artwork to account for application and trimming
- > 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:

- > Elevation's "File Transfer" - On the bottom of our homepage (elevation3d.com - click the File Transfer link)
- > 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.**