

Overview

- Send a color proof (printed proof or JPG/PDF) of your artwork along with the digital file.
- Enclose full contact info with your media: job name, job number, company name, contact name, account rep, phone numbers, email, etc.
- Our graphics department is Mac-based. We can accept PC-generated files, but special preparation may be required.
- Bitmap graphics (photos) must be 100 dpi at full size, 200 dpi at half size, or scaled as needed to make the final image meet the 100 dpi criteria. Save in RGB mode. You can review image quality by zooming in to 100% on-screen at print size. See the Photoshop section below for more information.
- Questions? Contact Brad Southern (Graphics Manager) at 205.439.8210 or e-mail graphics@expodisplays.com

Color Matching

- ExpoGraphics strives to achieve accurate, pleasing colors. However, due to the type of equipment we use (large format inkjet printers) we cannot guarantee perfect matches even with Pantone (PMS) colors. We request graphics in RGB mode because we are able to achieve greater color predictability upon output.
- We will be happy to provide a printed proof at the client's request – please call for pricing. If we are matching graphics from a past show, we require the original printed graphic(s) for color matching purposes.

Acceptable Media Formats (Mac or PC):

- CD/DVD
- Zip Disk - 100/250MB; Jaz Disk - up to 2GB
- 3.5" floppy disk
- E-mail - graphics@expodisplays.com. (10MB or less)
- **FTP** using FTP software (Mac)-Host: www.expodisplays.com;
User: graphics; Password: expodisplays
- **FTP** using Web Browser (PC)-ftp://graphics@www.expodisplays.com;
User: graphics; Password: expodisplays
- After uploading is complete please e-mail graphics@expodisplays.com with the file name(s), job number, client name, account rep, etc.

Sizing:

- **Photo Panels** - Please build as one single image (even if graphic is 4 or more panels). Do not use any bleed.
- **Velcro Graphics** - Do not use any bleed.
- **Sintra/Plex/Foam Graphics** - Please build with .25 inch bleed on length & width
- **Banners** - Please visit www.expodisplays.com/graphics.html for templates.

Acceptable File Formats:

- **Adobe Photoshop CS3 (Preferred):** All standard inkjet graphics are printed as TIFF files. Save your flattened file in TIFF format in RGB mode. Resolution should be 100dpi at the final output size for best results (higher dpi does **not** result in better output quality).
- **PHOTOSHOP CHECKLIST: RGB Mode / flattened / 100 dpi at full size / TIFF or Hi-Res JPG**
- **Adobe Illustrator CS3:** Illustrator is ideal for creating vector files - required for all vinyl, CNC and fabric jobs. All fonts must be converted to outlines. Document Color Mode should be set to RGB. Any placed bitmap files (i.e. photos) should be placed (not embedded) and should follow the Photoshop guidelines above. Mac fonts should be sent with the file. If your job is a standard inkjet graphic your Illustrator file will be converted to a TIFF file before printing.
- **ILLUSTRATOR CHECKLIST: RGB Mode / Fonts converted to outline / Placed images linked, not embedded / send separate linked image files**
- **FreeHand MX:** See Adobe Illustrator above.
- **Adobe InDesign CS3:** InDesign files can and should be created at final print size. All fonts should be converted to outlines. Document Color Mode should be set to RGB. Any placed bitmap files (i.e. photos) should be placed (not embedded) and should follow the Photoshop guidelines above. Mac fonts should be sent with the file. Before printing, your InDesign file will be converted to a TIFF file.
- **INDESIGN CHECKLIST: RGB Mode / Fonts converted to outline / Placed images linked, not embedded / send separate linked image files**
- **Corel Draw:** Convert all fonts to curves (outlines) and **export in the highest version of Adobe Illustrator (.ai)** available. Also send any placed bitmap files, following the guidelines for Photoshop above.

Limited Acceptability File Formats:

- **Quark XPress 7:** Quark files are acceptable for small graphics but are not recommended for photo panels or bannerstands because of the software's inability to handle large layouts. All layouts designed in Quark require exporting as an EPS or PDF file, then opening & saving at full size as a TIFF. This may cause delays in production time and/or possible quality issues. Please include all Mac fonts and placed TIFF/EPS/JPG/BMP image files. Follow Photoshop guidelines above for placed images.

Unacceptable File Formats:

- **Microsoft Office** products (Word, Excel, PowerPoint, Publisher, etc.). These programs do not readily support large-format output and do not offer compatible export formats. Please call for advice with Microsoft formatted artwork.
- **Low-resolution JPEG, GIF, PICT or BMP** images (typical e-mail/web site images). These files' low resolution and small size make them unable to be output cleanly at larger sizes. Logo recreation is available; please call for a quote.
- **DXF files:** It is very difficult to get AutoCAD type files to convert over cleanly to our preferred graphics programs.
- Any other **software not listed above:** please call to discuss alternatives.

More Information about ExpoGraphics: <http://www.expodisplays.com/graphics.html>