Artwork Guidelines

Document Contents

What is required?

FORMAT	acceptable file formats and the pros and cons of each. (.ai, .psd, .pdf, etc.)
TYPES	layered vs. flat, vector vs. raster
SIZE	file dimensions, dpi, and print areas
LINKS AND FONTS	packaging linked files
COLOR	descriptions of CMYK, RGB, and PMS color modes

How and when to send?

HOW	wetransfer.com > designteam@cxexhibits.com no user name or password needed **DO NOT** send artwork via email
WHEN	Artwork deadlines **MUST** be followed. Failure to meet the deadline can result in late fees and inability to test fit graphics

Accepted File Formats

PROS:
•Viewable through common programs
•Can be restored to a layered or vector format

CONS:
•Will save as flat if the file is not saved with "original editing capabilies"

.PDF
Common file format. Can be flat or layered, depending on how it was saved.

PROS:
•Can be used for vector images
•A flattened version can be viewd in non-vector programs

CONS:
•File size is larger than an .ai file

.EPS
Vector file , normally exported from Illustrator

PROS:
•Works great for editing photographs or raster images
•Layers can be saved

CONS:
•Can only be viewed on Adobe Photoshop
•Image size cannot be increased without losing quality

.PSD
Adobe Photoshop raster files.

.AI
Adobe Illustrator vector files.

PROS:
•Great for logos
•The best format for vector images
•Can be scaled up easily
•Layers can be saved

CONS:
•Cannot be viewed without Adobe Illustrator
•Does not work well for editing photographs

We DO NOT accept:
Indesign, Quark, Corel, PowerPoint, Word or Publisher.
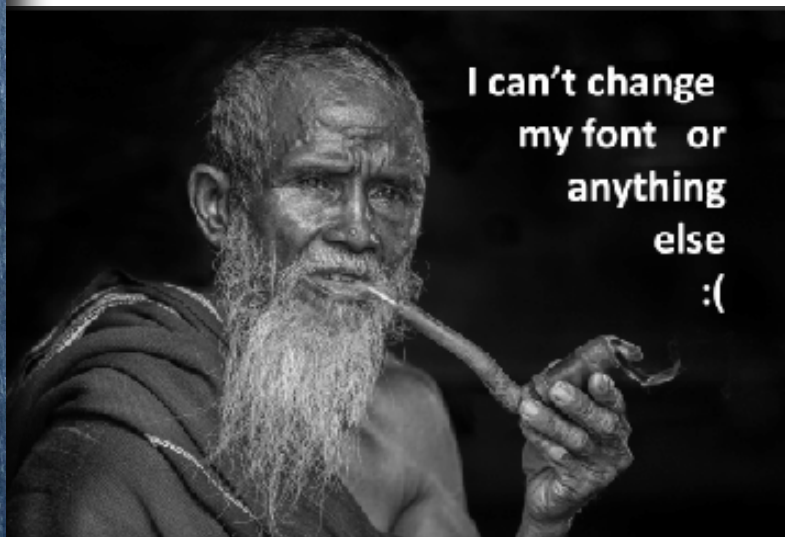*Most of those programs can export a PDF or EPS.*

Tips

Always keep a copy of your logo in vector format

If you reduce the size of an image, keep the original saved

TYPES OF FILES: LAYERED VS FLAT

Flat Art Files

Example:
The image below only had one layer "flat." You cannot move or change content without distrupting the rest of the image. However, you can add content on a new layer.
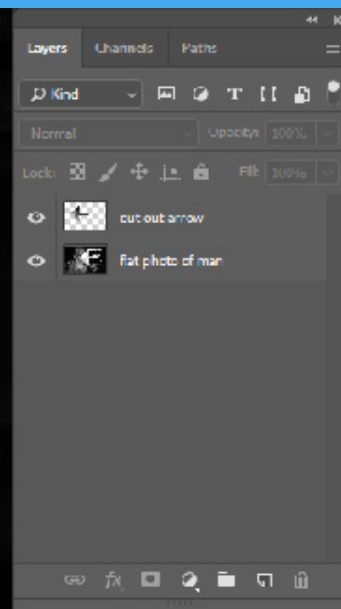
PROS

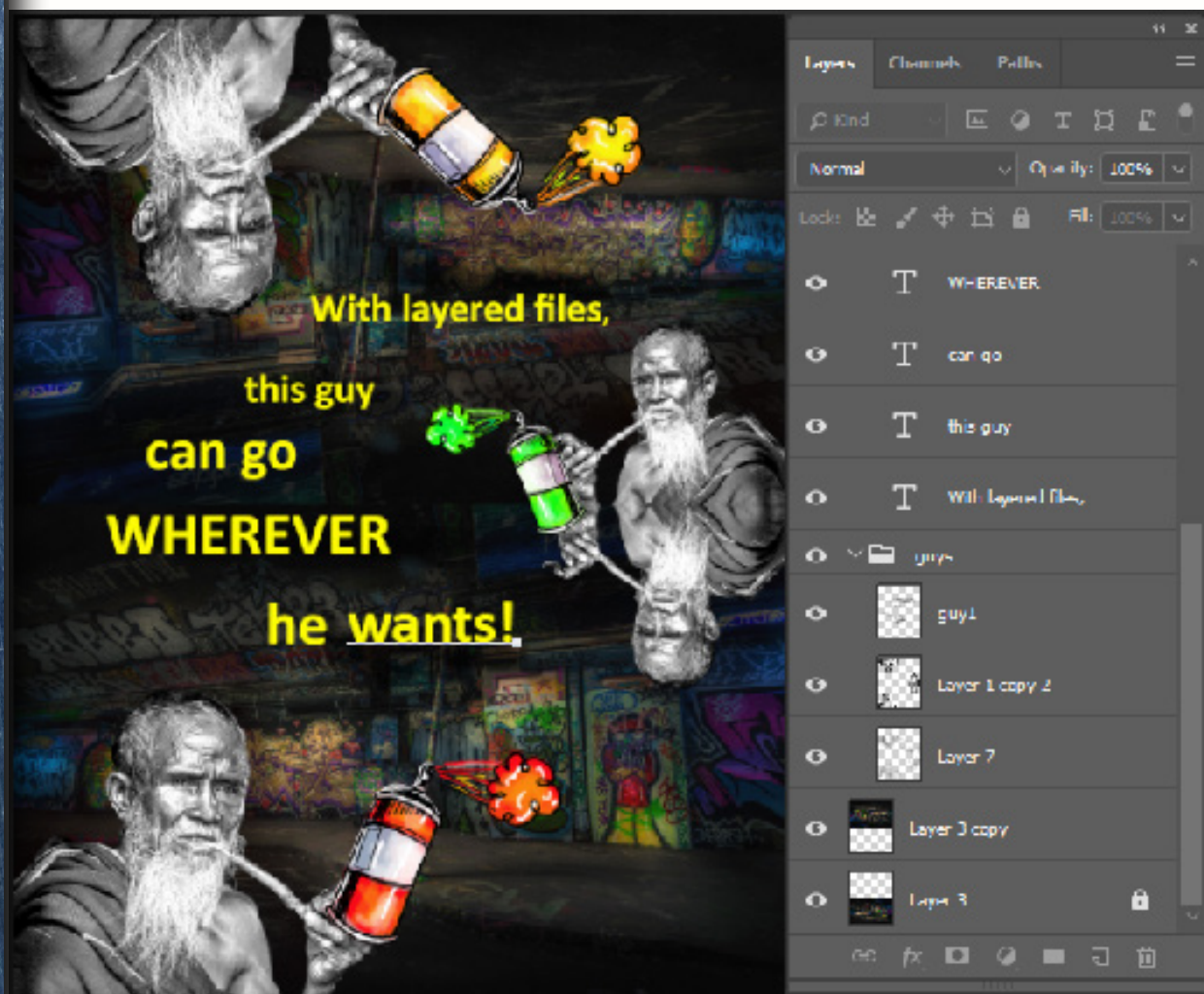- Can be viewed on most computers
- Is a smaller file

CONS

- Cannot be easily edited
- Depending on how it was saved, it could be lower quality than the original image

Types of Files: Layered vs flat

Layered Art Files

Pros

- Objects can be easily moved
- Words can easily be edited
- *Example:* You want an image that says 2017 to now say 2018

Cons

- Can only be viewed in a design editing program
- You **MUST** package or link all images and fonts
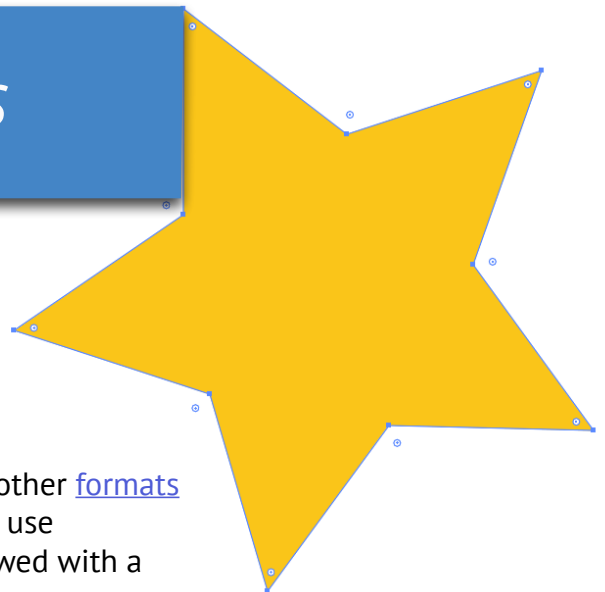- Is a larger file

Types of Files: Vector vs raster

Raster Art Files

- More difficult to match colors
- Pixels become more evident the larger you stretch a raster (pixel) image

- Can be viewed on most computers
- Is best for editing photographs
- Can create smooth shading

Vector Art Files

- Calculates curves, lines, and points for precise lines
- Required format for vinyl graphics and custom cut paths
- Easy to match colors

- Must export to other formats for web or print use
- Can only be viewed with a vector design program
- Not ideal for editing pixel art, such as: photographs and gradients

FILE SIZE: DPI AND DIMENSIONS

DPI:
Dots Per Inch

½ Scale

400 DPI

Full Scale

200 DPI

**Most website and social media images are 72 dpi. It is unlikely that you can pull an image off of the web and use it for printing.

DPI can be reduced, but not added. If you reduce the resolution of an image, always save the original version.

Vinyl prints require vector graphics. Some raster images, especially logos, can be converted into a vector graphic by our design team if their DPI is high enough.

10dpi   72dpi   300dpi
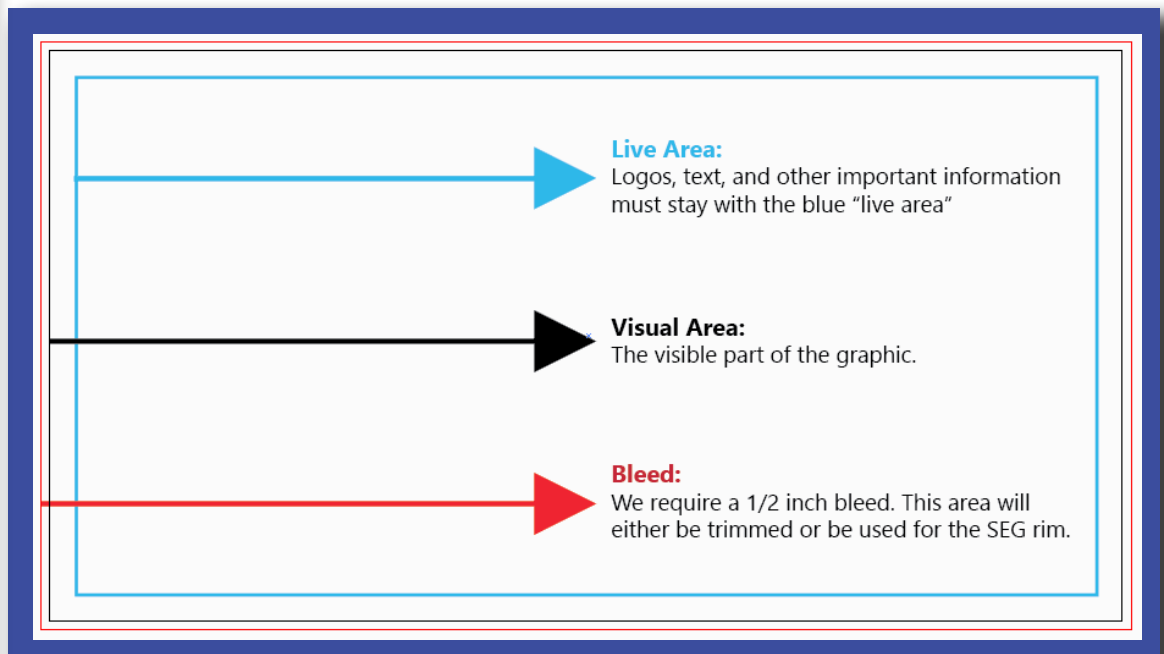
FILE SIZE: PRINT AREAS

DO
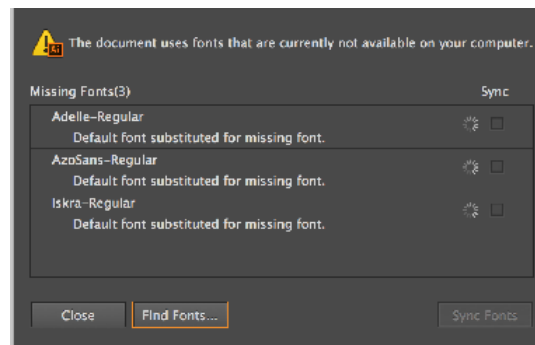Let your texture go all the way to the bleed line.

DON'T
Place information, like logos past the safety line.

The templates we provide will include the following print areas along with basic instructions.

Live Area:
Logos, text, and other important information must stay with the blue "live area"

Visual Area:
The visible part of the graphic.

Bleed:
We require a 1/2 inch bleed. This area will either be trimmed or be used for the SEG rim.

Links & Fonts

Dealing with Text and Other Links

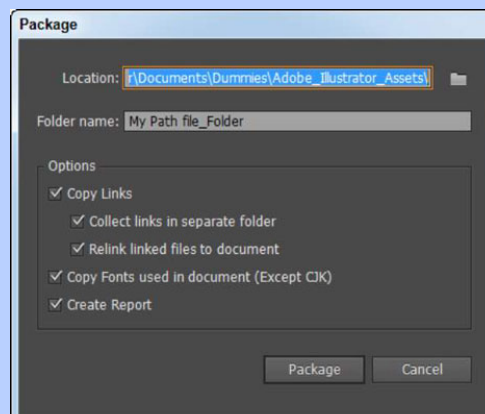| FLAT	PACKAGED	EXPANDED
Flat images are 1 image layer. Packaging the art will do nothing. Changes to art are more difficult.	Provides great flexiblity, but the designer must remember to package or link the font install file.	Vector (expanded) words cannot be changed, but the font can be scaled to any size without losing quality.
PDF, PNG, TIFF	**PDF*, PSD, AI**	**PDF*, AI, EPS**

How To Package Files

1. Save file
2. File > Package
3. Chose folder destination
4. Check all boxes
5. Name the packaged folder

Color: RGB, CMYK, and PMS

RGB

Used for Digital Devices

Red, Green, and Blue
Creates colors using light
Colors are more vibrant than inks
Do not use <u>RGB color mode for print</u>
Screen display settings may alter colors

CMYK

Used by Most Printers

Cyan, Magenta, Yellow, and blacK
Creates color using ink <u>halftones</u>
Colors varies depending on the printer
Best for solid and clear paper products
Cheaper fabric prints

PMS

Used for Exact Color Matches

Pantone Matching System
Printed with <u>opaque inks</u>
Expensive and complicated
Use for logos and fabric prints
Find <u>color books</u> in Adobe programs