

BUILD YOUR FILES IN ADOBE ILLUSTRATOR (AI)

- Dimensions and labels are provided based on your exhibit design.
- Create a New File per panel with the provided dimensions.
- You will receive a template for any graphics that have an obstruction.
eg: TV, counters, overlapping walls
- Use only (1) artboard per file.

IMAGES & COLOR PROFILE

- 300 ppi is recommended per image, a minimum of 100 ppi is accepted.
- Any images placed in the file need to be embedded.
- All files must be CMYK color profile.
RGB will not be accepted.

FILE REQUIREMENTS

- Each file should be named and saved as "Placement_Title_Size".
eg: A1_Front Wall_63.34in W x 95.2in H
- We require two files per placement. (1) AI file for checking graphics and (1) PDF file for sending to print.

BLEEDS

- Keep all logos, images, and text at least 2" away from the bleed line.
- Please allow at least 1" of bleed on all files.
- If alignment is critical, please allow for 2" of bleed.

HOW TO SET UP AND PREPARE DESIGN FILES FOR PRINT

ALL TEXT MUST BE OUTLINED

PLEASE BE AWARE

Please note, while we will aim to make the initial files you provide to us suit your needs, any dimension issues, font/text issues, resolution issues, etc., that require us to rework your submitted files more than twice will have a \$70 prepress fee added to your final invoice. Your account manager will inform you of required design time necessary to fix your files to meet our guidelines or additional charges for multiple file submissions. With any edits the client requests Cardinal to make, Cardinal takes no responsibility for any lost images or text.



- **Your fabric graphics will be held for 1 year or the reoccurrence of the same event.**
- **Any graphics labeled as Sintra can not be guaranteed for reuse.**

If you have any questions, comments or concerns please email designteam@cardinalexpo.com