



## Art Guidelines

Exhibit Options will provide a low res PDF proof for approval on all jobs. However if color matching is critical a hard proof should be requested. Hard proofs will delay production. Please ask your Exhibit Consultant regarding the cost of a hard proof.

### Minimum Resolution:

LIGHTJET	CMYK/RGB	150 dpi minimum @ FINAL SIZE
INKJET	CMYK/RGB	150 dpi minimum @ FINAL SIZE
JET I	CMYK	100 dpi minimum @ FINAL SIZE

**\*\*Zoom in on all ORIGINAL files at 100% to check for quality and resolution\*\***

### Sending Artwork:

YouSendIt Drop Box (preferred method) <http://www.exoptions.com/drop-box.php>

CD ROM, DVD ROM, DVD-R, or Memory Stick

### Acceptable File Formats

Illustrator	CS4 or below
Photoshop	CS4 or below
InDesign	CS4 or below
Quark	6.0 or below (not preferred)
PDF Format	7.0 or below

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines. When sending files please be sure to include all supporting artwork files (fonts, linked images, etc.). Layer your Photoshop files for any color matches. If composing an image in Illustrator, PLACE (DO NOT EMBED) ALL Photoshop TIFF's or EPS's into Illustrator.

Regardless of how files are received, due to our printing software, all files must be converted to either TIFF or EPS format. Although we have the ability to convert most files, when using a layout program such as InDesign or Quark, we recommend that you export the file as an EPS or PDF at proper resolution beforehand to ensure quality and accuracy.

### Fonts Specifications

Fonts **must** be converted to outlines. If fonts are not created to outlines, please provide Macintosh or TruType fonts

### Color

Orders without indication of Pantone colors, supplied hard proofs, or requested hard copy proofs are NOT guaranteed for color. If color matching is critical a hard proof must be requested. Hard proofs will delay production. **PDF Proofs should not be used to evaluate color due to variations in monitors.**

### Photomurals | Pop Up Displays

Mural files must be built as one file. Please note when using Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results. Photoshop is preferred when using these special effects for murals. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

### Bleeds

All graphics produced require specific bleeds. Below is a general guideline for bleeds.

Photomural files – ¼" bleed on all four sides.

Mounted Graphics – ¼" bleed on all four sides.

Banner Stands – each product has specific bleeds. See product template for specific information.