

GRAPHIC AND ARTWORK GUIDELINES

Thank you for choosing Exhibits Options. The following is important information which will help you prepare and set up files for Exhibits Options. Please take a moment to review this carefully.

ACCEPTABLE FILE APPLICATIONS

Exhibits Options accept electronic files built using a number of applications and Exhibits Options will provide the template you will be utilizing (please ask your sales rep for more details).

All detachable and murals should be built and saved as Photoshop Layered files (.psd) when possible. Layered files are also referred to: "Source Files" or "Native Files"



Photoshop - This is the preferred application for supplying high resolution images with no preparation charges required:

- PSD, TIFF or EPS
- CMYK / PMS Colors
- **150** DPI at Exact Dimensions (Exhibits Options to provide)
- Rasterize All Text
- Use the following CMYK formula for a TRUE BLACK: Opaque: **c30 m30 y30 k100**
- Backlit: c70 m70 y70 k100



We accept these file formats with possible preparation charges required, \$100 per hour, as follows:

- AI, EPS, INDD and PDF
- CMYK / PMS colors
- Include All Linked Files and All Fonts (Preflight and Package File)
- Outline Text
- **Embed Linked Files**
- Build to Exact Dimensions
- Use the following CMYK formula for a TRUE BLACK: Opaque: **c30 m30 y30 k100**
- Backlit: c70 m70 y70 k100

OTHER MEDIUMS

Vinyl

- Color Matched to Available Vinyl Colors
- Vector Format

Lambda

- RGB – Must Provide PMS Colors
- 150 DPI At Exact Dimensions

Table Throw Vinyl

- Color Matched to Available Vinyl Colors or Silkscreened For Exact PMS Match
- Vector Format

Dye Sublimations

- CMYK – Must Provide PMS Colors
- Optimum – 150 DPI

UPLOAD INSTRUCTIONS

- The YouSendIt registration link is <http://www.exoptions.com/drop-box.php> . It can also be accessed through the www.exoptions.com by clicking "Graphics".
- Please contact the graphics department with any questions – 562-949-1555

GENERAL INFORMATION

- All graphics MUST be internally approved prior to submission to Exhibit Options. If new files are submitted after Exhibit Options preflight process additional charges may be incurred.
- All graphics must be accompanied by a hard copy or graphics will print "as is".
- E-mail proofs will be sent with each order - This proof should not be used to evaluate color due to variations in monitors. Please use the PDF proof as verification of content and placement only. Image defects may not be visible unless the original is viewed at 100 percent.
- If you require a printed proof, it is available at additional cost, but may delay the delivery of your project.
- Both screen and printer fonts must be provided, even if text has been converted to outlines or paths.