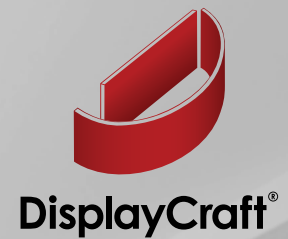


# Graphic File Submittal Guidelines & Requirements



## GRAPHIC FILE SUBMISSION REQUIREMENTS

### Supported Applications

Adobe Illustrator (Preferred)  
Adobe Photoshop (Preferred)  
Adobe Indesign (Not supported for Tension Fabric Displays)

Photoshop and Illustrator files are preferred as they are more suitable to applications for large format printing. Design time will be charged if files need to be modified to meet guidelines.

When sending files, please be sure to include all support art (fonts, linked images, etc.).

**Note:** Illustrator special effects such as glows, transparencies or drop shadows are not recommended. These effects sometimes have unpredictable results when printing in our system. Photoshop is preferred when using these special effects.

### Font Specification

Fonts must be converted to outlines (Preferred)

### Resolution

All raster files (either print files or linked files) must be at 100-200 pixels per inch at 100%.

### Color Specifications

Please send Illustrator and Indesign files with a CMYK build, Photoshop and linked images can be in RGB format. Provide a PDF layout or hard copy proof of the files being printed. All critical Pantone colors need to be tagged in the file as coated swatches. If color matching is required for Photoshop files, please provide a layered file. Files submitted without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

### Bleed Specifications

All graphics produced require specific bleeds. Refer to the graphic template provided.

## GRAPHIC FILE SUBMISSION METHODS

### \*DisplayCraft Website Upload

Uploading procedures are as follows:  
Create 1 compressed file (.zip) and use Company Name / Show Name in title  
Files can be submitted through our website at <http://www.displaycraft.com/upload-files/>

\*Please notify your Account Executive when any file/s have been uploaded.  
You will ALSO need to provide us with all file names and PDF proofs of all art to be produced.

**Note:** When the procedures listed here are not followed and additional DisplayCraft modification and/or manipulation is required, additional costs may be assessed to the client.

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