THE EXPO GROUP

Architects for connecting communities.℠

GRAPHIC REQUIREMENTS AND DESIGN/LAYOUT RECOMMENDATIONS

We have set in place guidelines and recommendations to ensure your graphics will look the very best. If these requirements and recommendations are followed, it will lead to a more seamless transition for our production department. If you have any questions or concerns, please reach out to your Project Manager. They will then put you in touch with a graphic designer working on your project.

BEFORE YOU BEGIN: Below are a few highlighted aspects of design that we feel are crucial when designing your graphics for your event.

COLORS: Color printing is done in CMYK (Cyan, Magenta, Yellow, Black) format vs. RGB (Red, Green, Blue) format which is solely used for digital images. All artwork and images must be submitted to us in CMYK not RGB. Providing us with the CMYK values used in the artwork will ensure that the correct colors will be printed. PMS (Pantone Matching System) colors must be converted to CMYK however it is recommended they are called out in your Brand Guidelines.

FONTS: Please be mindful of the fonts chosen, as the wrong font choice can make text hard to read and may look different from a distance. For legibility of text, a good rule of thumb is to print out a section of copy at 100%. Stand 10-15 ft away to judge the readability of that text. Keep backgrounds behind text simple by avoiding multi color gradients, multiple shapes, and lines. This will help in making text more legible. All fonts used must be provided.

SCALE: Layouts are preferred in inches. Scaling images down to ¼ **(25%)** of its final size will make the artwork easier to manage. However, be sure to inform us what scale the artwork is when submitted, so we can properly scale the images for layout and print. (i.e. 25% scale, 50% scale, etc.) **NOTE:** Previewing your placed images at 100% print size is a good indication whether your placed image is high-resolution or low-resolution showing pixelization **(see page 3).**

BLEED AREA: When preparing files for print on hard materials, make sure to set up your document with bleed in your designs. Bleed should be set to 0.5 inches (1/2 inch) beyond the trim line on all sides. This is the extra area of color, images, or design elements that extends beyond the final trim size of the printed material **(SEG FABRIC requires extra bleed please see details on page 4).**

VECTOR VS RASTER IMAGES: Vector images can scale to any size, while raster images can only scale so big before getting fuzzy/pixelated. Vector images tend to have smaller files sizes than raster images.

WHAT IS A VECTOR FILE? A vector file is an image that is made of paths and curves that can scale to any size without losing its quality and clarity. It will remain smooth and crisp.
- Vectors are ideal for design work consisting of logos, type, geometric designs, and icons.
- To edit these images, you need access to a vector-based program such as Adobe Illustrator.
- Saving low-resolution raster images as a vector file does not make them vector. They must be supplied in their native vector form.

All logos must be in a VECTOR FORMAT. Vector file types include:
.ai (Adobe Illustrator) .eps (Encapsulated Postscript) .pdf (Adobe Acrobat)
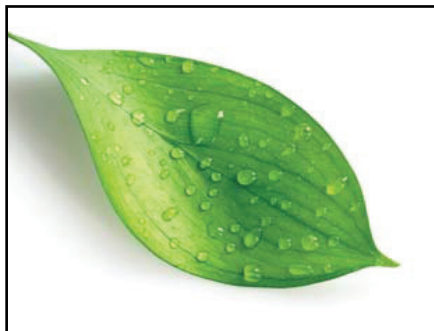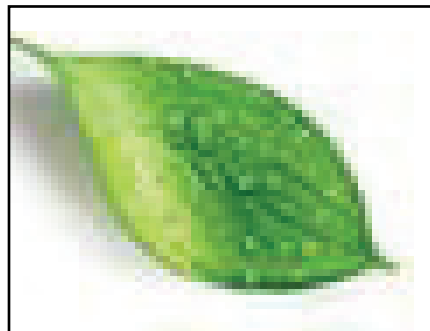**Low-res pdf's and images from the internet will not be accepted.**

WHAT IS A RASTER IMAGE? Raster files are images built from pixels. The more pixels an image has, the higher quality it will be, and vice versa. Raster images should be a minimum of 72 dpi and at the most 300 dpi at final size. Raster file types include .jpeg, .tiff, and .psd file formats. **NOTE: Low-resolution images from the internet will not be used.**
- Raster images are used in photography and digital applications.
- Resolution and size (dimensions) are inversely proportionate to each other. If you enlarge an image, you lower its resolution.
- To edit these images, you need access to a raster-based program like Adobe Photoshop. It's best to use this program for photography and imagery only.
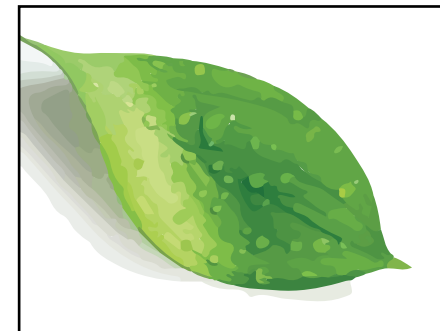
Good quality raster image will have clean edges

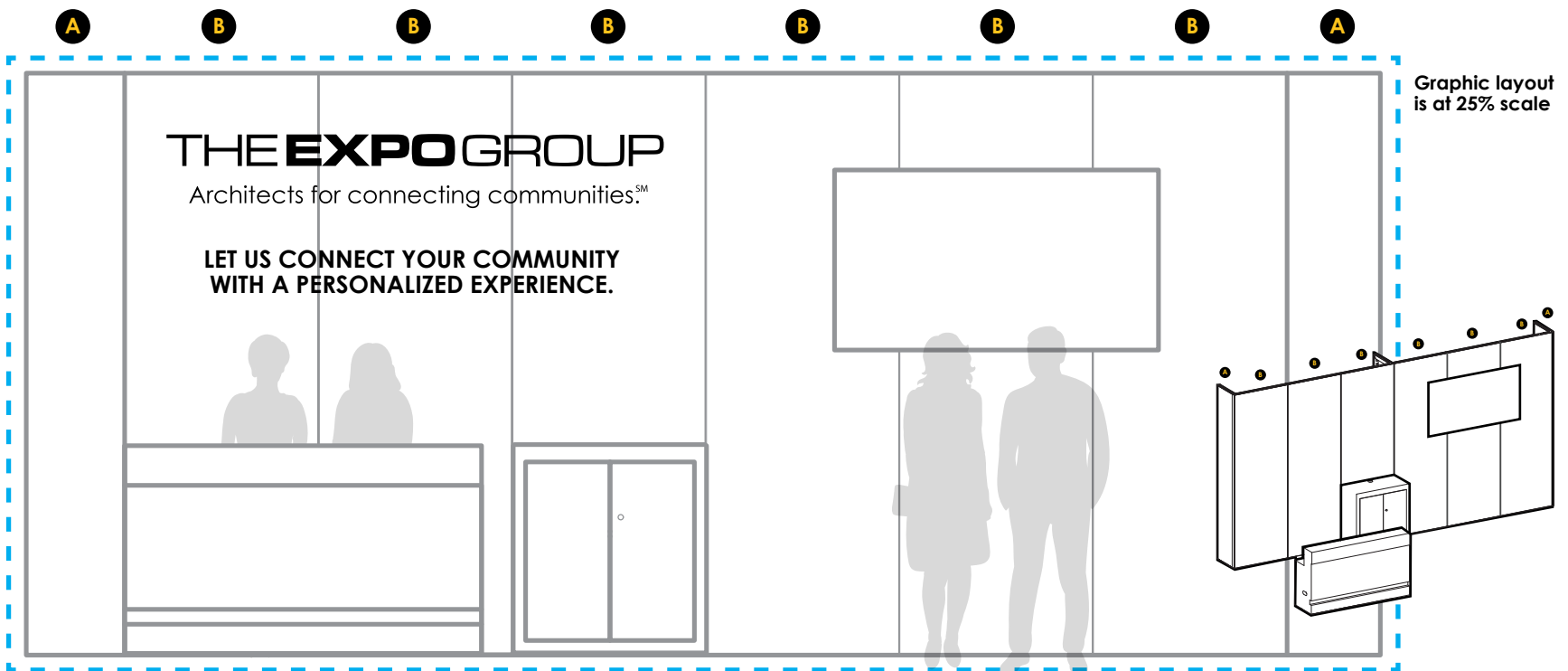**Low resolution raster image will have jagged edges**

Vector Art can be scaled up or down without losing quality

LOGOS, TAGLINES, AND TEXT: It is important to keep copy to a minimum. Company logos and taglines is all that is recommended. Be very cognizant of the placement of those logos and taglines so that objects like monitors, cabinets, and registration desks do not cover or block important information.

MORE ON LOGOS: When considering what logos to use, the background is crucial. If your background is white, a full color high-resolution vector logo or any solid color vector logo will work. If your background is darker or multi colored, you may want to go with a solid contrasting color. Most corporate logos have approved variations for those contrasting background options.

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**LET US CONNECT YOUR COMMUNITY
WITH A PERSONALIZED EXPERIENCE.**

Graphic layout is at 25% scale

SEG FABRIC: When SEG fabric is being used, please make sure that there is 3" of perimeter bleed for edge hemming in the silicone bead.

WHAT IS SEG (SILICONE EDGE GRAPHIC) FABRIC? SEG graphics are seamless, vibrant, photographic-quality fabrics. They are printed fabric graphics with a thin silicone beading sewn around the edge that fits into the SEG frame, keeping the fabric secure and virtually borderless.

ARTWORK FILES SUBMITTED: All fonts must be provided in (P.C.) font format only. Please do not embed images; all placed images must be provided as links in case modifications need to be made.

It is highly recommended that all files be **"PACKAGED"** from Adobe Illustrator or InDesign applications. This can be found under the **"FILE"** menu. This is a failsafe that all live fonts and links will be packaged into a single folder.

You must provide a printed proof, or PDF proof when submitting artwork with CMYK or PMS colors called out. This allows us to check the files for the correct fonts, and see any potential color problems, missing links, etc.

HERE IS A QUICK REFERENCE OF ACCEPTABLE AND NON ACCEPTABLE FILES:

THANK YOU PERFECT!	SORRY THESE WILL NOT WORK
.ai (Adobe Illustrator document)	**.qxd** (QuarkXpress)
.ind (Adobe InDesign document) *LOOSE SIGNAGE ONLY NO STRUCTURE GRAPHICS*	**.ppt** (PowerPoint)
.eps (Encapsulated PostScript)	**.WebP** (Google Image)
.pdf (Portable Document Format; only when saved from vector program)	**.svg** (Scalable Vector Graphic)

ACCEPTABLE LINKED IMAGES	UNACCEPTABLE LINKED IMAGES
.tiff (Tagged Image File Format)	**.gif** (Graphic Interchange Format)
.jpeg (Joint Photographic Experts Group)	**.vsd** (Vision Drawing Document)
.psd (Adobe Photoshop Document)	**.bmp** (Bitmap Image File)
.png (Portable Network Graphic) *HIGH-RESOLUTION RASTER IMAGE ONLY-NO VECTOR*	

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THANK YOU!