

exponet
EXHIBITIONS & EVENTS

Signage

*Artwork, Design &
Signage Requirements*



ARTWORK SETUP:

BLEED AND CROP MARKS

25mm bleed is required for all banner artwork with crop marks applied (registration marks not required). Infill panel artwork does not require bleed or crop marks but may be included.

SCALING AND RESOLUTION

10% - 1000dpi or 100% - 100dpi. Please see Page 3 for resolution examples.

FONTS

Outline all fonts to maintain integrity of artwork, otherwise you may need to supply the font and this could delay production.

COLOURS

All colours and images should be CMYK, if you require colour matching please supply the Pantone PMS reference with your artwork. All transparency effects to be flattened.

LINKED FILES / IMAGES

- All linked files to be supplied with the final art.
- All linked images must be converted to CMYK.
- Resolution must be 100dpi at 1:1 and 1000dpi at 1:10.

LOGOS

- Please supply logos in vector format i.e. EPS, PDF or AI.

FILE DELIVERY

- Email (files smaller than 5MB).
- To send large files use a file sharing service such as [WeTransfer.com](https://www.wetransfer.com) or [Dropbox.com](https://www.dropbox.com)
- Please ensure share links do not require a login/password, as this will delay production.

FILE FORMATS ACCEPTED:

PDF • ADOBE ACROBAT

- All fonts and strokes must be converted to outlines, or provide fonts with artwork.
- A hi-resolution PDF file exported as specified in 'Linked Files / image' instructions.

AI • ADOBE ILLUSTRATOR

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

INDD • ADOBE INDESIGN

- A packaged InDesign folder must be supplied including all fonts and links.

EPS • ENCAPSULATED POSTSCRIPT (LOGOS ONLY)

- CMYK or specify PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

Glossary of Terms

Resolution

The number of dots/pixels per unit of measure to form an image. In the United States image resolution is calculated per inch, hence the abbreviation dpi/ppi.

Pixelation

A phenomenon in bitmap images that results from insufficient pixels or over-enlargement. Individual pixels become visible, especially on the edges of objects, creating a stairstepped or jagged look.

Bleed

Bleed refers to printing that goes beyond the edge of the media after trimming.

Vector

A type of image that is made using mathematical formulae to create and connect points, curves and lines. No matter how much the size of the image is changed, it will still look great.

CMYK

The colours that are used in 4-colour process: cyan, magenta, yellow and black (key). Together they create full colour images.

RGB

RGB (red, green, blue) has to be converted to CMYK before printing and is best used for artwork to be displayed on a computer.

ERRORS

Whilst our pre-press team will check for errors, we are not responsible for proofreading. Please double-check (even triple!) to make sure your files are correct before you send.

Resolution Samples at 100%

10 DPI

20 DPI

45 DPI

72 DPI

150 DPI

