Please send a small digital color proof (JPG/PDF or printed proof) of your artwork along with the print-ready file.

Enclose full contact info with your media: job name, SO/PO number, company name, contact name, account rep, phone numbers, email, etc.

Bitmap graphics (photos) must be 100dpi at full size, 200dpi at half size, or scaled as needed to make the final image meet the 100dpi criteria. Save in RGB mode. . See the Photoshop section below for more information.

Further Questions? Contact Craig Garrison (Graphics Manager) at 205.439.8210 or e-mail graphics@expodisplays.com

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ExpoGraphics strives to achieve accurate, pleasing colors. However, due to the type of equipment we use (large format inkjet printers) we cannot guarantee perfect matches even with Pantone (PMS) colors. We request non-fabric graphics in RGB mode because we are able to achieve greater color predictability upon output. Fabric files should be saved as CMYK.

We will be happy to provide a printed proof at the client's request – please call for pricing. If we are matching graphics from a past show, we require the original printed graphic(s) for color matching purposes.

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Flash Drive/External Hard Drive
Email - graphics@expodisplays.com (10MB or less)
**Easy FTP Uploader** -        - Follow instructions on-screen to upload large files. **Password is**    **(all lowercase)**

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**Panels** - Please build as one single image (even if graphic is 4 or more panels). Do not use any bleed. Avoid type running through panel breaks.

**Velcro Graphics** - Do not use any bleed.

**Sintra/Plex/Foam Graphics** - Please build with .25 inch bleed on length & width.

**Banners** - Bleeds are not needed, but when using our templates they are included.

**ExpoLight Graphics** - Do not use any bleed. Add a one inch black border around the outer edges of the art.

**MultiQuads** - Please build with NO bleeds. Do NOT add reveals to your final art files. The reveals we add here are .125" in width regardless of panel size. Make sure no text falls in the reveals. Send art in large wall pieces, not individual quads - group together as much as you can in your files

**H-Line Panels** - Format: CMYK. Your overall art file should have .6" bleed added to all sides. Send art in large wall pieces, not individual panels.

**WallBrander** - Format: CMYK. Your overall art file should have .5" bleed added to all sides.

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**Adobe Photoshop:** All standard inkjet graphics are printed as TIFF files. Save your flattened file in TIFF format using RGB mode. Resolution should be 100dpi at the final output size for best results (higher dpi does not result in better output quality).

**Adobe Illustrator:** Illustrator is ideal for creating vector files - required for CNC jobs & some vinyl. Fonts must be converted to outlines. Document Color Mode should be set to RGB. Any placed bitmap files (i.e. photos) should be linked (not embedded) and should follow the Photoshop guidelines above. Fonts should be sent with the file. If your job is a standard inkjet graphic your Illustrator file will be converted to a TIFF file before printing.

**Adobe InDesign:** InDesign files can and should be created at final print size. All fonts should be converted to outlines. Document Color Mode should be set to RGB. Any placed bitmap files (i.e. photos) should be linked (not embedded) and should follow the Photoshop guidelines above. Fonts should be sent with the file. Before printing, your InDesign file will be converted to a TIFF file.

**PDF:** All of the software listed here can export files as high-res PDFs. High-res PDF files eliminate issues like missing fonts and missing links. You are encouraged to send a       if you cannot provide a TIF file.

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FreeHand, Quark XPress, Corel Draw, Publisher: We cannot open these as native files. Please export your file as a high-res PDF for submission.

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Microsoft Office products (Word, Excel, PowerPoint, Publisher, etc.). These programs do not readily support large-format output and do not offer compatible export formats. Export as a PDF so we can view.

Low-resolution JPEG, GIF, PICT or BMP images (typical e-mail/web site images). These files' low resolution and small size make them unable to be output cleanly at larger sizes. Logo recreation is available.

Any other software not listed above: email or call to discuss alternatives.

## More Information about ExpoGraphics: