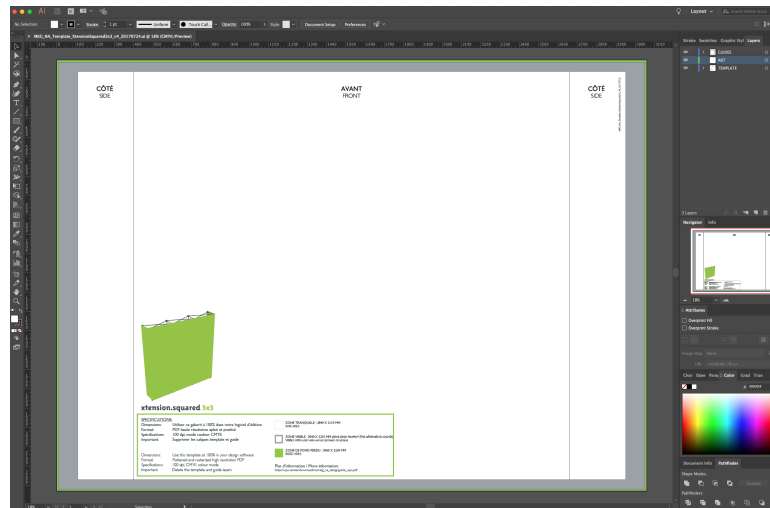


# DESIGN GUIDE

Recommendations for using our templates and creating your files

*Our templates are subject to change. It is therefore necessary to always refer to the most recent version of the document.*

## 1 Open the PDF in your design software and work directly in the template (Recommended software: Adobe Illustrator)



Description of each area:



**VISIBLE AREA:** Includes the sensitive area (grey) and the safe area (white). Avoid putting text or logos in the grey portion as this area may disappear or be deformed on the final product.

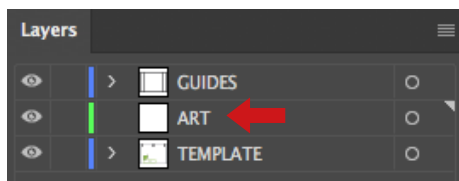


**SAFE AREA:** Place your text and logos in this area.



**BLEED AREA:** To avoid problems during the cutting process, it is essential to leave a bleed. Do not include crop marks: the bleed must consist of your image and not white space.

## 2 When using Adobe Illustrator, your file will contain 3 layers:



Work on the **ART** layer.

Once your artwork has been finalized, **HIDE OR DELETE** the **GUIDES** and **TEMPLATE** layers so they do not appear on the final file.

**ONLY YOUR ARTWORK LAYER (ART) SHOULD REMAIN** with no crop marks or guides.

## 3 Save your file as a PDF

Before saving your file, ensure that:

- ✓ All elements have been flattened and rasterized
- ✓ All crop marks have been removed
- ✓ The GUIDES and TEMPLATE layers have been hidden or deleted

### Save option 1: High Quality Print

Choose the High Quality Print option when exporting your file as a PDF.

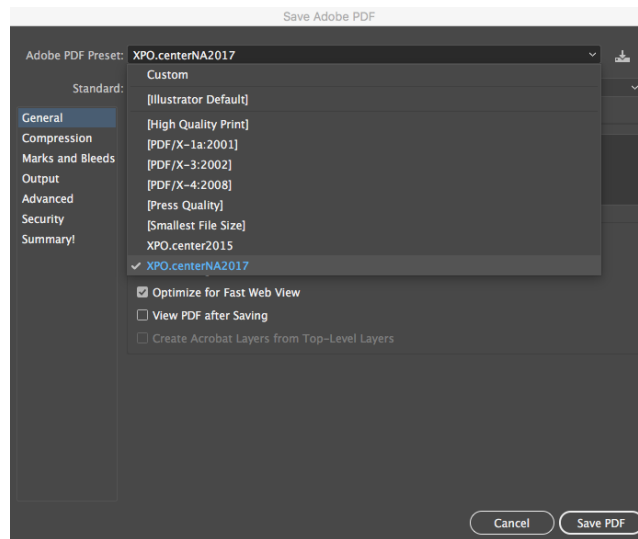
### Save option 2: Use the job.option



Job.option is a set of PDF export parameters which ensure that your file is exported with the correct printing parameters. It integrates the fonts, saves all elements above 100 dpi at 100 dpi and converts to CMYK while complying with the U.S. Web Coated (SWOP) v2 color profile.

How to use the job.option:

- 1 - Download it here: <https://xpo.center/download/na/job-options-na.zip>
- 2 - Install it by double-clicking on it\*
- 3 - Choose it when exporting your files to PDF format



\* If the job.option does not install after double-clicking, see here: [https://xpo.center/download/na/xpo\\_naen\\_install-job-options.pdf](https://xpo.center/download/na/xpo_naen_install-job-options.pdf)

## 4 Name your files

Please include the product name in your file name. *Example: xtension3x3-laposte.pdf*

In the case of a **panoramic** booth, please name your file starting with the reference letter or number followed by a dash:

*Examples: A-HV38x93.pdf, 17-HV38x38.pdf, 4B-HV38x93.pdf*



## Resolution

We strongly recommend **a 100 dpi resolution at the final format at 1:1 scale (100%)**.

Files under 72 dpi will be pixelated.

Note: Certain products must be created at half size at 200 dpi. This will be indicated on the template.

## File format

- **Only PDF files are accepted.** Please provide us with one graphic per file (**1 graphic = 1 PDF**).
- **Flatten and rasterize all elements.**
- **Do not use the overprint mode.**
- **Do not include any crop marks, color bars or guides:**  

## Colors



Files must be exclusively **CMYK**

Please leave your Pantone colors in the file (SOLID COATED only)

We recommend reinforcing the black by 50% with three other colors (C 50 M 50 Y 50 K 100).

If you would like a specific color output, please provide us with a sample at the start of your project. Otherwise, it will be printed according to our usual color profile.

Note: Colors printed on your graphic will differ from those that appear on your screen or on glossy paper.

## Images

When choosing images and illustrations, please take technical production requirements into account:

- scaling: ensure compliance with enlargement ratios
- format choice: adapted to your format
- color choice: quality and respect of colors (see "colors" above)
- gradients: create them in the desired format to avoid any smoothing problems in your graphics
- verification of resolution and definition: always remember to check the rendering of your graphics in the final format at 100%

## Fonts

It is recommended to avoid using thin and ultra-thin fonts. There is a high risk of color migration.

**The purpose of this document is to guide you in creating your files in order to optimize their quality and rendering, and to avoid any production setbacks.**

**Any failure to comply with these points which required our intervention to modify the files that were initially submitted to us may result in additional charges (provided in an estimate).**

**Should you have any questions or require technical assistance, please contact us at the start of your project.**