VOLUME 11

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ART GUIDELINES

Printing in large format for exhibitors requires special attention to exact size and resolution. Please follow these basic steps and the art will come out as you have designed it. Not following these guidelines could result in replacing fonts you've chosen with alternate fonts, blurred imagery, incorrect color and additional time needed to open and manipulate files. This time is chargable by Volume 11 at our current hourly rate. Art submitted to Volume 11 will be reviewed and approved for print in house. If corrections are necessary, the art files can be sent back to your graphic design department, or handled by Volume 11. Note that this can delay production of your order and as a result, delay shipment.

Basic Do's and Don'ts

DO'S:
Provide art in production ready format.

Color Matching:
Use Pantone™ Matching System (solid coated) or convert Pantone™ to CMYK.

Scaling:
Full Scale (full DPI)
1/2 Scale (2x DPI)

Fonts:
Include all fonts in folder, and/or make sure all fonts are outlined.

Proof:
Include a color PDF Proof of your final art for us to compare when we review your files.

DPI:
Minimum DPI is 100
AT FINAL OUTPUT SIZE

Accepted Software Programs:
Adobe Illustrator - CS5 or lower
 * preferred file format

Adobe InDesign - CS5 or lower

Adobe Photoshop – CS5 or lower
*not recommended for page layout

*Please Note: If you are working on a platform that does not support any of these applications, please contact our art department to discuss your options before producing any artwork. Files supplied in other applications may require rebuilding or may not be usable at all.

ART GUIDELINES, CONTINUED

DON'TS

The following are not included in our pricing:
Assembling files
Correcting or modifying supplied files
Replacing or modifying supplied images

Do not embed linked images:
Supply all original files for linked elements.
Do not embed images or we will not be
able to edit them.

Do not stretch images:
Do not scale images with small DPI
expecting them to look the same at a
larger size, they will just blur.

Do not upload individual files:
Please gather all of the needed
files, and compress into one
zip file before sending.

Unacceptable Software Programs:
Quark Express:
Program is incapable of producing large format images without problems. If you are
using Quark, please save as an EPS and double check the file by opening it in another
program before submitting.

Microsoft Office Programs
None of Microsoft Office programs
are acceptable for larger format
designing and printing.

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your options before producing any artwork. Files supplied in other applications may require rebuilding or may not be usable at all.

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ART GUIDELINES, CONTINUED

Crop Marks & Bleeds:
Please include all necessary crop marks. They will be removed before printing. All outside edges require a 1" bleed.*
*Some items such as fabric banners may require more bleed. Please contact Volume 11 for the template measurements for fabric printing.

Mural Images (Continuous images over multiple panels)
When you plan to have a single graphic span over more than one panel, do not create them as separate panels, create the layout as a single mural without interruption or breaks. Use tick marks to indicate where you believe the panels should be cut. Marrying panels is an exact science and we will need to determine the location of the cuts. Only the outside edges of your single graphic mural will require a 1" bleed.

Fonts:
Please provide all fonts used in your document, including fonts used in imported EPS files. Or, alternatively, convert all text and fonts to paths. We cannot accept true type or PC fonts or files that contain these.

Color:
Use Pantone™ Matching System (PMS Solid Coated) for any vector art requiring close color matching. If you require a 4 color print, (CMYK), then convert all colors, even the PMS colors, to CMYK in an effort to match all colors as accurately as possible.

Proofing Process:
We will email proofs for approval. The proofs are only good for layout, spelling, etc. DO NOT DEPEND ON THESE FOR ACCURATE COLOR. When color matching is particularly important, we recommend printing a hard copy proof. These proofs are printed using the same process and materials as in the production of your final display. Providing an accurate representation of your final display. Color proofs typically require additional time and are chargeable.

Vector vs. Raster (Vector artwork is preferred):
Vector art - Provides the best enlargement results. They are sharp, crisp, and clean. Images can be scaled to any size without loss of quality.
Raster images - Resolution dependent. Results can be poor, particularly if images are enlarged.
*Vector art is required for ALL silk-screened and vinyl graphics.