GRAPHICS ARTWORK GUIDELINES

FILE PREPARATION

Please be sure to embed **ALL** links and convert **ALL** text to outlines in your submitted artwork. We will only be able to accept PDF files for processing. Other file types will not be guaranteed to process correctly and will be charged a fee to process. We **DO NOT** accept files built in InDesign, Quark Xpress, Corel Draw or MS Office, etc. Artwork **MUST** be sized to fit our provided templates. **DO NOT** include anything you do not wish to print in your print-ready files. This includes crop marks, registration lines, guides or slugs. These will appear when printed. **AVOID** using transparencies as the effects may not translate properly when file is processed.

SENDING ARTWORK

1. Attach it in an **EMAIL**. There is a size limitation of **20MB** and do not **compress** the artwork.

2. Use our **WEBSITE (**www.ultimadisplays.ca) or **WETRANSFER** (ultimadisplays.wetransfer.com) page

3. Do not send ZIP files via email as these will be blocked.

PROOFING

We offer **DIGITAL** and **PRINTED** proofs for colour and image quality. Choose between reduced or magnified proofs depending on your needs.

PLEASE NOTE:
It is your responsibility to proof read all text and examine the proof throughly before approving. We cannot accept responsibility for typos or errors found after approval.

DESIGN TIME

If your artwork requires any **EDITING, TYPESETTING** or **LAYOUT** there will be a minimum charge of $65/hr. Please provide detailed instructions and high quality assets (including images, layout and design mockups) to make this process more efficient. If your order contains a large order of graphics with individual artwork or requires multiple revisions, there will be a processing charge.

COLOUR MATCHING

We print in **CMYK**, so we cannot match **PANTONES** precisely. We will do our best to come as close as possible. Other pantone series such as uncoated, fluorescent and metallic colours cannot be matched. Please specify the **SOLID COATED PANTONE** number to your sales representative and also include it in your file as an applied swatch.

40/40/40/100   To achieve the darkest black, please use these specific **CMYK** values.

BLEED SPECIFICATIONS

As a general rule, **FABRIC** requires 2 INCHES on all sides, **RIGID** substrates 1/4 INCH on all sides and **BANNER** stands 6 INCHES on the bottom with 0.5" on the top. This is to ensure that no elements are lost during finishing or installation. Please refer to templates for how this will affect your finished artwork.

PLEASE NOTE:
Templates for each of our products are available online at www.theexhibitorshandbook.com. You can also request custom templates from your sales representative.