

Graphic Submission Guidelines

Our goal is to provide you with the best quality graphics for your event or exhibit. You can help us in that effort by providing digital art files that adhere to the following guidelines. The purpose is to assist you in the process of creating files that are acceptable for production and most optimum for viewing. If you are sending finished print ready files, please pass this information along to your graphic designers/art department. Please use the acceptable software and file types listed below. By adhering to these guidelines, it will greatly enhance the accuracy and execution of your artwork's production.

Provide the following when submitting artwork:

Raster Art (photos, logos containing any continuous tone images):

- Art Submitted at 1:1 (100%), resolution should be no less than 60dpi (100 dpi preferred)
- Art Submitted at 2:1 (50%), resolution should be no less than 120dpi (200 dpi preferred)
- Art Submitted at 4:1 (25%), resolution should be no less than 240dpi (400 dpi preferred)

Vector Art:

- Logos should be in vector format and have outlined fonts (if provided as bitmap, please use high-res images)

Fonts & Links:

- Supply all fonts used in your design (zip Mac fonts). Convert fonts to outlines if unsure how to package them in a zip file.
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

Color (when color match is required follow these requirements):

- PMS color matching is required. Please use original Pantone® + Solid Coated® swatches in your artwork. Modifying Pantone® names will result in printing default color (CMYK)
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Convert RGB art to CMYK if possible.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC profile information used to print your samples.

Artwork in Structures:

- Please note that any panels going in the metal frame will hide 1/4" of your art on the sides and 1/2" top and bottom. If you have a continuous wall where individual panels are divided by metal, use 1.25" spacing in between each panel to account for gaps and the natural flow of the graphics.

Acceptable Software:



Streamline Show Services prefers Adobe Creative Suite software (PC or Mac)

Please always provide:

- Native files with fonts and links (zipped)
- High resolution PDF-X/4 exports of the files

If you are an Illustrator CC user:

Packaging feature is highly recommended. For all other versions of Adobe AI (CS6, CS5, ...etc.) please embed linked images and convert fonts to outlines. InDesign files should always be Packaged.

Acceptable File Types and Support Files:**Native Files:**

- AI CLOUD (CC) file with Packaged supporting links and fonts. You may keep images linked for faster file opening, but Packaging feature must be used.
- AI (CS6, CS5, CS4...) file with embedded links and outlined fonts.
- EPS file with embedded links and outlined fonts.
- INDD file with Packaged supporting links and fonts.

Print Files:

- High-res PDF-X/4 (preferred)
- AI with PDF content (choose this option when saving file).
- EPS files with embedded links and outlined fonts.

Raster or Bitmap Art:

- Photoshop EPS (Preferred, use 8-bit preview, Max. Quality JPG compression)
- PSD (make sure font layers are rasterized)
- TIFF & JPG (quality 8 and higher)