



Graphic Artwork Guidelines

Platforms: MAC & PC

Media Formats: ZIP 250, CD, DVD or USB device

Preferred File Formats: EPS, AI or PSD (w/ layers)

Non-Preferred Formats: Tiff, Quark or InDesign programs are NOT preferred programs for printing large format graphics. If using, please call for further instructions.

Please Note: PDF documents can only be used for viewing purposes

Resolution / Size: All files submitted as a Photoshop file should be at a 100% (full scale), in CMYK mode, 100-150dpi (dots per inch), or half size at 250-300dpi.

File Prep: Please create all layouts as one document, (do not separate the designs panel by panel). Whenever possible, please include a low res JPEG or PDF for proofing.

Color Space: CMYK

- * Please make sure all fonts used are included
- * Text converted to outlines (curves) is preferred
- * A color match print or proof must be included

Graphics Color & Proofs: Unless a printed proof is requested, client waives the right to object to the colors printed. There will be no guarantee that colors will be printed to customer's expectations. Remember, since all monitors are not calibrated alike, we have nothing to compare your digital file to. We print to our best judgment, unless a proof is provided or requested. Critical Pantone colors should be called out if your job is color sensitive. Remember, a PDF proof only provides us a guide as to ensure all the elements are present, fonts are correct, and so forth. PDF is not used to color match. A suggested method is to call out critical colors or save your ICC profiles along with the file. A printed proof can be requested for \$30.00

Please Note: Printing in large format does not ensure 100% color accuracy. Colors and photos will print an approximate 95% accurate. We print in CMYK ONLY. Art Submissions with specific Pantone Color call out's will automatically be converted to CMYK. If you require any specific color to be matched, please include a match print, or previously printed media such as a brochure, business card or any printed sample with your desired color. We will make an effort to match your specified color. Since we print in CMYK and not in spot PMS colors, the final color printed may not exactly match the sample(s) provided.

For your convenience we do offer test strips prior to final printing for you to review (at an additional cost) This will add 2 (or more) days to your schedule. Any adjustments to color will be subject to additional cost, including any additional proofs that need to be sent out.

FOR ANY CUT WORK (Vinyl cutting, flock cutting or laser cutting): Please follow the same requirements as above, however file formats required are: Vector (line art), EPS, AI, PLT or CDR

ADDITIONAL INFORMATION:

For any additional information, feel free to contact our Graphic Department @ 407-423-2860 ext. 17

SENDING FILES:

- * To send files electronically, e-mail them to: diego@southernexhibits.com
- * To send files to an FTP site, please provide us the access information to include login and password
- * To forward files via Fed Ex, UPS or US Mail, please send to:

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Attn: Jennifer Bussott
4360 36th Street
Orlando, FL 32811