



ARTWORK GUIDELINES

Follow these artwork guidelines to create
the perfect trade show for your company!



WHAT'S INSIDE?



FORMAT

acceptable file formats and
the pros & cons of each

FILE TYPES

flat vs. layered | vector vs. raster

SIZE

file dimensions, dpi, and print area

LINKS & FONTS

packaging files, including fonts/graphics

COLOR

breakdown of cmyk, rgb, and pms color modes

how & when to send art files

HOW TO SEND/TRANSFER ART FILES

we use **indydisplays@wetransfer**—
do not send via email, please.

WHEN TO SEND

artwork deadlines **must** be followed,
failure to meet the deadline can result
in late fees and inability to test fit graphics.

ACCEPTED FILE FORMATS

PROS:

- viewable through common programs
- can be restored to a layered or vector format

CONS:

- will save as flat if not saved with “original editing capabilities”

◀.pdf

common
file format

can be flat
or layered
depending on
how it
was saved

.eps▶

as a
vector file

normally
exported
from Adobe
illustrator.

PROS:

- file can be used for vector images
- a flat file can be viewed in non-vector programs

CONS:

- file size is larger than an .ai file

PROS:

- works great for editing photographs or raster images
- layers can be saved

CONS:

- can only be viewed in Adobe Photoshop
- image size can not be increased without losing quality

◀.psd

Adobe
Photoshop
file

raster/
image
files

.ai▶

Adobe
Illustrator
file

vector file
format

PROS:

- great for logo files
- the best format for vector images
- can be scaled up easily
- layers can be saved

CONS:

- can not be read without Adobe Illustrator
- does not work for editing photographs

WE **DO NOT** ACCEPT:

indesign, quark, corel, powerpoint, word or publisher files.

most of these programs can export to a pdf or eps file.

TIPS:

- always keep a copy of your logo in vector format!
- if you reduce the size of an image—always keep the original file!
- these things can not be undone

FLAT ART FILES

PROS:

- can be viewed on most computers
- is smaller size than a layered file

CONS:

- can not be easily edited

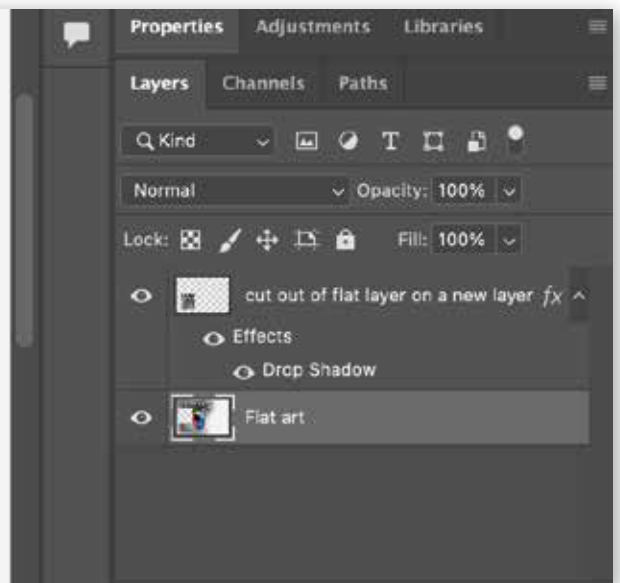
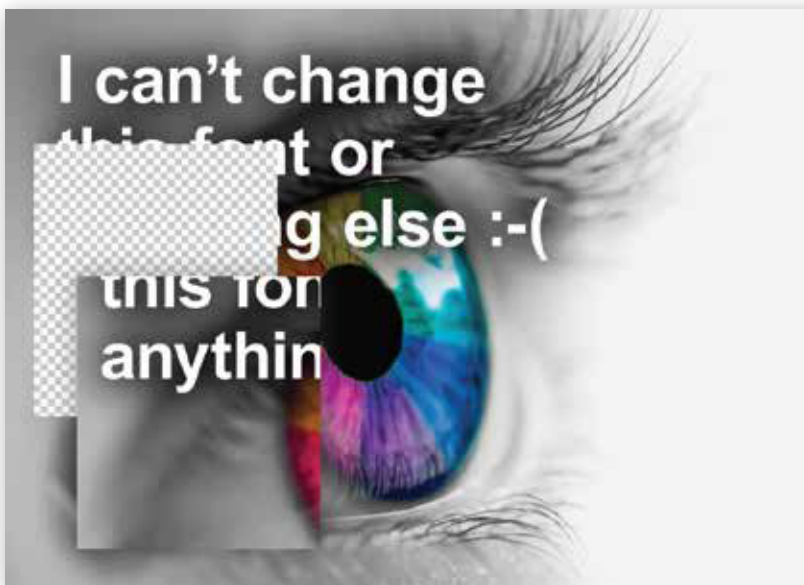
depending on how it was saved, it could be lower quality than the original image, which can not be reversed.



EXAMPLE:

this image only has one layer and is 'flat'. You can not move or change content without altering the rest of the image. It is all one piece.

you can create a NEW layer to add new content, which you can delete or turn "on" or "off".



LAYERED ART FILES

PROS:

- objects can be easily moved
- words can easily be edited
ie: change text in an image from 2021 to 2022 on a separate layer

CONS:

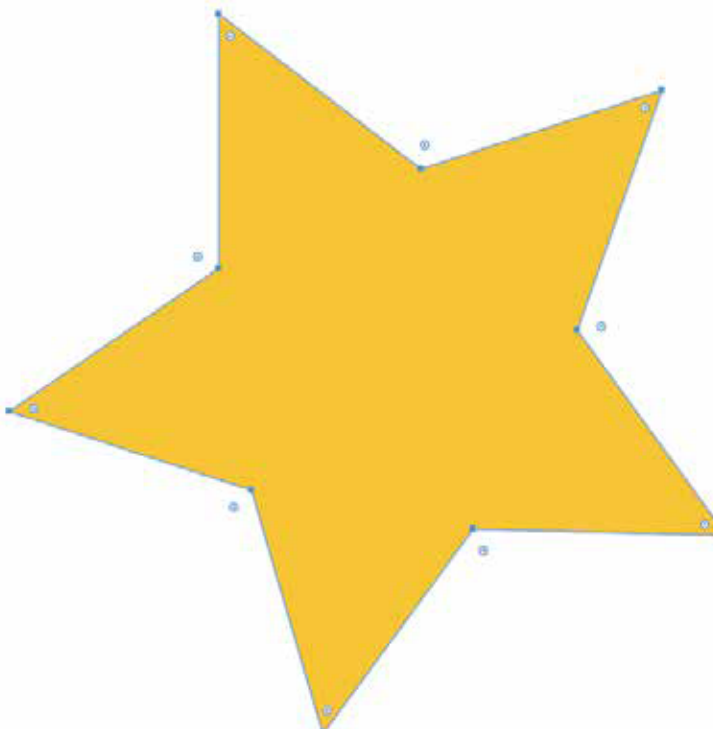
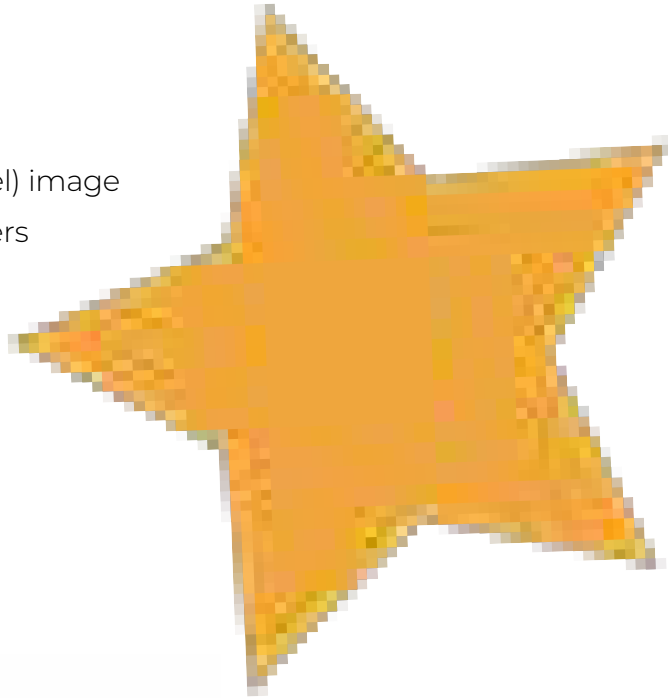
- can only be viewed in a design-editing application
- you MUST package or link all images and fonts
- a layered file will save as a larger file size.



RASTER VS. VECTOR

RASTER ART FILES:

- more difficult to match colors
- pixels become more evident the larger you stretch the raster (pixel) image
- can be viewed on most computers
- is best for editing photographs
- can create smooth shading



VECTOR ART FILES:

- calculates curves, lines, and points for precise lines
- required format for vinyl graphics and custom cut paths
- easy to match colors
- must export to other formats for web or print use
- can only be viewed in a vector design program
- not ideal for editing pixel art, such as: photographs and gradients

vector files can be enlarged indefinitely, whereas raster (pixel images) can not be due to pixellation.

DPI OR RESOLUTION



MOST WEBSITE AND SOCIAL MEDIA IMAGES ARE 72 DPI.

it is unlikely you can pull an image of the web and use it for printing

DPI CAN BE REDUCED, BUT NOT ADDED.

if you reduce the resolution of an image, always save the original version.

VINYL PRINTS REQUIRE VECTOR GRAPHICS.

some raster images, especially logos, can be converted into a vector graphic by our design team if the dpi is high enough.



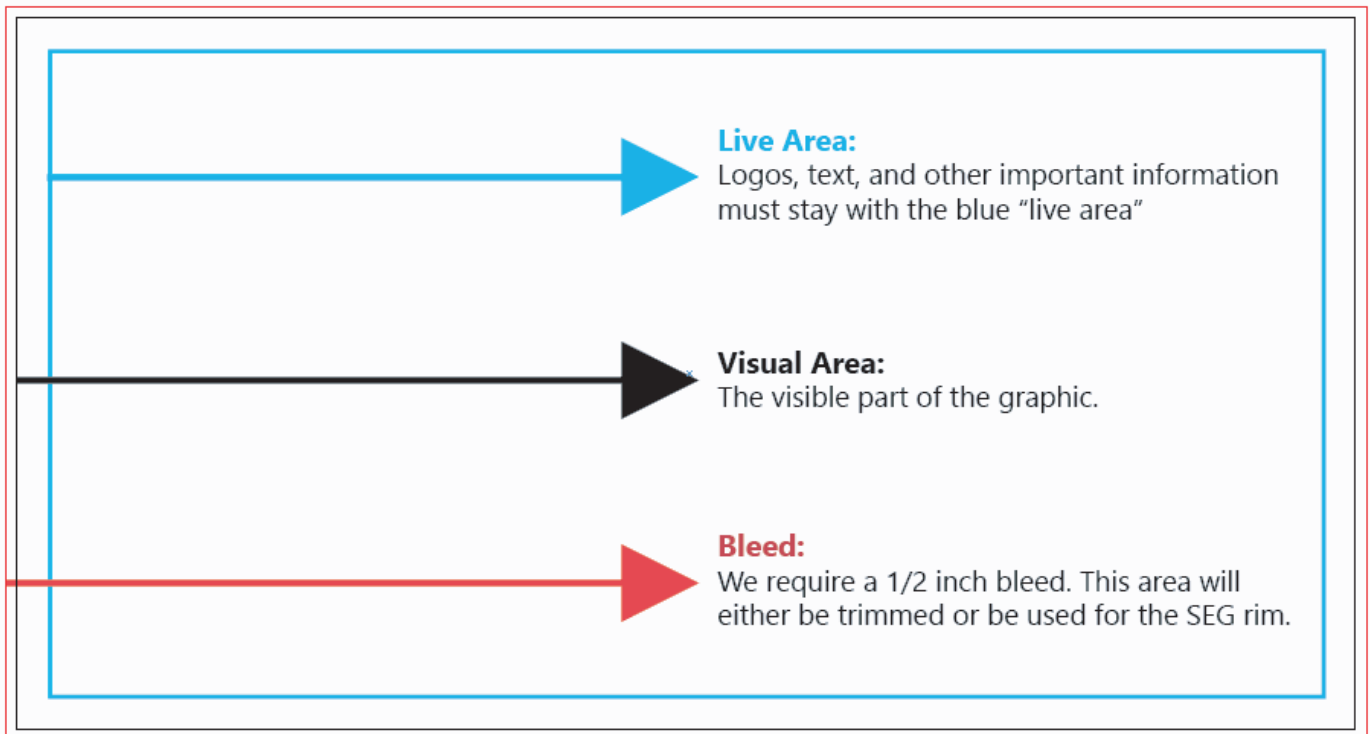
PRINT AREA

do

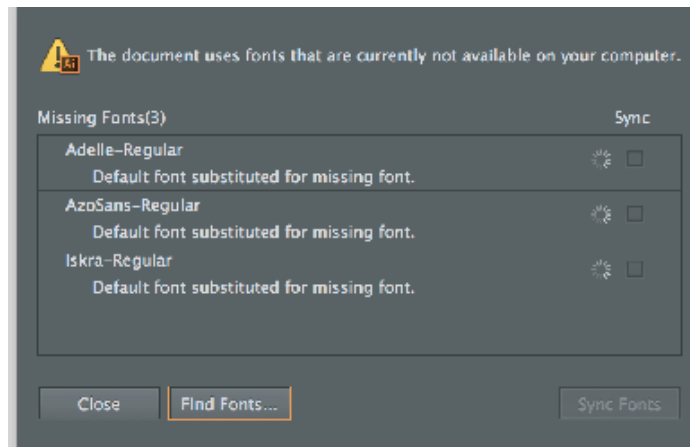
let the background
color/texture
go all the way
to the bleed line.

don't

place information,
like logos and text
past the safety line -
as it may get cut off.



LINKS & FONTS



FLAT

flat images are 1 image layer.
Packaging the art will do
nothing. changes to the art
are more difficult

pdf, png, tiff

PACKAGED

provides great flexibility,
but the designer must
remember to package or
link the font files.

pdf, psd, ai

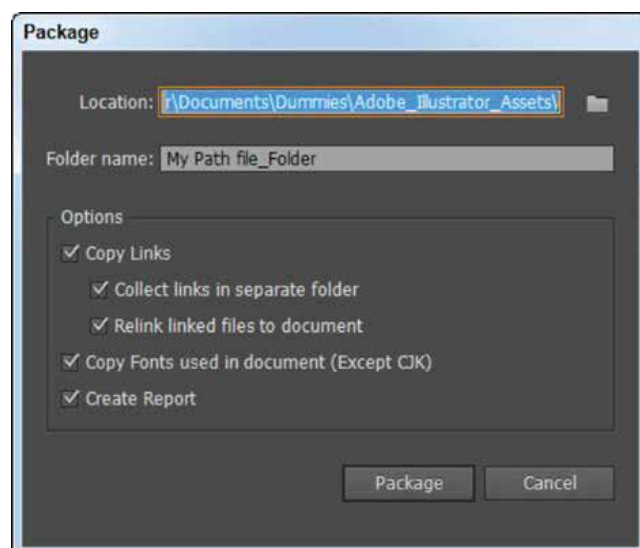
EXPANDED

vector (expended) words cannot
be changed, but the font can be
scaled to any size without losing
quality in this format.

pdf, ai, eps

HOW TO PACKAGE FILES

- 1 save file
- 2 file > package
- 3 choose file destination
- 4 check all boxes
- 5 name the packaged folder



RGB, CMYK, & PMS



USED FOR DIGITAL DEVICES & WEB:

- **r**ed, **g**reen, and **b**lue
- creates colors using light
- colors are more vibrant than inks
- do not use rgb color mode for print
- screen display settings may alter colors



USED FOR PRINTING ON PRESS:

- **c**yan, **m**agenta, **y**ellow, and **k**black
- creates color using halftones & 4 separate printing plates
- color varies depending on the printer
- best for solid and clear paper products
- cheaper fabric prints



PANTONE MATCHING SYSTEM:

- used for exact color matching on conventional press
- printed with opaque inks
- can be more expensive - especially if you add more colors
- use for logos and corporate colors that need to be exact
- used for fabric prints