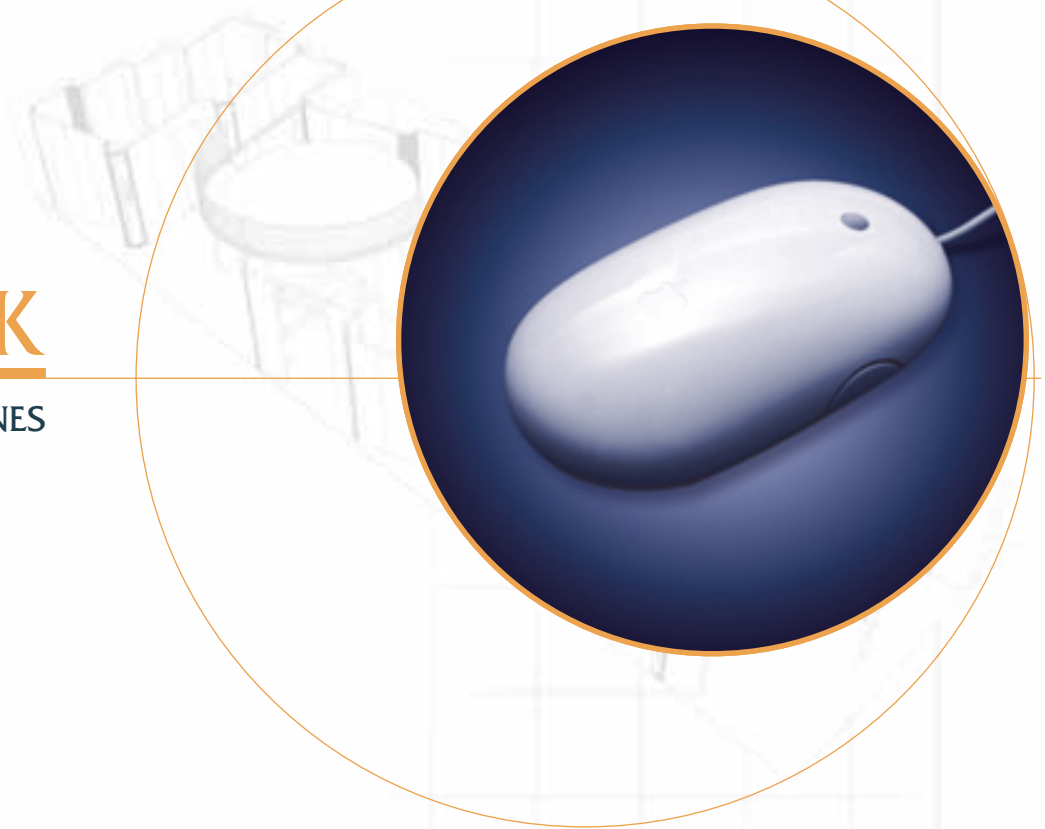


ARTWORK

PREPARATION GUIDELINES





ARTWORK PREPARATION GUIDELINES

The following pages contain information that is vital in helping you to prepare and set up files for The Portables products. Following these guidelines will help you achieve the highest quality graphic output for your exhibit.

TEMPLATES

All standard templates are available from your Exhibit Consultant and custom templates can be made upon request.

Most of the templates are created at quarter scale and will be output at 400% for final print. We ask that you create all layouts on templates either supplied to you or downloaded from the The Portables web site.

Please Include 1/4" bleed on all layouts, including the placed raster image(s).

ACCEPTED FILE APPLICATIONS

We accept files built using any of the following applications:

- Photoshop - up to CS4
- Illustrator - up to CS4
- QuarkXpress 5,6 or 7
- Indesign - up to CS4

PHOTOSHOP - up to CS4

The preferred application for supplying high resolution raster images with maximum compatibility and flexibility. Save files created in Photoshop as EPS (with clipping paths if required). Always supply the high resolution PSD files where possible, this will enable us to make colour adjustments and/or image manipulation. Refer to the "Preparing Scans and Image Resolutions" for information on preparing these file types. **NOTE:** Please provide flattened .eps files as well as the layered .psd file.

ILLUSTRATOR - up to CS4

The preferred application for supplying layouts and vector art with maximum compatibility and flexibility. All our templates are available for this application. Any high resolution image placed onto the templates **must be linked not embedded**. Illustrator files with embedded raster images will be rejected. Supply all linked images as separate elements along with the layout file. This enables our graphics team to make any colour adjustments and/or image manipulation quickly and easily. Please provide all logos and text using this application wherever possible. **Do not flatten any transparencies in your files. Files with flattened transparencies will be rejected.**

QUARKXPRESS 5, 6 or 7

We accept files built in QuarkXpress. Some of our templates are available for this application. Upon request we can supply EPS versions of our templates that can be placed into a Quark file. All supplied Quark files will be converted by our graphics team into Illustrator files for speed and compatibility.

INDESIGN - up to CS4

We also can accept files created in Indesign 2. Place our Illustrator template within Indesign, or copy and paste from Illustrator. As with Illustrator, any high resolution image placed onto the templates must be **linked not embedded**. Please supply all linked images as separate elements along with the layout file. **Do not flatten any transparencies in your files. Files with flattened transparencies will be rejected.**

IMPORTANT: We DO NOT accept files built in any version of Corel Draw. If you are using this application, please follow this procedure prior to submitting your artwork file to The Portables:

- Make a PDF version of the finished piece.
- Remove the high resolution files from the layout. Export the layout file as an EPS keeping the fonts intact. Do not convert them to outlines.
- Send us the PDF and the exported layout EPS, as well as the separate high resolution images along with the PSD files and any font sets used.



ARTWORK PREPARATION GUIDELINES

IMPORTANT: Please provide us with all font sets you have used in the artwork file.

PREPARING SCANS AND IMAGE RESOLUTIONS

All raster images should be at least 400dpi at 1/4 size. Please save all rasters as .eps only. If using raster text in your images, they must be at least 600 dpi at 1/4 size.

HIGH RESOLUTIONS IMAGES

We accept raster images in EPS only. EPS files with no compression will ensure maximum quality and compatibility. Images must be supplied with the Photoshop PSD (layered) file if you require colour matching and/or image manipulation.

COLOURS

If any colour needs matching i.e. corporate identity colours, please specify these as **Pantone Coated (PMS)**. Or, you can supply us with a match proof on previously printed media such as a brochure, business card, stationery, etc. Any colour supplied in CMYK or RGB may not appear the same as previously printed media produced with different printing systems such as offset printing. Some PMS colours such as fluorescent and metallic cannot be matched exactly; The Portables will match these colours as accurately as possible.

GRAPHIC FILE FORMATS

While there are many graphic file types, there are only two graphic file formats: **Vector** and **Raster**. When working with large-format graphics, it is important to understand each format to ensure a high quality final output. The images below will demonstrate the differences between vector and raster.



ACCEPTED FILE TYPES FOR CUT VINYL

This form of graphic application is unique in that the only digital file type accepted is vector format.

FILE PREPARATION FOR CUT VINYL

The best file format to supply artwork for cut vinyl output is in Illustrator. There are some issues to be aware of when designing cut vinyl artwork:

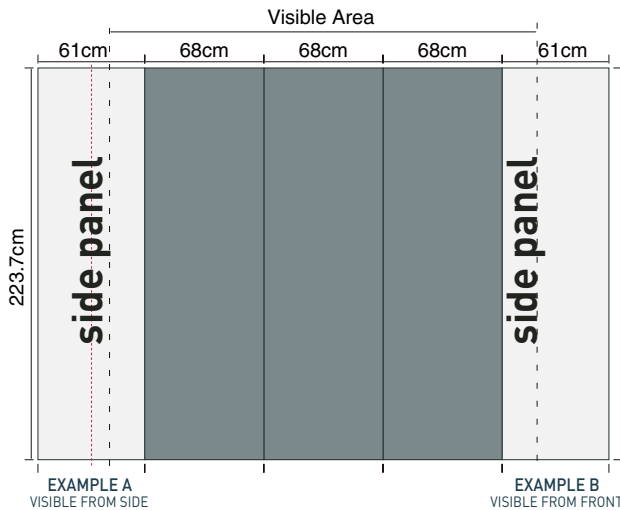
- DO NOT use raster images
- DO NOT stroke the vector path with a colour.
- DO NOT fill paths with a gradient blend, pattern fill, or screen (tint) of a colour
- All type must be converted to "outlines" or "paths"



ARTWORK PREPARATION GUIDELINES

PLACING TEXT ON THE CURVED END PANELS

When placing text on the curved end panels, use the guide below to ensure your text is legible from the desired viewing angle. The "visible area" is indicated on all templates incorporating curved end panels.



If you would like the text to appear so it is visible from the side and partially from the front, place the text on the centre line of the curved end panel as shown in EXAMPLE A. To be able to read the full text when standing in front of the Network, position it as shown in EXAMPLE B.

PLACING LOGOS ON THE ALL-IN-ONE PODIUM

When placing logos on the All-In-One Podium, use the guide below to ensure the entire logo is visible when viewed from the front. The visible area is indicated on the Podium Wrap template.

