

ARTWORK PREPARATION GUIDELINES

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

TEMPLATES

All standard templates are available on the **Documents** page located at www.theportables.com in both Illustrator and QuarkXpress formats. The correct template ID numbers for your required product(s) and configuration(s) is available upon request from your Portables Exhibit Consultant. Custom templates can be made upon request - please inquire with your Portables Exhibit Consultant. **Most of the templates are created at quarter scale and will be output at 400% for final print.** Please create all layouts on templates either supplied to you or downloaded from the Portables web site. **DO NOT** create templates yourself. 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 6, 7 or CS
- ✦ Illustrator 8, 9, 10 or CS
- ✦ Freehand 8 or 9
- ✦ QuarkXpress 4,5 or 6
- ✦ Indesign 2

PHOTOSHOP 6, 7 OR CS

The **preferred application for supplying high resolution raster images** with maximum compatibility and flexibility. Supply files created in Photoshop as EPS (with clipping paths if required) or TIF. 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.

ILLUSTRATOR 8, 9, 10 OR CS

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 images placed onto the templates **must be linked not embedded**. 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. Also, please provide us with all font sets you have used in the artwork file.

FREEHAND 8 OR 9

If you do not have Illustrator, we also accept files prepared in Freehand. All the Illustrator templates can be opened or placed using this application.

QUARKXPRESS 4, 5 OR 6

We accept files built in QuarkXpress. Most 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 2

As of January 1st 2004, we can accept files created in Indesign 2. All of our Illustrator templates can be opened using this application. As with Illustrator, any high resolution images placed onto the templates must be linked not embedded. Please 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. Also, please provide us with all font sets you have used in the artwork file.

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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 Portables:

- ❖ **Save the artwork file for your future use.**
- ❖ **Make a PDF version of the finished piece to send to us for reference.**
- ❖ **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, the exported layout EPS and the separate high resolution images along with the PSD files and any font sets used.**

PREPARING SCANS AND IMAGE RESOLUTIONS - FOR LIGHTJET OUTPUT

Images can be output for Lightjet prints in either **RGB or CMYK**. When scanning images to be used for output, they **must be scanned at 150ppi at full size** (600ppi at quarter scale). Any Photoshop images placed in the templates must be 150ppi at final size for optimum quality. If you place an image created in Photoshop at full size with a resolution of 150ppi into the template, please scale it to 25%. If it appears too small, it will appear blurred or pixilated on final output.

PREPARING SCANS AND IMAGE RESOLUTIONS - FOR INKJET OUTPUT

Images can be output for Inkjet prints in **CMYK only**. When scanning images to be used for output, they **must be scanned at 75ppi at full size** (300ppi at quarter scale). Any Photoshop images placed in the templates must be 75ppi at final size for optimum quality. If you place an image created in Photoshop at full size with a resolution of 75ppi into the template, please scale it to 25%. If it appears too small, it will appear blurred or pixilated on final output.

HIGH RESOLUTIONS IMAGES

We can accept raster images in most formats including EPS and TIFF. However, 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 colours you supply us must be matched i.e. corporate identity colours, please specify these colours as **Pantone Coated (PMS)**. Or, you can supply us with a match proof or previously printed media such as a brochure, business card, stationary, etc. Any colours 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; Portables will match these colours as accurately as possible.

VECTOR ART

There are many points to consider when enlarging vector art. Please refer to **Page 4** of this document for more detailed information regarding vector artwork.

GETTING YOUR FILES TO US

We accept **DVD, CD, ZIP DISK** (100MB, 250MB), **JAZ** (1GB, 2GB) and via **EMAIL** (up to 20MB). **Or, you can upload your files to our FTP SITE.** Access the ftp site from our Home Page at www.theportables.com. Please refer to our **FTP Guidelines** for information on preparing and accessing our ftp site.

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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 following information will demonstrate the differences between vector and raster.



VECTOR FILE FORMAT

Vector graphics are the creation of digital images through a sequence of mathematical statements that place lines and shapes in a given two-dimensional or three-dimensional space. Think of vector shapes as an infinite strand of string, shaped to create a graphic and/or type. If we place the string in a certain shape at a specific size and want to enlarge the graphic, we just reshape the string to the new size. This results in a very crisp smooth image that can be created at any size with no loss of graphic quality. This is true because the shapes and colours of the image are defined by mathematical equations, making vector image **resolution independent**.

RASTER (OR BITMAP) FILE FORMAT

Raster (bitmap) images are usually visuals that have been scanned into a computer i.e. photographs, or created in an application program such as Photoshop at a set resolution (dots per inch or DPI). These images are **resolution dependent**. This means the size we can enlarge the graphic to is restricted by the resolution it was originally scanned or created in. For large-format graphics using raster images, it is essential to start with the correct resolution. Once the image is scanned or created, you are limited to the size it can be used. Many factors are involved in high quality raster output. The size of the original image scanned (35mm slide or 8" x 10" photograph), the quality of the original image, and the type of scanner and/or software used to name a few. Please feel free to contact our graphics team with any questions you may have regarding raster images.

IMAGES FROM WEB SITES

Most images displayed on a web page are very low resolution raster images which are unusable for large-format printing. See above illustration.

FILE TYPES

Although there are only two file formats (raster and vector), there are many graphic file types. Below is a list of some vector and raster file types using various Macintosh and PC applications:

VECTOR FILE TYPES

.ai	Illustrator
.cdr	Corel Draw
.fhd	Freehand
.eps	Illustrator, Freehand, Corel Draw

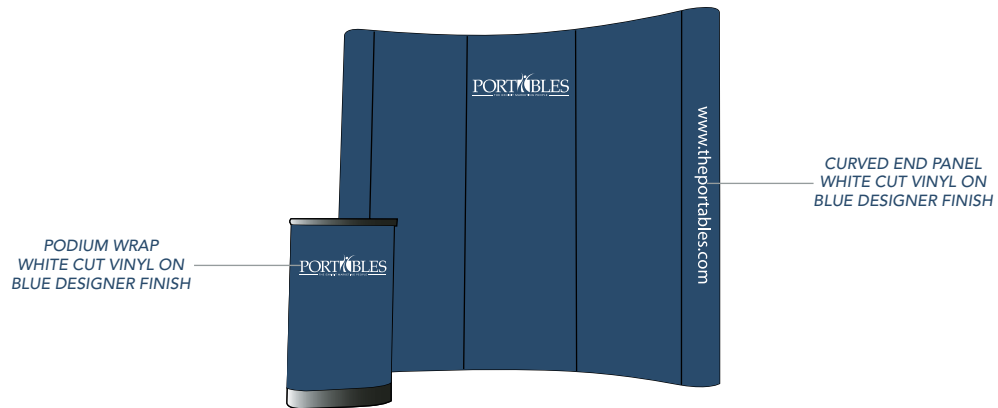
RASTER/BITMAP FILE TYPES

.jpg	.bmp
.gif	.pcx
.psd	.wmf
.eps	.tif

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ADHESIVE BACK CUT VINYL

Adhesive back cut vinyl offers many advantages that complement our printing services. Listed below are the unique requirements for supplying files for this form of graphic application.



ACCEPTED FILE TYPES FOR CUT VINYL

This form of graphic application is unique in that the only digital file type accepted is vector format. If you are unfamiliar with this format, please see the "vector file format" section in this guide.

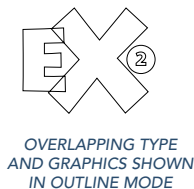
FILE PREPARATION FOR CUT VINYL

The best file format to supply artwork for cut vinyl output is in **Illustrator**. When preparing files in any other vector-based application for MAC or PC, you must "Save As" or "Export" the file as an ".ai" file. 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"**

IMPORTANT: DO NOT overlap vector paths. Our vinyl cutting system uses the actual vector line as the cut path. If type or graphics overlap, the blade of the cutter will follow the path and produce undesirable results as shown here.

INCORRECT



CORRECT



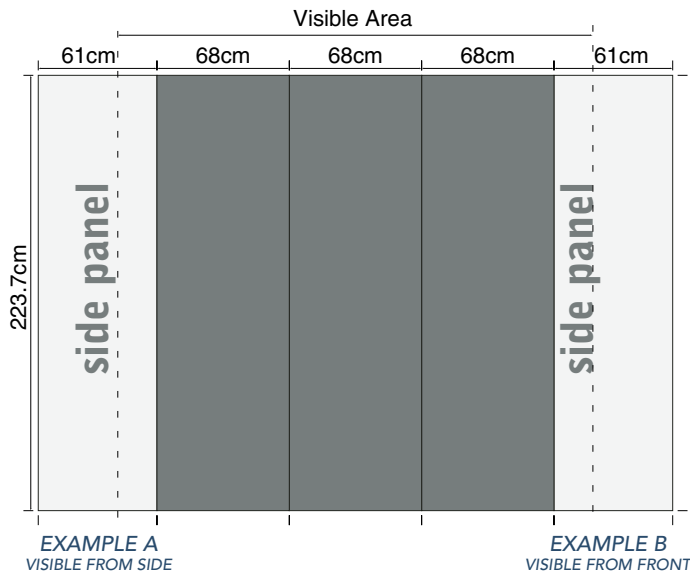
VINYL COLOURS

While we have eight stock colours to choose from, special colours can be ordered for more unique cut vinyl designs. These include (but are not limited to) metallics, neons and frosted vinyls. Please contact your Portables Exhibit Consultant or our graphics team for more details.

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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.

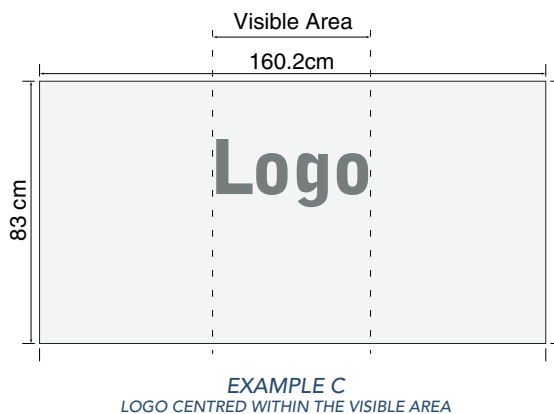


NETWORK Pop Up
VIEWED FROM FRONT

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.



ALL-IN-ONE PODIUM
VIEWED FROM FRONT