ART/GRAPHIC GUIDELINES 2023

structure

ACCEPTABLE SOFTWARE

PHOTOSHOP CC(or lower)
Layered PSD files should be included if Pantone colors are specified.

ILLUSTRATOR CC(or lower)
Submit .ai files with all images embedded.

INDESIGN files are NOT accepted.

FTP UPLOAD INFORMATION
**Please compress or zip your files prior to uploading to our UPLOAD site. Label your final file with the company's name, show name and graphic template location number. (Example: ACME-ABC-1A)
https://structureexhibits.com/upload**

Upon completion of upload send a low res PDF file of all your graphics to your Structure Representative or Account Manager.

PHOTOSHOP INSTRUCTIONS

Images should be 100dpi at FINAL PRINT SIZE. If we haven't already, please ask your Representative or Project Manager to supply final art sizes. Always preview artwork at actual print size(zoom in to 100%) to check for any hidden flaws. "Resizing up" or resampling an image will only soften and pixelate your image, it will **NOT** add detail. Save flat images as Photoshop .EPS files with JPEG maximum quality encoding.

ILLUSTRATOR INSTRUCTIONS

Avoid using effects such as drop shadows and glows in illustrator as they do not scale proportionally and can cause large file sizes. Any transparencies should be flattened prior to saving. Transparencies may not print the same prior to flattening as seen on the screen.

ALL FONTS MUST BE OUTLINED
(Select All text→choose Type menu→Create Outlines)

IMPORTANT RULES TO FOLLOW

Whenever provided use Structure's elevations to layout your artwork. Create an artboard the size of the graphic called out in the elvation with a bleed. 1/2" bleed is standard unless otherwise called out.

DO NOT include crop marks and/or color marks unless otherwise requested and ensure your final graphic size includes the bleed.

Keep crucial elements such as text, logos and important photographic areas at least 2" away from every edge of the panel. If a larger safe area is required additional information will be noted on the elevations. Avoid "borders" and "framing" when designing your graphics.

Label your Final File with your company name, show name and graphic template location number.
(Example: ACME-ABC-1A, ACME-ABC-2A)

Avoid using perimeter borders.

PANTONE COLOR MATCHING

Ensure **ALL** Pantones used in your designs exist in the swatches in the file and are properly assigned.
If you are including Photoshop files, please include layered .PSD files.

RESPONSIBILITY

Client **IS** responsible for having **ALL** artwork laid out according to our Graphics Templates & our Art Guidelines. Failure to provide graphics as called out in this document, your invoice and our templates **WILL** incur **RUSH CHARGES**. It is important to provide graphics for our review 5 days before the DUE date as it will give you time to correct any errors we may find prior to output.

Our **Pre-Flighting** process checks for the following:
1. **Proper Graphics Resolution (minimum 100dpi)**
2. **Correct Size & Proper Bleeds**

Structure is **NOT** responsible for checking spelling, PMS color callouts or proper file layering. These items should be proofed by the you and your graphic design team prior to sending to Structure for output. If the file is at the correct size and resolution Structure Exhibits will go to print. Proofs of graphics are **NOT** provided by Structure unless we are creating the artwork. Make sure you receive proofs and approve your graphics with your design team prior to submitting the artwork to Structure.

NOTE: Lighting will always affect the way a color of any print looks. Because of lighting graphic colors may appear different from one venue to another. During our printing process we view graphics under "daylight" 6400K lighting to ensure accuracy of color callouts (PMS) however convention center lighting varies which means the color of your graphics may appear different from a "daylight" setting. Our printers can hit 85% of all PMS colors (browns and oranges are the hardest PMS colors to hit) and we do our best to meet all color callouts.