

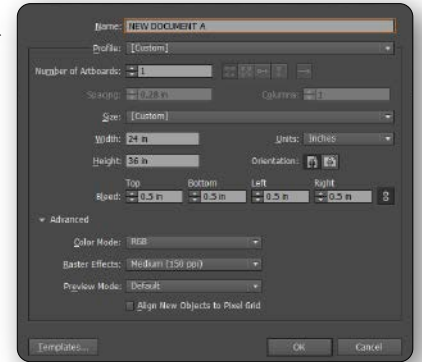
2017: GRAPHIC SETUP REQUIREMENTS

ALL FINAL PRINT FILES SHOULD BE CREATED AND SENT IN ADOBE ILLUSTRATOR CC AND/OR ADOBE PHOTOSHOP CC

- * WE CANNOT PRINT DIRECTLY FROM PDF FILES, INDESIGN, POWERPOINT, ETC.
- FILES SENT IN THESE FORMATS MAY NOT BE PRINTABLE, OR MAY INCUR ADDITIONAL PRODUCTION CHARGES
- * WE NO LONGER ACCEPT FILES IN QUARK OR CORELDRAW FORMATS

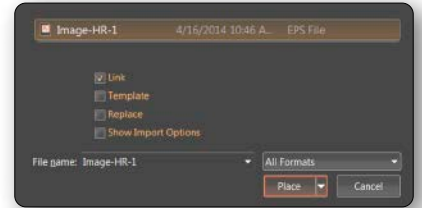
1 ILLUSTRATOR SETTINGS

- ▶ Width and Height should reflect final **FULL SIZE** of artwork (not including bleed)
- ▶ Color mode should be **RGB (ADOBE RGB 1998)** for all files, solid blacks are setup as **R: 0, G: 0, B: 0**
- ▶ Raster effects should be set to **MEDIUM** and should only be applied at final scale
- ▶ All solid color fills and strokes should be specified as a **PMS** value from the **PANTONE+ SOLID COATED SWATCHES** (do not assume 'as is' will work for any colors, including grays). Use the colors on the right side of the **COLOR BRIDGE COATED** fanbook



ILLUSTRATOR NEW DOCUMENT SETUP

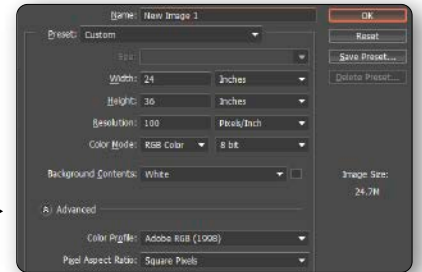
- ▶ Use of **TRANSPARENCY** on any color **VOIDS PMS VALUES** - colors will print 'as is'
- ▶ Make sure **ALL RASTER FILES ARE 'LINKED'** into the document, embedded images will not print correctly (including embedded drop shadows)
- ▶ Build **GRADIENTS** as percentages of a single pms color (use .5% or more when possible)
- ▶ All files should include **1" OF BLEED** on all sides of artwork. Add bleed to the raster artwork in photoshop, do not 'stretch' the image in illustrator
- ▶ **AVOID HAVING SMALL TEXT CROSS PANEL BREAKS** when possible
- ▶ Keep critical elements (logos, text, etc) at least 2" away from all edges of panel, some graphics may require a larger safe area - refer to provided grid.
- ▶ Do not design with borders on mural artwork, as consistent width cannot be guaranteed
- ▶ Make sure **ALL TEXT IS SPELL-CHECKED AND THEN OUTLINED** before sending
- ▶ Send an editable file and fonts if we will be required to make text edits
- ▶ View file in 'Overprint Preview' to check for unexpected results
- ▶ Uncheck 'Create PDF Compatible File' when saving your file



'PLACE' IMAGE DIALOG BOX

2 PHOTOSHOP SETTINGS

- ▶ Images should be setup in **PHOTOSHOP** at full size (including bleed) at **100 PPI** (pixels/inch)
- ▶ Use **RGB (ADOBE RGB 1998)** color mode for all photoshop documents
- ▶ **ADD NOISE** (typical 1 - 2%) to **GRADIENTS** created in Photoshop
- ▶ **PREVIEW** all areas of file at **100%** before sending
- ▶ Raster images should be saved as **PHOTOSHOP TIF** files with **LZW COMPRESSION** (must be flattened)



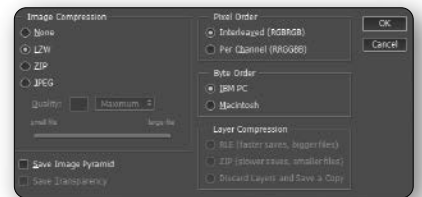
PHOTOSHOP NEW DOCUMENT SETUP

3 FILE DELIVERY INSTRUCTIONS

- compress all files (PDF, AI & TIF) into a single **ZIP** folder
- files **LARGER THAN 2GB** should be sent via **DVD** or **FLASH DRIVE**
- all other files should be uploaded to the **ATLANTIC FILE TRANSFER SITE**

ATLANTIC FILE TRANSFER INFO

<https://ftp.atlanticexhibits.com/>
 * secure username and password will be sent via email
 * contact your account rep if you have not received



EPS 'SAVE' DIALOG BOX

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