



# Digital File Preparation Guidelines

Follow these guidelines to ensure that your trade show graphics are perfectly produced!

## Formatting Your Files

- 200 ppi resolution for images up to 40" x 50"
- 100 ppi resolution for images larger than 40" x 50"
- 50 – 100 ppi resolution for grand format
- For files larger than 10" x 15", exceeding 200 dpi is counter-productive!
- If your file is in a specific color space (i.e., sRGB), embed the color space profile in your file, and kindly indicate that color space when you supply us with your files.
- Please do not compress TIF files.
- Convert text to paths when using Windows programs and/or Truetype fonts.

## Setting Up Your PDFs

PDF (Portable Document Format) is the most common and preferred file format for submitting digital documents.

- Follow all applicable instructions when building your native file.
- When printing the PDF be sure to turn off all compression and downsampling.
- Embed all fonts in PDF, but also include them in a separate folder.
- Turn all color management off.
- If creating your PDF from Illustrator, make sure to preserve editing capabilities.
- Do not include slug, crop marks, or extra white space.
- Add .25 inch bleed for files up to 40" x 50" and .5 inch bleed for files over 40" x 50" and for panels.

## Graphic Layout Guidelines

### Special Effects

Do not use the special effects in Illustrator or InDesign that require the file be flattened before printing. These include transparent layers, drop shadows, beveled edges, glows, etc. We recommend these be done in PhotoShop.

### Proportionate Sizes

Please build all documents to final print size. If the final print needs to be larger than the document size, then please build the document in a size that is proportionate to the final print. For example, a 40" x 60" graphic set up at 50% scale would create a 20" x 30" document. At 10% scale, it would be a 4" x 6" document.

### Color Matching

Critical colors and vector elements should be specified using the Pantone palettes available within the vector layout or drawing application. Utilizing PMS values will help us match colors more accurately.

### Multiples

When printing multiple graphics of the same size, create one document with separate pages for each graphic. If you have files that are different sizes, then create a separate document for each file.

### How to Panel

Multiple panel murals should be done on one complete page. Do not tile panels onto multiple pages. Bleed needs to be included in all panel jobs to ensure continuity in matching the panels.



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## On the Disk or Zip File

**PDF (Portable Document Format) is the most common and preferred file format for submitting digital documents.** However, if you prefer to send native files, please follow the guidelines below.

- Organize all relevant files into one folder.
- Include all screen and printer fonts in EPS files as well as the layout.
- Include original files of any imported or embedded EPS or TIFF image files included in layout.
- If there are other files that need to remain in the package but are not relevant, put them into a "Do Not Use" folder.

## Software Supported

### Mac Software:

Adobe Acrobat 8 and above (PDF)  
Adobe Illustrator CS3 and above  
Adobe Photoshop CS3 and above  
Adobe InDesign CS3 and above  
Adobe PageMaker 6.5  
Quark XPress 6.5  
Macromedia Freehand 11

### Windows Software:

Adobe Acrobat 5 and above (PDF)  
Adobe Illustrator 10 and above  
Adobe Photoshop CS and above  
Adobe InDesign CS2 and above  
Adobe PageMaker 6.5  
Macromedia Freehand 10

## Include with Order

- A hard copy of the layout (PDF files are also acceptable as an alternative).
- Any physical references to critical colors (product samples, fabric swatch, previous proof, etc.).
- If working on a CD and a "Do Not Use" folder cannot be created, please provide us with the location of the job on the CD and include file names and directory structure.

### Accepted Media

ZIP or SITX file uploaded electronically, containing all your relevant files and folders  
CD  
DVD  
USB Flash Drive  
PC Card  
Flash Card  
Smart Card  
Sony Memory Stick

### Electronic File Transfer

Xibeo provides electronic transfer of files (FTP). Please contact us for information on how to complete an electronic file transfer.