

## Guidelines for Submitting Artwork



### **LOGO PANELS**

Logo sizing and placement will be similar to the panels pictured; please see below guidelines for logo submission requirements.

### **GRAPHIC PANELS**

Top Panel – 77 9/16" L x 56 1/2" H

Bottom Panel – 77 9/16" L x 32 5/8" H

Exhibitors need to upload artwork to Hargrove's FTP site in one of the below formats by **Friday, April 22**. If artwork is not received by Monday, May 2, Exhibitors will incur a late fee.

Instructions for uploading graphics:

- 1) Upload your artwork to [Hargrove's Exhibitor Graphics Submission](#) website. Please reference the below guidelines for information about file types and additional formatting details.
- 2) A Hargrove representative will contact you to finalize your custom graphic order.

Please contact Kate Perrie with Hargrove at 301.306.4717 or [kate.perrie@hargroveinc.com](mailto:kate.perrie@hargroveinc.com) for more information on submitting graphic files.

Specifications for artwork used in large/grand format printing can be very different from the requirements for traditional or offset print applications. The guidelines below are a helpful tool in providing your in house design team, third party agency or any other team involved with graphics and signage in achieving the best possible print output.

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## Guidelines for Submitting Artwork (cont.)

### GRAPHIC APPLICATIONS AND FORMATS

- Adobe InDesign (INDD)
- Adobe Illustrator (AI with PDF Compatibility)
- Adobe Photoshop (PSD, PSB, TIFF)
- Adobe Acrobat (PDF \*see requirements)

### GENERAL REQUIREMENTS/NOTES

- Vector art is preferred when possible
- Include/package all links, avoid embedding images
- Include/package all fonts – open type preferred

### PRINT READY PDF REQUIREMENTS

- Set art to page and final output size
  - If scaled, use simple proportions (1:1, 1:2, 1:4, 1:10, or 1:12)
- Save/export from native software to PDF – Do not print to PDF
- **Bleed must be included** in the exported output PDF
- Use Acrobat 6 (PDF 1.5 or higher) with edit capabilities and layered
- PDF export settings:
  - Do not convert to destination, include all profiles
  - Do not re-sample (unless it is down to requested DPI), or use a lossy compression
- View exported PDFs at final output size to review print quality

### RASTER ART – NATIVE OR LINKED

- RGB color space is preferred for best output, but not required
- DPI at final size (Based on viewing distance of 2 ft):
  - **Direct Substrate Prints:** Min. 75 DPI/Max. 200 DPI
  - **Banner Prints:** Min. 50 DPI/Max. 100 DPI
- For optimum results, do not interpolate artwork more than 300% of original image capture to meet minimum DPI requirements
- View artwork at full size to confirm image quality
- Composited artwork must be layered if any editing is required

### COLOR MATCHING

We use GRACoL as our target output standard for all our large and grand format printed graphics. In order to provide the best possible match across all printed materials:

- Set PANTONE color swatches to book color definitions – not 4 color process
- Leave RGB images in native color space with tagged ICC profile
  - Avoid converting to CMYK color space
  - Untagged RGB images will be assigned sRGB
- Undefined color builds will convert to destination
- If there is an intended match for any build and/or graphic please provide a hard copy of color proof

Our color matching system will properly convert all out of gamut colors to output space as accurately as possible, but clipping may occur. Color proof prints or end device print samples are available upon request (*subject to additional cost.*)

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## Guidelines for Submitting Artwork (cont.)

### LOGO SUBMISSIONS

Please submit all logos in a **vector (line art)** format to ensure proper output quality.

### FINISHING

- **Direct substrate prints:** ¼" graphic bleed required
- **Directional w/ base (hoover):** bottom 6" will be covered by base
- **Standard HMS:** ¼" of graphic perimeter will be covered by channel
  - 1 ¼" standard gap adjustment between paneled graphics
- **Banner (wrapped on frame):** 6" of graphic bleed required
- **Banner (pocketed):** No graphic bleed needed
  - Avoid placing logos or text in pocket area (pole pocket size + 1")
- **Banner (grommited):** No graphic bleed needed
  - Avoid placing logos or text 2" from grommited edge
- **Banner (SEG/pillowcase):** 2" of graphic bleed required
  - Avoid placing logos or text 2" from perimeter edge