

Graphic Submission Guidelines

We at Stronco are committed to providing our clients with products that exceed expectations and your brand is no exception. We want your brand to look its best and by partnering with you we can provide the most efficient and effective solutions. So, to aid us in accomplishing this, we are pleased to provide you with this sheet outlining our requirements.

Raster Art

- Art Submitted at 1:1 (100%); Resolution should be no less that 150 dpi (This means artwork that is created to the exact size of the finished product.) ex. If an infill panel is 36"x84" then the artwork created will be 36"x84" and the resolution will be a minimum of 150 dpi for acceptable resolution)
- Art Submitted at 2:1 (50%); Resolution should be no less that 300 dpi (This means artwork that is created half the size of the finished product.) ex. If an infill panel is 36"x84" then the artwork created will be 18"x42" and the resolution will be a minimum of 300 dpi for acceptable resolution when enlarging to print at full size)

Vector Art

- Vector artwork is fully scalable; either up or down. Please provide artwork with the following extensions: .eps, .ai, .pdf, .indd
- If providing .ai, .eps, .indd files that contain external links (files from different sources other than the software being used) please be sure to package the artwork using the respective software.
- Any and all fonts used should be provided with raw artwork unless the fonts are converted to outlines. This is also accomplished by packaging the raw files from respective software.

Getting Us Your Files

Getting your files to us is as easy as **1, 2, 3...**

Preferred methods of receiving files are:

- you can **email your files** directly to us providing they are not 10 mbs or greater.
- If files are greater then 10 mbs please transfer using one of the following methods:

- **Drop Box** - **Google Drive** - **We Transfer**

When using the above please transfer the files using your account managers email address.
Please name the files using the following naming convention:

ShowName_Exhibitor(if applicable)_SizeofArtwork_Qty_Description_Year

*** If sending packaged or multiple files remember to .zip (compress) the folder prior to sending.**

Unacceptable File Types



- Any raster or vector artwork saved as a .jpeg for the web. This creates artwork only to be used on the internet.
- Any images that appear within a web search that you have not obtained the license for. Please purchase images to be used at your choice of stock photography web site or request that we do it for you.
- Any screen capture imaging.
- Raster artwork that is not to the scale that is listed in the above specifications.
- Any artwork that contains pantone or rgb colours that have not been converted to CMYK. If files are delivered where we must convert the colours, a hard copy proof will be required to be signed off on and an additional fee could be incurred.

Please contact us with any questions.

Graphic Submission Guidelines

Graphic Lingo Definitions You Need to Know

Raster Art

Raster graphics or bitmap graphics are essentially big clusters of pixels that combine together to form a graphic image. Examples of this would be a photograph or a design that has essential gradients that need to print smooth and seamless.

Software used:  Adobe Photoshop

Acceptable File Extensions: .psd, .eps, .pdf, .tif, .jpeg

When submitting these files please ensure that original artwork is set to 300 dpi or greater when creating for best results at 100% size.



Image at 100% Size and at 300 dpi.
Clear and crisp viewing and printing.



Same Image at 100% Size and at 72 dpi. Image is blurry and will print as you see it.

DPI (Dots Per Inch)

- Might be referred to as RESOLUTION of the file.
- For our purposes this term when used for print is imperative to reach colour accuracy and the quality or “crispness” of a picture. The more dots per inch the better the quality.
- For print the expected native file resolution should be minimum 300 dpi.

Vector Art

Vector-based images can be scaled indefinitely up or down without loss of quality. Vector graphics are most often used for diagrams, and other things that can be described using simple shapes. Examples of this are logos, colour blocks or illustrations. These are not pictures.

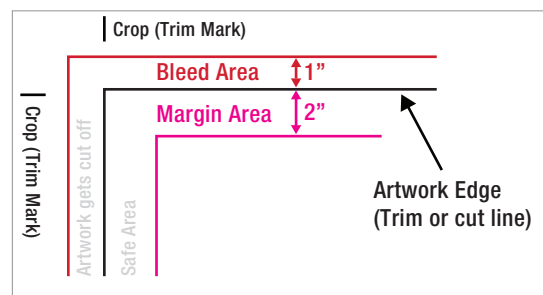
Software used:  Adobe Illustrator  Adobe InDesign

Acceptable File Extensions: .eps, .ai, .pdf, .indd

Bleeds And Margins

Bleeds - is the area allow you to run artwork to the edge of a page when trimmed. For Large Format printing the artwork should extend a minimum of 1” past the crop marks or trim edge will allow for production misalignment if there is any.

Margins - also known as the safe area for art work. For large format printing where the use of panel insertion is involved all artwork that is trim sensitive should remain at least 2” of the trim or cut lines. **ex. Text**



Colour

When printing graphics all files should be CMYK colour format to avoid colour variations while printing.

CMYK - **C**yan, **Y**ellow, **M**agenta, **B**lack.

Fonts

The type or type character that is used in a document or graphic file.

Links

When used in graphics it refers to the files inserted into a document from an outside software source. ex. Placing a photoshop image into an Illustrator file.