nimlok®

ARTWORK
GUIDELINES

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ACCEPTABLE FILE FORMATS

We recommend you build your original files using:

Illustrator CC 2023 or below
Photoshop CC 2023 or below

Then, SAVE your file(s) as a High Quality PDF – Preferred Vector format.

High quality, print ready PDF files saved from Illustrator and Photoshop are required, as they are more suitable for large format printing as well as our preflight software. Art time will be charged if files need to be fixed or altered to meet guidelines, so we urge our clients to take advantage of our many graphic templates as they are already set up to the correct dimensions and include information such as obstructions, bleeds, fold and stitch lines. Graphic templates can be downloaded from: www.theexhibitorshandbook.ca/download-graphic-templates.

The high quality, print ready PDF is the only file we require for orders that do not require design time. However, if you are needing any design adjustments such as updating text, rearranging elements or replacing images then all support art (fonts, images, etc) should be uploaded along with your artwork zipped folder. Please note the file name on your PO along with the design time notes.

Do **NOT** include printer marks such as crop marks and print registration, guides or slugs marks in your print ready files.

Please note that Illustrator special effects such as glows, transparencies or drop shadows are **not recommended**. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using such special effects. We also cannot guarantee color output of these effects. If special effects are applied to the artwork please flatten the artwork and export it as a .TIF file.

It is your responsibility to proof read all text and examine the provided digital proof thoroughly before approving. We cannot accept responsibility for typos or errors found after approval.

COLOUR SPECIFICATIONS

Please provide all vector files (Illustrator) in CMYK format. Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate colour output. Please provide a hard copy proof of the files being printed for colour accuracy and a PDF layout for file layout accuracy.

If Pantone colours need to be referenced please specify on purchase order or hard copy reference. All critical Pantone colours **must be applied to** the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be referencecd to solid coated unless otherwise specified.

Feel free to submit catalogs, brochures, printed proofs, etc. to use as a colour reference. Please provide a layered file for Photoshop files if colour matching is required. Art time may be charged to correct flattened Photoshop files.

If colour matching to existing graphics, we will need those back to review. Please contact your sales representative for more information.

We guarantee colour matching on all hard copy proofs, specified Pantone references and client-supplied hard copy proofs. Orders without indication of Pantone colours, supplied proofs or requested hard copy proofs are NOT guaranteed for colour.

FONT SPECIFICATIONS

Fonts must be converted to outlines on all print ready PDF files. If text changes are required then please send your PDF file with live, unoutlined fonts. Please send the TruType font(s) with your PO along with notes regarding the changes needed.

MURALS & POPUP GRAPHICS

Popup and Coyote mural files must be built as one file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

RESOLUTION

All raster files (either print files or linked files) must be at 100-120 pixels per inch at 100%.

BLEED SPECIFICATIONS

All graphics produced require specific bleeds.

Each off-the-shelf product has specific bleed requirements. Please refer to and layout artwork within the graphic template. You can find the graphic template on the specfic product page on **www.theexhibitorshandbook.ca**, under the DOWNLOADS tab.

Below is a general outline for the required bleeds for custom graphics.

- **CUSTOM CONTOUR CUT UV GRAPHICS:**
  1/2" bleed around the perimeter

- **CUSTOM DYE SUB GRAPHICS:**
  2" bleed around the perimeter

- **CUSTOM DYE SUB GRAPHICS EXCEEDING 160":**
  5" bleed around the perimeter

- **CUSTOM DYE SUB FLAG GRAPHICS:**
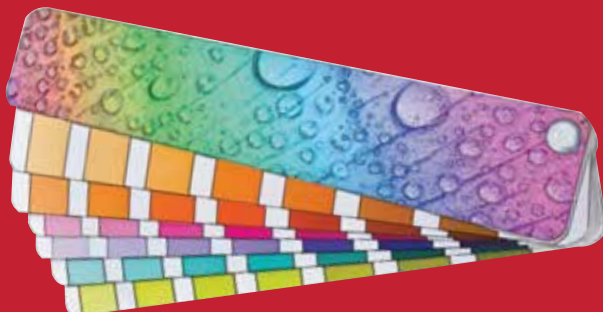 2" bleed around the perimeter

SUBMITTING ARTWORK FILES

FOR ORDER PLACED THROUGH SALES / CUSTOMER SUPPORT

Files are accepted via Email (up to 10MB), or File Transfer link such as WeTransfer, Hightail or Dropbox.
File size - no more than 1GB files.
Files can be uploaded to: **nimlok.wetransfer.com**

TEMPLATES FOR PRODUCTS
ARE AVAILABLE ONLINE AT

WWW.THEEXHIBITORSHANDBOOK.COM