ALLIANCE
nationwide exposition

ARTWORK FORMAT GUIDELINES

File Formats Accepted

- Adobe Illustrator, Photoshop, and InDesign (CC)
- EPS (vector paths)
- PDF (exported as *Press Quality*)
- TIFF (high res)
- JPG (high res)

File Setup Information

- All files are preferred to be set up using Adobe Illustrator, InDesign and/or Photoshop.
- All artwork should be setup in a **CMYK workspace**.
- Please provide **vector files** for logos, taglines and trademarks.
- Please **outline text** when submitting final artwork. Or provide font files if editing is necessary.
- All artwork should be provided at full scale if possible and without bleed.
- All raster artwork should be submitted at 100 DPI at full size at the least.
- Specify PANTONE (PMS) color values using the PANTONE Solid Coated library for all crucial colors, especially logos and background colors.
- Custom color builds (RGB or CMYK), transparency colors, and PMS tints cannot be guaranteed to print correctly. Please specify a PANTONE color, or provide a physical color reference, or the color will print as is.
- Please provide low resolution files if possible for soft proofs and label the file name "low-res."

Large Format File Saving Information

Illustrator/InDesign (vector)

- Please do not add crop marks or bleed.
- Setup the files at **100% of actual size** when possible. If scaling is needed, please note the scale information on the file.
- We recommend text and logos to be setup in Illustrator or InDesign.
- Place/link images in Illustrator or InDesign (**do not embed** to keep file sizes small). Keep all linked files **in one folder** along with the main Illustrator or InDesign file.
- When saving files to PDF, **uncheck** *Preserve Editing Capabilities.* (This will also keep file size small).

Photoshop (raster)

- Setup the files at **100 DPI** at **100% of actual size** (at the very least).
- Please provide the layered file if editing is necessary.
- Save your files to be used for production using **CMYK workspace**.
- Save a **flattened version** of your layered file as a Photoshop EPS...
    > Set *Preview* to TIFF (8 bits/pixel)
    > Set *Encoding* to JPG (maximum quality)