

GrandFabric Graphic Guidelines

Tips

Stay Simple

Follow Graphic Guidelines

Follow Art Guidelines

Stay Simple



Graphic Guidelines



Do

- ✓ Pictures, with the highest resolution available, are more effective than plain color backgrounds



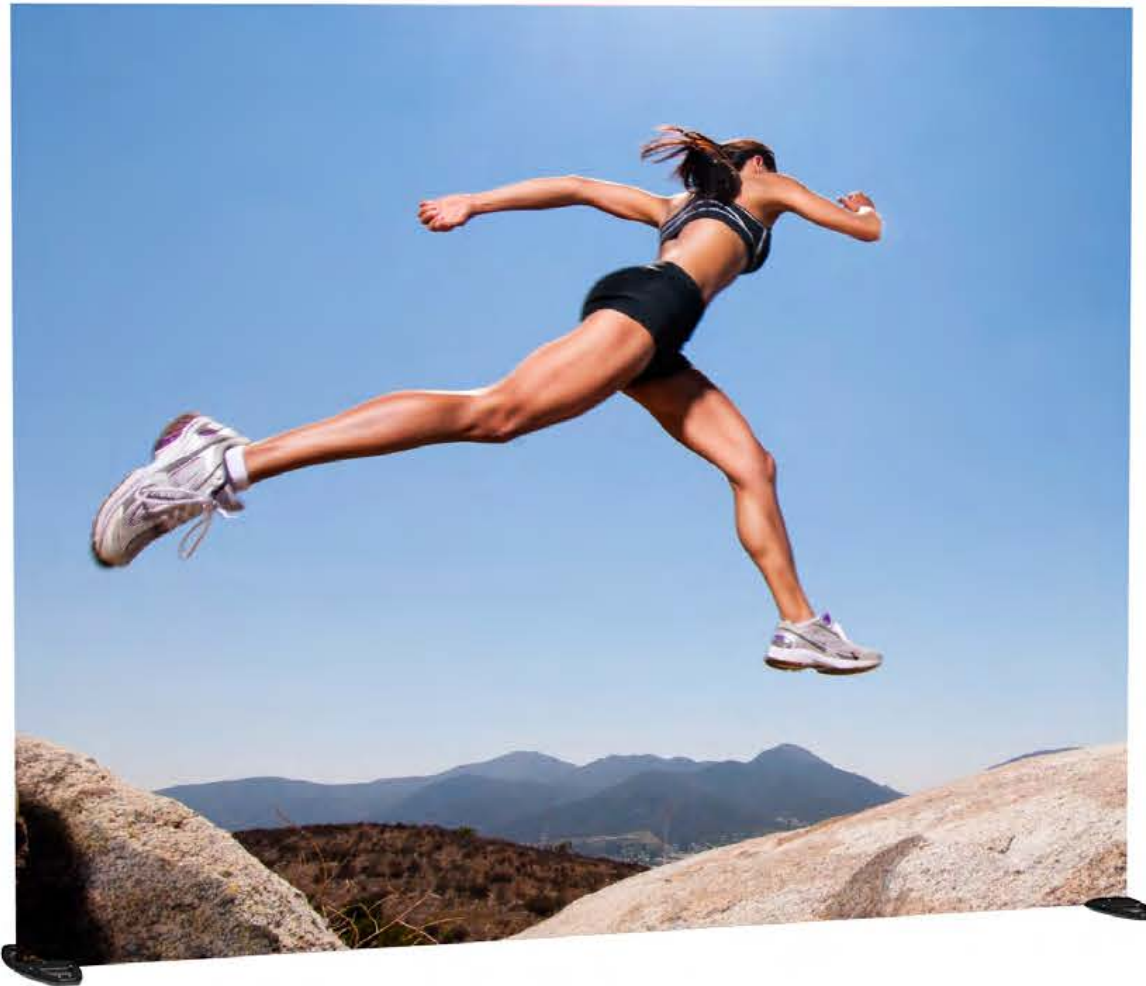
Do

- ✓ On curved frames, make sure that your artwork is towards the center. Objects will start to stretch towards the top and bottom.



Do

✓ Your message should be simple and quick to grasp



Don't



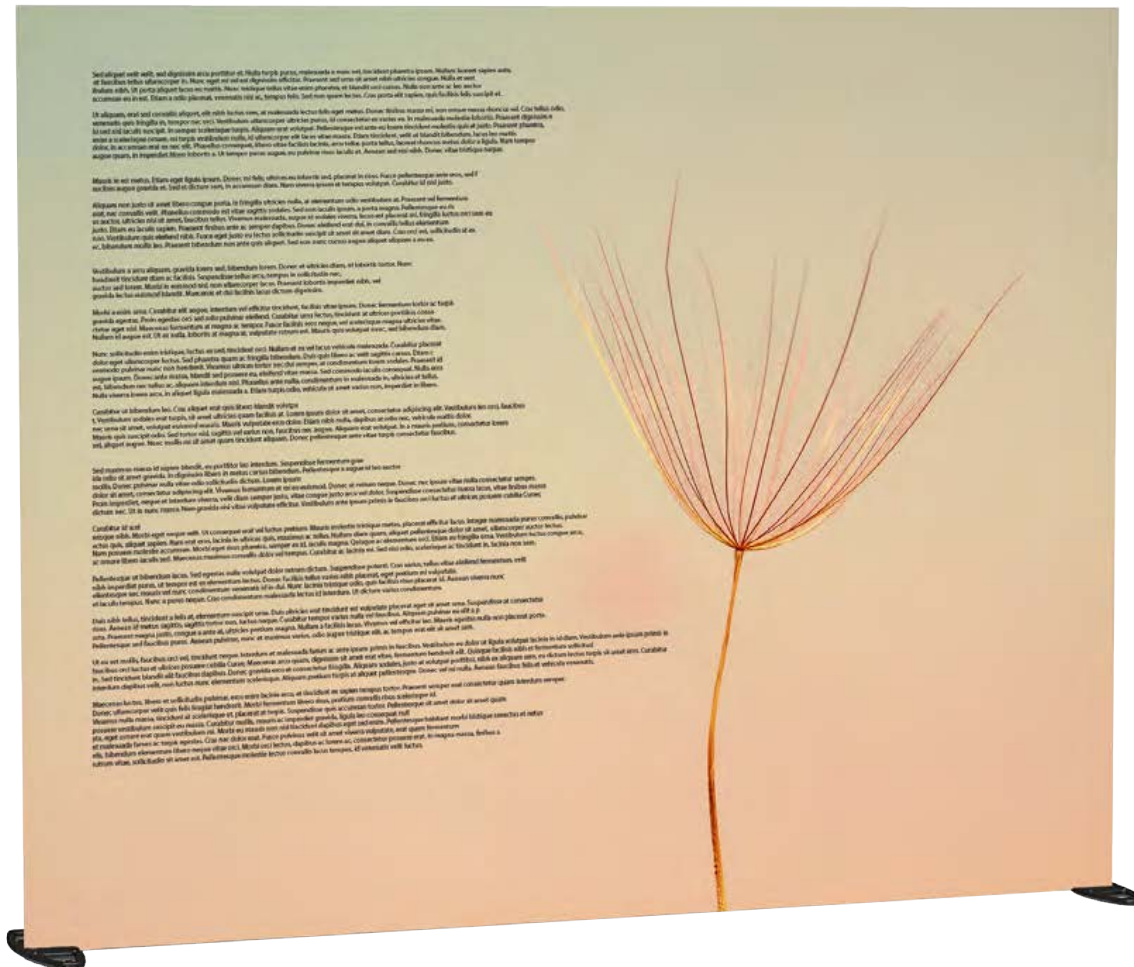
Avoid white back walls because they

- Get dirty easily
- Show variations inherent in fabric
- Do not make good use of the space
- Has the potential to show the frame with strong ambient lighting

Don't

Avoid too much text. Don't design your booth as a brochure.

You should be able to read any text from 15' away.



Don't

Avoid breaking text, lines or pictures between 2 frames.



Art Guidelines

Recommended Software:

We print directly from PDF/X-4:2008 Files.

This type of file can be created with:



InDesign CC:
Accepted File Formats:
PDF/X-4:2008



Adobe Illustrator CC:
Accepted File Formats:
PDF/X-4:2008



Photoshop CC:
Acceptable Formats:
PDF/X-4:2008 or TIFF

What we need:

- A High Resolution print ready PDF/X-4:2008 file.
- Include all Pantone colors as SPOT colors in the swatches palette (not process).
Except Pantone colors; all other artwork should be submitted in CMYK. We do not print in RGB.
- Convert all fonts to Outlines (fonts cannot be left active).
- Images should be built at 125-150 DPI AT FINAL SIZE.
- Final artwork must have all images embedded; no linked files.
- Only include artwork that is to be printed.
- Please include PO and quantities in file name Example: PO156234-X2.pdf
- If file(s) exceed 800MB, please flatten and/or reduce DPI and save as a Tiff.

Art Guidelines

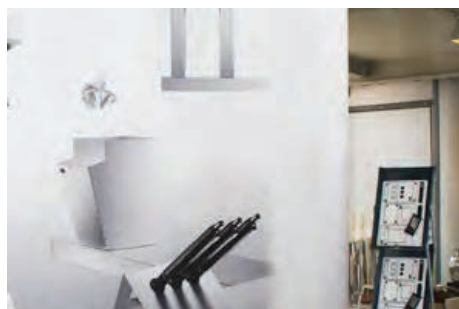
Image Resolution:

- Optimal results are achieved with images printing between 125-150 DPI at final print size. Images submitted that are larger than 150 DPI will create larger file sizes without a gain in quality. *See Fig. 2.1 & 2.2*
- We do not recommend that images be rez-ed up: doing so will only create artificial pixels and enlarge the file's size.
- As you design your graphic, view all images at 100% zoom level of their final size to verify that they will be acceptable before including them in your layout.



Actual Image Dimensions:
40" x 26" @ 72 DPI
Image is very pixilated and is not the
recommended DPI for Large Format Printing.

Fig. 2.1



Actual Image Dimensions:
40" x 26" @ 150 DPI
Image is crisp and clear and is the
recommended DPI for Large Format Printing.

Fig. 2.2

Pantone® Colors

Pantone® provides a standardized system of color matching which enables us to determine what CMYK values are best to use with each media to achieve the specific color you are looking for in your graphic. This is referred to as a Commercial Color Match.

If you would like us to provide a commercial color match, please use the actual Pantone® color in your file. Do not alter the name of the Pantone® color, it should remain intact so that we can provide an accurate match. *Fig. 5.1*

For more detailed information regarding Pantone® colors
please visit www.pantone.com

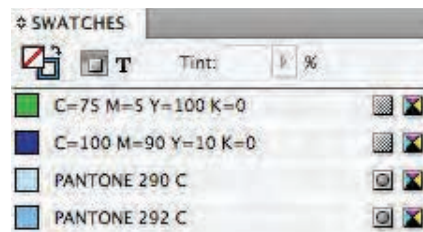


Fig. 5.1

Art Guidelines

Fonts

To avoid a missing or corrupt font issue, we recommend that all files be submitted with fonts converted to outlines, or paths where possible *Fig. 3.1*

If you cannot convert fonts to outlines/paths, you will need to submit the entire font family in Mac format. Due to slight differences in font faces, you will need to make sure that the same font family used in your file is the one sent to us. Programs like InDesign will allow you to natively package the fonts used in the file, however it will not package the fonts used in a linked file. Double check that the fonts in your linked files are either outlined or included in the package manually before submitting your art.

Important: We cannot accept fonts in PC format and we cannot download or buy any fonts that are missing.

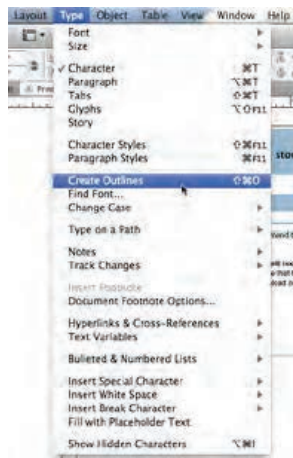


Fig. 3.1
Creating Outlines
in Adobe
Illustrator and
InDesign using
the menu option

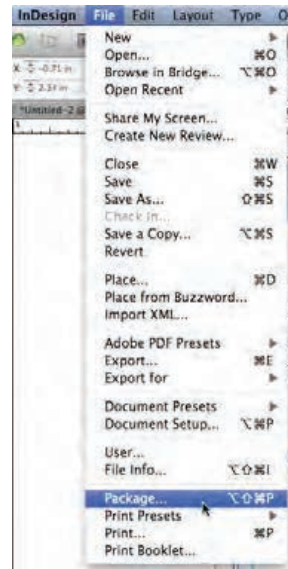


Fig. 3.2
Package your file
in Adobe
InDesign using
the menu option