Shepard Exposition Services Graphic Guidelines

We want your graphics and images to look their absolute best. The graphic print and production industry is continuously evolving. In order to ensure the best quality graphics and images from your digital files, and to make file transfers as seamless as possible, we are pleased to provide you with guidelines for submission of your art to SES. If you are unable to provide digital artwork for your signage needs, SES is capable of providing you with layout services.

Acceptable Formats
- CD-ROM (CD-R or CD-RW), DVD-ROM(DVD-R only)
- External Hard Drive, Thumb Drive
- Email attachment (limited to maximum size of 5mb)
- www.hightail.com (formerly YouSendit), or any other online large file transfer site - Please notify when sending.
- FTP (mandatory .zip or .sit compression)
  > ftp.shepardes.com
  > Login: sesftp
  > Password: ftpftp
  > Please ask us to create a folder for you in the dropoff folder when sending to the FTP site

When sending files, label folders as follows: Show Name / Show Date / City of Event
Please name your files appropriately for easy identification. Do not send files that will not be used for output. Failure to follow these instructions may result in delays in order processing and final production.

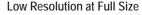## Best File Types and Resolutions
VECTOR: (Logos, Clipart) This is the preferred file type. Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality. See the table below for examples of software capable of creating this type of file.

RASTER: (Photgraphic images) This type of file is resolution dependent, and will reproduce poorly if the appropriate file resolution is not supplied. If you supply raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 96-150dpi or higher, Not to exceed file size of 200MB (if possible) Lower resolutions will result in reduced image quality. If the rasterized image is 1MB or smaller, it will not work on a sign, banner, etc., and therefore should not be sent.

Vector Logo	Rasterized Logo	Proper Resolution at Full Size	Low Resolution at Full Size

Avoiding Additional Delays: Files obtained from the internet (.jpg or .gif) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are not suitable for high quality output and cannot be used. To avoid time delays please supply files in the requested formats.

Acceptable File Formats

Program	Version	File Extension	Description	Special Considerations
Adobe Acrobat	9.0 & 11.0	.pdf	Portable Document	Convert to .pdf using appropriate high-quality output settings
Adobe Illustrator	CS7	.ai, .eps, .pdf	Vector Drawing	Images must be embedded/fonts converted to outlines or included in PC Format
Adobe Photoshop	CS7	.tif, .psd, .eps	Bitmap Editing	File should be in CMYK color space
Adobe InDesign	CS7			File MUST be sent as a single layer file in order for it to print properly. All Links should be included, or embedded. Fonts should be converted to outlines or included in PC format.
EPS or PDF Editable		eps. & .pdf	Vector Drawing	Include appropriate links/fonts/images

Artwork and Page Dimensions
Documents should be created at 100% the actual finished size. If your software application has restrictions on page sizes, create your document in a reduced scale (25% increments) if you do not supply documents at exact, final sizes (or proportionate) it could result in delays.
Files should not exceed 200MB, please adjust your DPI accordingly.

Color Specifications
Due to Adobe Illustrator/Photoshop CS6 changing the Pantone Color system - ALL graphics should be supplied in CMYK color space so there are no color variances between creation and print. Please provide Pantone Colors if we need to match a specific color during the printing process (our plotters are CMYK) Always send accurate proofs (color laser prints) to your design team so we can verify colors.

Fonts
Either supply us with the PC format TTF fonts or convert all fonts to outlines before saving your file for transfer. If you do not convert your fonts to outlines, font substitution could occur if we can't locate the correct font, resulting in unexpected output. *Note that once fonts are converted to outlines they are no longer editable*