

# GENERAL FILE CONSTRUCTION GUIDELINES

START HERE!

We have prepared these guidelines for you in hopes that it will help you on your path to large format design greatness. Large format graphic design concepts and practices are slightly different from the norm so please read through this document carefully and contact us if you have any questions or concerns.

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## 1 FILE SIZE & RESOLUTION

All Ace Exhibits' templates are precision-built to achieve the best possible output. Nearly all of our templates are built at 50%. (Very large products are built at 25%.) We will output your file at the correct size, just make sure you include enough image resolution per the table below.

Artwork Layout Size	Resolution
50% (1:2)	300 dpi
25% (1:4)	600 dpi

## 2 COLOR & TRANSPARENCIES



**Color Mode:** All colors must be provided in **CMYK color**. Any other color spaces in your file will be converted to CMYK\*.

Color Management Geeks: use the GRACoL CMYK profile for the most accurate results.



**Rich Black:** We advise **C30 M20 Y20 K100** for a rich, neutral black. Black colors that use more ink than this, or where the K value is lower than the other values will not reproduce well!

**Transparencies:** Be aware that transparencies can result in unpredictable color shifts. If you provide transparent (unflattened) artwork, we will flatten it prior to output.\*

**PMS Color Matching:** All AE equipment uses CMYK inks. When a PMS Color Match is purchased, we will do our best to match the **CMYK equivalent** of the PMS color specified

## 3 TEXT

Text should always be vector (not pixels) for highest quality output.



Fonts must be embedded or converted to outlines. Artwork with missing fonts will be rejected.

## 4 VISIBILITY

**Only leave final artwork visible.**



If you don't want it to print, then it must be on a layer with visibility turned off.



Not visible

- x Cut lines
- x Guides
- x Crops
- x Registrations
- x Trims
- x Color bars

**Photos & Gradients** cannot be color matches.

**\*Note:** Ace Exhibits will not be liable for any color shifts that may result from flattening or color space conversion.

## 5 FORMAT

**High resolution PDF files strongly encouraged.**

JPG or TIF files accepted but discouraged (since vectors and text will be rasterized.) Files provided in other formats or with low resolution may be rejected.

Save or Export as PDF/X-4 (PDF version 1.6)

## 6 ARTWORK AREAS

**BLEED**

The outermost edge. Any graphic element that touches trim should be extended all the way out to bleed to ensure a clean edge. The area between trim and bleed will be cut off.

**TRIM**

**VISIBLE EDGE**

The final, visible edge of the product after finishing. The area between Trim and Visible Edge may be hidden or impacted by hemming, etc.

**Note:** on some templates, Trim and Visible Edge are the same.

**SAFETY**

The safe area for critical text and graphics. All important text, logos, images, etc must be kept within this area. The area between safety and Visible Edge may be impacted by curvature, stretching, stitching, etc.

