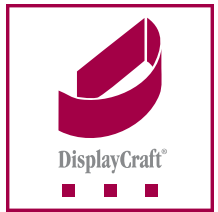


Graphic Guidelines



File Submission Requirements

Media Supported on PC and Mac

CD & DVD

Please label and date your storage disks and provide a detail list of files on the disk. Provide output of all image on disks whenever possible.

Supported Applications on the Mac

Adobe Illustrator CS5 or earlier (Preferred)

Adobe Photoshop CS5 or earlier (Preferred)

Adobe Indesign CS5 or earlier

QuarkXpress v7 or earlier

Supported Applications on the PC

Adobe Illustrator CS5 or earlier (Preferred)

Adobe Photoshop CS5 or earlier (Preferred)

Adobe Indesign CS5 or earlier

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines. When sending files, please be sure to include all support art (fonts, linked images, etc.)

Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing in our system. Photoshop is preferred when using these special effects.

Applications not supported for output on the PC or Mac:

Adobe Pagemaker

Corel Draw

MS Word

MS Write

MS Powerpoint

MS Publisher

Font Specifications

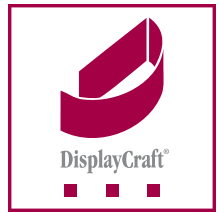
Fonts must be converted to outlines. (Preferred)

Postscript, Open Type or True Type

Color Specifications

All files are printed as CMYK format. Please send files with a CMYK build and provide a PDF layout or hard copy proof of the files being printed. If Pantone colors need to be matched please specify on purchase order or hard copy proof. All critical Pantone colors need to be called out in the file as Coated swatches. If color matching is required for Photoshop files please provide a layered file. Art time may be charged to correct flattened Photoshop files. Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

Graphic Guidelines



Resolution

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

Submission Instructions:

Ship CD/DVD with hardcopy proof to
"AE name" @ DisplayCraft
335 south washington st.
plainville ct, 06062

or

FTP files to "ftp.displaycraft.com"
please compress all files into
one zip or stuffit file.
Provide pdf for proofing purposes.
password- upload335
username- upload

Murals | Popup Graphics

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.

Bleed Specifications

All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Mural Popup Files - 1/2" bleed around the perimeter.

Tension Fabric Displays - 2" bleed around the perimeter. Please keep all logos, type, and critical information at least 2" in from the visual edge of the graphic.

Inkjet Opaque/Transparent Graphics - 1/2" bleed around the perimeter.

Banner Stand Graphics - each product has specific bleed requirements. See product template for specific information.