exponet
EXHIBITIONS & EVENTS

Signage

Artwork, Design &
Signage Requirements

QUICK REFERENCE GUIDE:

- Please supply print ready artwork in a CMYK high-resolution PDF format with 20mm bleed.

- 100% scale is preferred unless the artwork is greater than 5000mm (5m), in which case 50% scale is recommended.

- Resolution should at least 100DPI.

ARTWORK SETUP

BLEED AND CROP MARKS
- 20mm bleed is required for all artwork.

SCALING
- 100% scale is preferred
- If sign size exceeds 5 metres, we recommend scaling to 50%.

RESOLUTION
- Vector-based artwork is preferred for logos to avoid pixelation issues.
- The minimum resolution requirement is 100DPI for photos and pixel-based artwork.
- Resolution is affected by scaling. eg. 100dpi at 10% will scale to 10DPI at 100%.
- Resolution examples on page 3.

FONTS
- Outline all fonts to maintain integrity of artwork, otherwise you may need to supply the font.

COLOURS & COLOUR MATCHING
- All colours and images should be CMYK or Pantone PMS.
- If you require colour matching, please supply the Pantone PMS reference with your artwork.
- RGB and Hex Code colours are not suitable for printing.

LINKED FILES / IMAGES
- All linked files to be supplied with the final art if any editing or adjustment is to be made.
- All linked images must be converted to CMYK.
- Resolution must be 100dpi at 1:1 and 1000dpi at 1:10.

LOGOS
- Please supply logos in vector format i.e. PDF, EPS or AI.

FILE DELIVERY
- Email (files smaller than 5MB).
- For large files use a file sharing service such as WeTransfer or Dropbox.
- Please ensure share links do not require a login/password.

FILE FORMATS ACCEPTED

PDF • ADOBE ACROBAT (PREFERRED)
- High-resolution, CMYK colour-mode.

AI • ADOBE ILLUSTRATOR
- All fonts and strokes must be converted to outlines.
- Images are to be embedded to avoid missing links.

INDD • ADOBE INDESIGN
- A packaged InDesign folder, including all fonts and links.

EPS • ENCAPSULATED POSTSCRIPT (LOGOS ONLY)
- CMYK or PMS colours.
- All fonts and strokes must be converted to outlines.
- All links should be embedded.

Glossary of Terms

Resolution
The number of dots/pixels per unit of measure to form an image (In the United States image resolution is calculated per inch, hence the abbreviation dpi/ppi).

Pixelation
A phenomenon in images that results from insufficient pixels or over-enlargement. Individual pixels become visible, especially on the edges of objects, creating a stairstepped or jagged look.

Bleed
Bleed refers to printing that goes beyond the edge of the media after trimming.

Vector
A type of image that is made using mathematical formulae to create and connect points, curves and lines. No matter how much the size of the image is changed, it will still look great.

CMYK
The colours that are used in 4-colour print process: cyan, magenta, yellow and black (key). Together they create full colour images.

RGB
RGB (red, green, blue) has to be converted to CMYK before printing and is best used for artwork to be displayed on a computer.

Pantone PMS
The Pantone Colour System, or PMS, is a standardised colour matching system, which is widely used around the world. It enables brands to achieve a consistent print outcome, regardless of substrate, printer, location and other variables that affect the print process.

ERRORS
Whilst our pre-press team will check for errors, we are not responsible for proofreading. Please double-check (even triple!) to make sure your files are correct before you send.

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Resolution Samples at 100%

| 10 DPI | 20 DPI | 45 DPI | 72 DPI | 150 DPI |