Artwork Specification – **TO BE FOLLOWED BY ALL EXHIBITORS/DESIGNERS PROVIDING ARTWORK FOR EITHER OPTION MENTIONED ABOVE.**

To ensure trouble free production of your graphics and to avoid any unexpected outcomes, please send **PRINT READY** and **INTERNALLY APPROVED/SIGNED OFF** artwork files using the following guidelines.

Please send your artwork through to the Project Manager in **HIGH RES** PDF format.

This is the best format to use to ensure that when we import files into our system, nothing is lost/changed.

If Adobe Illustrator Files are submitted, please ensure fonts are submitted also, or outlined, and all linked files are included.

Please **AVOID** sending InDesign or Photoshop files as these tend to create very large files, which is time consuming for us to download and handle. If InDesign or Photoshop files are submitted, there may be an additional artwork processing fee incurred.

Please send artwork files as attachments to **emails IF THE FILES ARE LESS THAN 10MB IN TOTAL.**

If the files are **LARGER THAN 10MB** in total, please use a file sharing platform (such as WeTransfer or DropBox).

Please **DO NOT** use a file sharing platform that requires sign in, login, password, or permission as this adds to delays in accessing your artwork.

All colour and elements **MUST BE IN CMYK FORMAT**

Artwork for large items can be supplied ¼ size at 300 dpi

Scanned images for large items should be 150dpi and 300dpi for small items.

WE WILL DO THE FOLLOWING ON RECEIPT OF ARTWORK:

- Create **ONE** low resolution PDF for approval by email. This is to check the correct file has been received and all looks as expected. It **IS NOT** a proof for colour checking.
  OR
- If the file(s) received **do not match the guidelines as set out above**, you will be advised of the problem and asked to resubmit. This will **incur a reprocessing charge of £65.00 + VAT.**

COMMON PROBLEMS TO AVOID INCLUDE:

1. Wrong Size – please follow the dimensional information above
2. No bleed – please ensure bleed is added as detailed above
3. The whole file or elements of the file are low resolution – please follow the resolution advice above.
4. The whole file or elements of the file are in the wrong colour profile, such as RGB – please submit it in CMYK format as requested above.

If the above problems are avoided and the guidelines above followed, there should be no additional fees and the whole process should be straight forward.

If we are asked to make changes to a file to correct text or graphic layout, **there will be a charge of £65.00 + VAT per hour**, with a minimum of one hour charged. This will be approved by the customer before we go ahead.