'‛'The nice thing about teamwork is
that you always have others on your side.'‛'

MARGARET CARTY

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Graphic Design Guidelines...

We have prepared this guide if
you are attending an exhibition or event......

....and need some advice....

....on how to setup and prepare your
graphic design & exhibition artwork.

Some friendly advice...

How do you prepare your graphics for an exhibition or event and ensure that you stand out from the crowd with high quality design.

In this booklet we will guide you through the process....

✓ Photographs and images.

✓ Raster or vector files.

✓ File formats.

✓ Fonts and text.

✓ Proof sheets.

✓ File size.

✓ Bleed and trim.

✓ Colour.

✓ Materials and systems.

✓ Layout.

Photographs and images...

Normally exhibition graphic panels are quite large.
In order to get the best quality print possible, it is highly recommended that all photographs or images used are at least 300 dpi (dots per inch)

It's very important to realise that low resolution images (such as those sourced from webpages) will print very poorly as they are normally at a low resolution such as 72 dpi..

If you use imagery at 72 dpi, it is likely that when the image is printed at a larger scale - it will become stretched and blurred (or fuzzy!)

An image at 300dpi

An image at 72dpi

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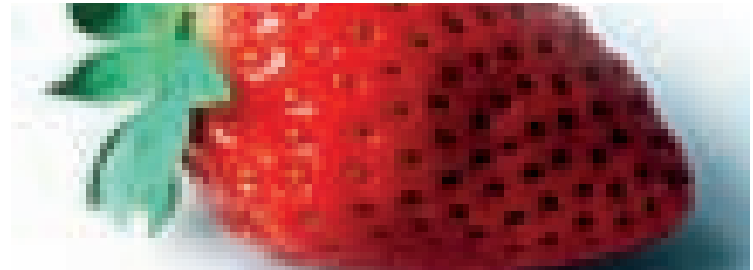
Raster or vector?...

In all artwork files, there are 2 different types of graphics.
Raster graphics which tend to be images such as photographs that can 'fuzz' or blur as they are made bigger.

Vector graphics tend to be logo's and linework which can be printed any size and the quality remains the same!

Photographs cannot be vector graphics as they are made up of little pixels, the more pixels (or dpi) the better the print - logo's in vector format are not affected in this way.

Raster file - an image.

Vector file - linework in a logo

File formats...

As explained, there are 2 different file types in most artwork setup.

Vector formats include PDF, Aİ or EPS
Raster formats include JPG, TİFF or GİF

For print ready files, it is nearly always better to prepare the print in a vector format such as EPS, Aİ or PDF.

İf you supply files in a raster format that is not high resolution (300dpi) the bigger you print it, the 'fuzzier' it becomes.

Ps include.....
PSD, JPG, TİF, GİF etc

Raster formats

Ai include.....
Aİ, EPS, PDF etc

Vector formats

Fonts and text...

If you are using text and fonts, it is very important that you either send the font file to the printer (so they can install it) or else 'outline' your text which in effect makes it into 'shapes' only and uneditable.

If you don't do this and the printer does not have the specific font you are using - his computer will substitute another font in its place.

This could look completely different but also the spacing and location of the text on your artwork could change too!

Your selected font could change....   ....to something different!

Proof sheets...

It is always recommended that you supply a printout of what you wish to be printed.

It should contain any vital information about colour, size etc.

This is called a proof sheet and it is standard best practice.

File size...

Sometimes if a file is very large dimensionally, a graphic designer may setup the artwork at 50% or 25% of its original scale.

However, it is almost always best to setup the artwork at 100%.

If you do decide to scale down, make sure to let the printer know this in the file name (e.g. graphicat50%.pdf) so they can scale it up.
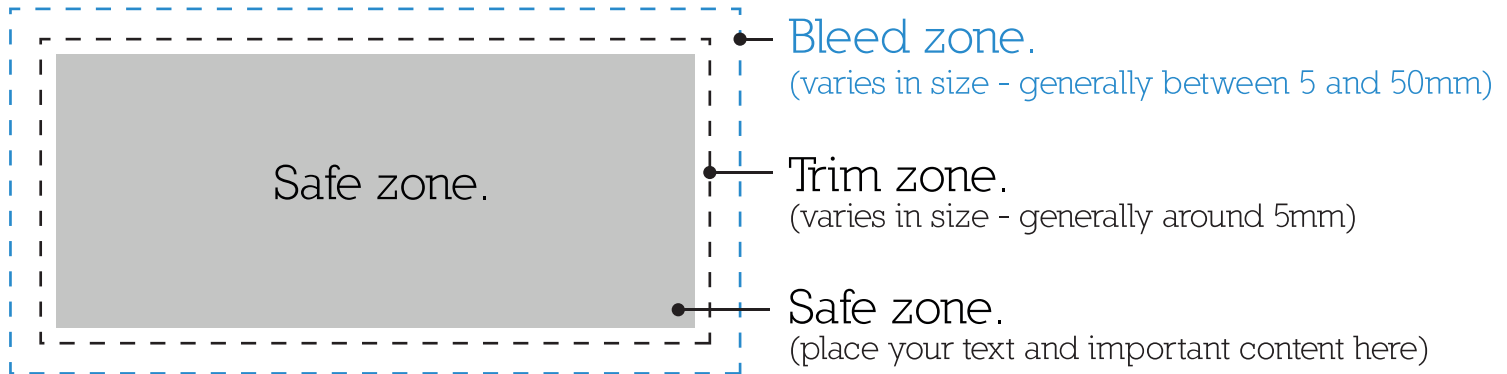
Bleed and trim...

It is important to leave some additional print around the sides of your graphic. This is called bleed and allows for any minor mistake when a printer is mounting your graphic onto a substrate.

Please don't put any important content near the bleed zone.

Trim is a space just in from the edge of your graphic and its purpose is to separate any text or important content from the bleed zone.

Safe zone.

Bleed zone.
(varies in size - generally between 5 and 50mm)

Trim zone.
(varies in size - generally around 5mm)

Safe zone.
(place your text and important content here)

An example of a rectangular graphic....

Colour...

There are 2 main types of colour used in graphic design and print.
RGB - red, green and blue
CMYK - cyan, magenta, yellow and key (black)

RGB is generally what appears on your computer monitor while CMYK are the colours used in printing.

It can be possible that the colours can modify in conversion from screen to the printing machine. This is another good reason to include a proof sheet, so the printer has a reference to compare to.

RGB colours   CMYK colours

Materials and systems...

Printing materials can vary for exhibitions. Many people print simple paper posters but they tend to get damaged easily.

Another cost effective option is to print onto a 'plastic vinyl' sheet which is then mounted onto a solid substrate such as 'foamex'

These panels can then be mounted directly onto your exhibition walls.

People sometimes prefer to bring a more compact and transportable solution such as a roll up banner. These items can be carried in a small case and brought to the show on the opening morning and setup in minutes.

There are many other systems available.

We display some examples for you on the next page.....

Materials and systems...

There are many options open to you in terms of graphic display systems

Pullup graphic   4 x 3 popup graphic   Popup counter   Wedge foot system

Audio visual system   Wide popup graphic   Graphic clad your full walls!

Layout...

Some text here

You should keep your text to a minimum to achieve impact.

Logo
The logo should have its own space and not be crowded with anything around it.

Imagery
It should be big and very impactful.

Text
Keep text to a minimum.

Base of the graphic
Don't place anything important in the bottom section of your graphic.

Overall background
Consider the colour of the walls your graphic will contrast against and use a colour that will work well.

Layout...

Logo....
It is advisable that the logo has its own space at the top not crowded out by anything else. Its a standalone emblem of your brand and needs to immediately identify your company.

Photographs and images....
Make these big and impactful. Do not try and fit in too many images. Often one really good image is much better than 6 or 7 smaller ones. People can only see these graphic panels from a distance, so an eye catching large image will grab attention quicker.

Text....
From our experience, people tend not to read text at an exhibition and as such its importance can be secondary to the image and logo. It is better to put a small amount of large text than a large amount of small hard to read text.

Layout...

The base area of your graphic....
It is possible that this area of the graphic will be close to the floor and will be blocked by people's legs in front of it. It is therefore recommended that no important content is located here. A block of colour or a secondary image is best used.

Overall background....
You should consider where your graphics will be placed. If they are on a white wall, then it might be a good idea to use a contrasting colour to help them 'jump' off that wall. Similarly, if the wall was red, a white background might be a good option .

If you need any help....
We would be delighted to assist you. We have many years of experience in exhibition stand design and believe passionately in your customer experience.

If you need any help with any of this

We'd love to hear from you...

We can be contacted a variety of ways.

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Or call in - it would be great to see you!

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