

# Artwork guidelines

## Deadlines:

The deadline for all signage orders and the receipt of final artwork is 15 working days from the build of the event. Your Harry the Hirer salesperson will advise you of this date.

## File type:

### Artwork is to be supplied as high resolution Print-ready PDF

(Separate, Individually labelled Print Files are preferred. Multi-Page PDF will be accepted)

Individual Logos can be supplied as PDF or EPS (for Custom Fascia only)

File types we DO NOT accept: Id (InDesign) PSD (Photoshop) Ai (Illustrator) JPEG, PNG

Please ensure Artwork is supplied in accordance with the following requirements:

- Do Not Supply Artwork files over 300MB
- Colour mode: CMYK
- Convert all Type and Stroke to outlines
- Flatten Transparencies
- Supply as Single Layer
- Embed all Links
- Large Artwork Images to be scaled at 10% final size
- Bitmap Images sized to at least 25% final print size at 300DPI
- Supply 10mm bleed on all Artwork
- Include Crop Marks

## Colour:

Solid Black formula: C:60 M:60 Y:60 K:100

Die-line formula: C:0 M:100 Y:0 K:0

Supply Pantone reference colours for accurate colour representation. All due care will be taken to match Pantone colours. Please be aware some colours are outside of the gamut of CMYK printers.

## IMPORTANT:

Do not supply resource material / working files.

Print-ready artwork files are to be scaled at correct dimensions.

Ensure Print Files are labelled as accurately as possible.



# Custom fascia signs

## Requirements:

All orders and artwork/logos must be lodged 10 working days before Expo commencement.

Logos to be supplied in EPS or PDF format.

Please supply a brief describing how you would like your fascia to appear, i.e.

- Text and background colours,
- Logo centred with no name,
- Or any other specific requirements.

Example below:

