

Art Guidelines

Please take into consideration the size and medium of the art you are submitting and how it will be used. If you do not understand the parameters, contact us first before forwarding any material. One of our staff would be happy to discuss the scope of the project. By working together we will expedite the process and avoid unusable material, errors, and lost time.

Do Checklist

Provide Art In Production Ready Format.

The Following Are Included In Our Pricing:

- Inspect files for scaling
- Verify all fonts are provided and/or outlined
- Verify bleeds and file links are included
- Verify supplied file formats are compatible with our systems
- Set color as close as possible to provided hard copies or specified PMS match
- Provide e-mailed PDF proof for production (subject to lead-time standards)

Scale: Full scale is best. 1/2 and 1/4 size are acceptable only if it is absolutely necessary. Images must be sized accordingly.

Color Matching: Use Pantone™ Matching System (Solid Coated) for all specific color matches desired... or provide a printed color sample for us to match (letterhead, brochure, etc.). Use RGB for photos.

Fonts: Make sure fonts are included or outlined. Supply all fonts used in your artwork (both screen and printer) or convert text to paths. We cannot use PC fonts.

Proofs: Include a color PDF or hard copy proof of your final art for us to compare to when we review your files.

DPI: Minimum DPI is 75 at Final Output Size if using photos only. For image with raster-based text and effects, minimum DPI is 125 at Final Output Size.

Accepted Software Programs

Adobe Illustrator CC2015 or lower.
This Is Our Preferred File Format

Adobe Photoshop CC2015 or lower.
(Do not use Photoshop for page layout)

Please Note: If you are working on a platform that does not support any of these applications, please contact your Account Exec to discuss your options before producing any artwork. Files supplied in other applications may require rebuilding or may not be usable at all.

Don't Checklist

The Following Are NOT Included In Our Price:

- Assembling Files
- Correcting or modifying supplied files
- Replacing or modifying supplied images
- Proofreading supplied files

DO NOT EMBED LINKED IMAGES: Supply all original files for linked elements.

DO NOT OVERSIZE IMAGES: Anything above 125 DPI at full size will make your file unnecessarily large and will not improve quality. (See "Formula For Determining Needed DPI" on Page 2 for more details.)

DO NOT UPLOAD INDIVIDUAL FILES: To ensure that your art is correctly matched up with your order, gather all of the needed files and compress into one file before uploading. (See instructions on Page 3 for more details.)

Unacceptable Software Programs

Quark Express: We are no longer accepting Quark Express files. If you are using Quark and do not have any other options, please save as an .eps then double check the file by opening it in another program before submitting.

InDesign

Acrobat: We do not accept PDF files for printing.

Microsoft Office Programs

Formula For Determining Needed DPI

Divide the height of the final image by the height of the original image. Then multiply by the desired final DPI. If smaller type is used, then the higher 125 resolution is needed for clarity.

Resolution Formula:
Original Image Height: A"
Image Height: B"
Required Final DPI: 75 to 125*

$B \div A \times 75 = \text{DPI}$ at the original size for correct final enlargement.

Example:
Original Photo Height: 10"
Final Photo Height Required: 92"
 $92 \div 10 \times 75 = 690 \text{ DPI}$

*Change the "75" in the equation to "125" for the correct size when smaller type is used. If you have doubts on which formula to use or if you want us to calculate it for you, call your Account Exec.

Crop Marks & Bleeds

Please include all necessary crop marks. They will be removed before printing. All outside edges require a 1" bleed.

*Some items such as fabric banners may require more bleed. Please see the graphic specs for your exhibit before creating artwork.

Mural Images

Continuous Images Over Multiple Panels:
When you plan to have a single graphic span over more than one panel, do not create them as separate panels. Create the layout as a Single Mural Without Interruption Or Breaks. Combine the size of each panel needed to determine the actual size to make your layout. Create One Large Seamless Image. Use tick marks to indicate where you believe the panels will be cut. Marrying panels is an exact science and we will need to determine the precise location of the cuts. Only the outside edges of your single graphic mural will require a 1" bleed.

Vector vs. Raster

Vector artwork is preferred. Vector art* is resolution independent. It provides the best enlargement results. Vector images are sharp, crisp, and clean. Images can be scaled to any size without a loss of quality.

Raster images are resolution dependent. Results can be poor, particularly if images are enlarged. See our Formula For Determining Needed DPI.

*Vector art is required for ALL silk-screened and vinyl graphics.

Proofing Process

We e-mail PDF proofs for approval. These proofs are only good for layout, spelling, etc. Do Not Depend On These For Accurate Color. When color matching is particularly important, we recommend the printing of a color digital test proof. These proofs are printed with the same process and material as in the production of your final graphic. Color proofs typically require additional time and are chargeable.

Sending Art Files To Horizon Downing

Horizon Downing's permanent FTP server allows you to send us files that are too large to e-mail. This method is for files larger than 5MB. When transferring electronically, please compress your files using one of these formats:

- .zip (Zip files, PC standard)

This reduces transfer times and helps to insure reliable transmission as compressed archives are less likely to become corrupt during transmission.

Using The Horizon Downing FTP Website

- 1) To submit files via FTP -
 - a) Use Windows Explorer
 - b) Download and install an OS-appropriate FTP program (e.g. FileZilla, Cyberduck, etc.). Install it, run it, and use the following connection information: (note: set encryption to use plain FTP, non-encrypted, no TLS)
- 2) Host = **ftp://hd-center.com:50501**
- 3) Username = **hdguest** (no caps)
- 4) Password = **hdguest** (no caps)
- 5) Select / Drag and drop the files you need to send.
- 6) Please notify your Account Exec immediately when the file is completely uploaded so we may retrieve it.

For technical questions or problems you encounter when uploading files, please contact your Account Exec.

Alternate Ways To Send Art Files

- 1) CD
- 2) DVD
- 3) E-mail - Files 4MB and smaller can be e-mailed to your account director