

# Graphic Guidelines

**Digital Media Supported: DVD-ROM, CD-ROM,**

**File Formats Supported: tiff, eps, ai (layered Illustrator files), psd (layered Photoshop files).**

## Photoshop CS5

- Create a new document at the full specified size with 100 dpi. Please note that documents require .5" of bleed on all sides.
- CMYK is preferred, though we can accept RGB files. Do NOT convert any existing CMYK files into RGB.
- When file is complete, with "Resample Image" unchecked, convert Image Size to 400 dpi. This will create a 1/4 scale image with the proper resolution.
- Save file as both a layered Photoshop file (.psd) and a flattened tiff file (.tif). If clipping paths are necessary, save as a encapsulated postscript file (.eps).

## Illustrator CS5

- Create a new document at the specified size. Please note that documents require .5" of bleed on all sides.
- Work in CMYK mode or with Pantone® Solid Coated colors. Do NOT work in RGB mode.
- Do not use special raster effects, such as drop shadows in Illustrator, as this may result in an unprintable file.
- If using linked or placed files, be sure to include those files when submitting artwork.
- When completed, save as a layered Illustrator file (.ai). Be sure to outline all copy and flatten all transparencies.

## InDesign CS5

- Create a new document at the specified size (1/4 scale). Please note that documents require .5" of bleed on all sides.
- Work with CMYK or Pantone® Solid Coated colors. Do NOT work with RGB colors.
- Please note that imported raster files need to be CMYK, 400 dpi at 1/4 scale (100 dpi at full scale).
- Imported vector images need to be in CMYK format.
- When document is complete, please perform "Collect for Output". Make sure all fonts and support files are included.

## File Setup

- All production and design software at Featherlite Exhibits is Macintosh based. Macintosh equipment will read PC files.
- Art submitted for reproduction must be correctly sized and proportioned for final output.
- **PDF's can NOT be used as production files.**
- All postscript (printer) and Screen (suitcase) fonts are required. TrueType fonts are not accepted.
- A color hard copy needs to be provided to evaluate content, layout, and color usage. Unless specifically noted to color match, the color hard copy will be used as a guideline only.
- Exact color matching to printed materials may incur additional charges.
- Designate all PMS color specifications in the art files and on the hard copy.
- Inkjet printing yields a reasonable approximation of most Pantone inks, however, exact matching may not always be possible.
- Include only files needed for production, incomplete or missing files will delay production time.
- All art should be disposable, DO NOT send original files. CD/DVD's will not be returned nor archived.
- Only outlined Illustrator .eps files may be emailed. Do not stuff or compress email files. Do not send fonts or raster files via email. Email files are limited to 2 megabytes or less. Please include your account executive's name on the subject line and send to: [graphics@featherlite.com](mailto:graphics@featherlite.com)

# Graphic Policies

## **Creative Services**

Featherlite Exhibits holds no liability for infringed copyrighted materials. It is the client's sole responsibility for the use and content of all copyrighted materials.

Creative service estimates are based on the available information at the time. Every effort will be made to stay within the original quote time allotted, but may not always be possible. Featherlite will notify clients when allotted time has expired. It will be the client's decision to continue the project with any possible additional creative charges.

## **Color Matching**

Due to variances in print devices, exact color matching may not always be possible. Every effort to find a reasonable color equivalent will be made. When color matching to current printed product, or other existing materials, a large color sample needs to be supplied.

## **Scanning**

A high quality film original has an expected reproduction value of 15 times its original size. Flaws in a transparency may not always be prevalent until after a scan has been performed. Additional creative fees may be required to clean up scanned images. Featherlite holds no liability in the quality of the original negative.

## **Cropping**

A written hardcopy with detailed instructions must be supplied with each image to be cropped. Some images may not be able to be cropped due to resolution limits.

## **Original Artwork**

Only send duplicate copies of your artwork on disk. NEVER send original copies of your digital files. When scanning from a hardcopy media, Featherlite Exhibits will make every attempt to return originals back to client's billing address. Featherlite Exhibits makes no claim of protection of original medias and holds no liability if media is lost or damaged.

## **Proofing**

Featherlite Exhibits considers all artwork to be pre-proofed by the client and print ready. Unless otherwise notified, projects will go straight into production without proofing. Client assumes responsibility for all content on the files sent into print production. If an electronic pdf, quarter scale, and or full strip test device print proof is needed, Featherlite Exhibits will be happy to provide this service, although additional production time and fees may incur.

## **Graphic Warranty**

If for any reason you aren't fully satisfied with your graphic purchase please notify your exhibit consultant within 10 days of receipt of graphics.

- Under normal use, graphics have a lifetime warranty against manufacturer defects. Featherlite Exhibits will repair or replace any product which proves defective in materials or workmanship. Graphics will be covered by warranty against shrinkage of laminate, warping, and/or delamination caused by material defects.

Featherlite Exhibits will not cover under warranty any graphics we deem to have been handled improperly, such as: folding, kinking, damaged edges, rolling graphics in the wrong direction, and/or rolling graphics tighter than a 10" diameter, all of which can cause delamination and/or paper separation.

- Client has 10 days upon receipt to submit a defects claim.
- Client has 60 days from date of claim to return product determined to be defective.
- Warranty claims need to be submitted by original purchaser.
- In no event shall Featherlite Exhibits bear liability to the original purchaser, or any third party, for damage howsoever caused to person or property, or for loss of anticipated profits, or for any direct, indirect, incidental, or consequential damages suffered.
- All "inbound" (returned to Featherlite Exhibits) shipping and transportation costs shall be borne by the purchaser.
- Provided the warranty claim is approved, "outbound" (returned to purchaser) shipping and transportation costs for ground service shall be borne by Featherlite Exhibits, with a vendor of our choice.
- All claims for damage or loss incurred to our products during transit must be made directly with vendor.