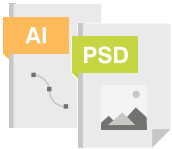


# Artwork Guidelines

The following guidelines are designed to save you time, effort and any additional file set-up charges.



## File Formats

Illustrator and Photoshop files are preferred, the following are accepted:



InDesign & QuarkXPress:  
Export as an outlined, high resolution PDF



## Resolution

Must be 100 -120 ppi at full size  
Embed all images or supply all linked art files



## Fonts

Convert all text to outlines or supply font(s)



## Color

CMYK color mode  
If you need to match a specific color, provide PMS color(s)



## Submitting Artwork via FTP

Contact your Project Manager for a custom log-in and password

Files not set-up to the above specifications are subject to incur additional costs.

Graphics that need to be reprinted due to GVC or GVC manufacturer error are to be reprinted exactly as supplied/approved, rather than an opportunity to resupply artwork with modifications.

For questions regarding artwork or graphic templates, contact our graphic designer, Jim Armstrong at 215-364-6515 ext.113

Graphic design services are also available at an hourly charge. A quote can be prepared upon your request.

# Frequently Asked Questions

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- What is a vector logo?

A vector logo is a graphic that was created using a vector program like Adobe Illustrator. Vector elements are best for printing and used whenever possible for the most optimum results. If you don't have a vector version of your logo, we can re-create it for you at an additional fee.

- What dpi do I submit my art at?

Final print size for exhibits are a minimum of 100 dpi at full size. In most cases, it is not necessary to exceed the minimum size. It will only enlarge the file sizes and increase the upload time when you are ready to upload your artwork. Use your judgement, not all images will look acceptable at 100 dpi.

- Why are InDesign & QuarkXPress files not accepted?

Page layout programs are not accepted within the tradeshow industry as a whole. For that reason, printers are not able to modify, view or print from files deriving from Adobe InDesign or QuarkXPress. Export finished designs as outlined, high resolution PDF files from these programs.

- Where do I send my artwork when I am done?

For your convenience we have a FTP service. For a custom login, contact your Project Manager.

- How do I upload my artwork to your FTP site?

You can use your internet browser or FTP client software. Contact us if you are having trouble uploading your files.

- What is the normal lead time for exhibit design?

Exhibit planning should begin approximately 4 months prior to your show date. Actual manufacturing takes about 4-6 weeks.

- What is the normal lead time for graphic design?

Graphic design, in most cases, has a lead time of 7-10 business days. It all depends on the client needs and display deadline.

# Artwork used in Renderings

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Artwork used in renderings are placeholders only. Graphics shown in exhibit renderings are used to convey an overall look and feel, as well as to illustrate where graphic design treatments are possible. Our Exhibit Designers add artwork to their models in various formats, depending on the situation. These may or may not be editable or have the ability to be manipulated.

It is Grapevine's practice not to place final artwork in renderings. Rendering models are built as realistically as possible, but are not 100% accurate. Exhibits go through the Detailing and Manufacturing department once put into production. There is no way to accurately replicate artwork in a rendering, considering accurate cropping, stretching, bending of surfaces, etc.

Artwork is a function of Graphic Design. A Graphic Designer should be able to mock-up final graphics onto a rendering(s). If your Graphic Designer is unable to perform this task, we offer Graphic Design services at an hourly rate. Placing artwork on models can be a very complicated and time-consuming procedure. Your Project Manager can give you estimates on costs and time frames. **Thank you for the opportunity and your cooperation.**