

Exhibit/Display Graphic Guidelines

File Formats

We accept files in Photoshop (PSD, EPS, JPG, TIFF), Illustrator (AI), InDesign (INDD), and PDF (preferred) formats.



PDF Submission

Please output as PDF/X-4 (either 2008 or 2010) to ensure transparencies and object-level color management is honored. Embed all fonts, subset below 100%. Ensure images are output at least 150ppi @ 100% size.

Raster Images

Please ensure images are at least 150ppi @ 100% size. Scaling images larger will reduce ppi accordingly. RGB/CMYK color space. Ensure all text is vector.

Vector Art

Include/embed/outline all fonts. Save as Illustrator CC 2016, AI or EPS.

InDesign Submission

If submitting an InDesign file (.INDD), we require you to Package art files as a full file packet that includes all fonts, links and art. If submitting a .JPG, please verify high-resolution.

Color Builds

Ensure all custom spot colors contain ink mixing information (L*ab, CMYK, or RGB)

White ink spot color / alpha channel to be named "White_ink"

Dieline or routing line to be named "Thru_cut"

Please set transparency to Multiple if requiring overprint

Rich black built as RGB 0/0/0 or CMYK 100/100/100/100

File Considerations

Before exporting files for print please complete the following:

- Proof your art follows template requirements for sizing / bleed / safe area.
- Outline all text, or package fonts with artwork (Fonts must be Windows compatible).
- Embed all images, or package linked images with artwork.
- Set up artwork swatches with, or call-out, any Pantone colors or CMYK values.

Exhibit/Display Graphic Guidelines Cont.

Color Considerations

- Please set up all artwork in the CMYK Color Mode
- For accurate color matching we use the Pantone Matching System. If exact matching is needed, please set up all artwork with proper PMS swatches, or verify with suitable Pantone call-outs when applicable.
- If PMS colors are not included, or called out, we will print based off CMYK values.
- If this is of concern, we can provide a hard copy printed proof for color matching purposes. This will extend production time and incur extra expense.
- To reduce gradient banding in wide format printing please create the gradient in Photoshop and choose colors that are closer together on the spectrum to reduce steps of color when output to print.

Finalizing & Verifying Files for Print

Zilla will provide final proofs of artwork for review and verification before the file is sent to production. Please look over these documents carefully to verify color, spelling, sizing, and any other areas of concern. If we notice any errors with artwork, we will bring this to your attention either before, or during the final proofing process.

** If submitting .INDD file we require full file packet*

*** If submitting .JPG, please verify high-resolution*