

# Couture - Design Atelier

## Guidelines for Submitting Included Graphics

Our goal is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

### IMPORTANT DEADLINES

The deadline to submit included 79-15/16" wide x 45" high graphics for your Design Atelier booth is April 12, 2024. Files submitted after this date will be subject to a surcharge as follows:

- Files submitted on or before Friday, April 12, 2024 = NO CHARGE
- Files submitted between Saturday, April 13, 2024 and Friday, May 3, 2024 = \$250.00 LATE SURCHARGE
- Files submitted after Friday, May 3, 2024 = \$375.00 LATE SURCHARGE

### HOW TO SUBMIT GRAPHICS BY UPLOADING TO THE FREEMAN FTP SITE

The Freeman FTP site is a convenient, short-term process for transmitting large files. The FTP site requires a User ID and password.

File size: 79-15/16" wide x 45" high

Please note: These panels are inserted into the metal frame and will hide 1/4" of your art all the way around.

### Please contact:

[Kristen.Archibald@freeman.com](mailto:Kristen.Archibald@freeman.com)

### PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

**RASTER ART** (photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

**VECTOR ART:**

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

**FONT AND LINKS:**

- Supply all fonts used in your design (zip Mac fonts). If unsure how to collect fonts, convert them to outlines.
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

**COLOR:**

- If PMS color matching is required, please use original Pantone + Solid Coated swatches in your artwork. Modifying Pantone names will result in printing default color (CMYK).
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Convert RGB art to CMYK if possible.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC file information used to print your samples. Best option would be to include ICC chart on your prints.

**ARTWORK IN THE STRUCTURE:**

Please note that any panels going in the metal frame will hide 1/4" of your art all the way around. If you have continuous wall where individual panels are divided by metal, use 1.25" spacing in between each panel to account for gaps and the natural flow of the graphics.

### ACCEPTABLE FILE SOFTWARE

We are capable of working with both PC and MAC based software, and can accept art created with the ADOBE Creative Suite - Illustrator, InDesign, and Photoshop.

Always provide the following:

- Native files with fonts and links (zipped)
- High-res PDF-X/4 exports of the files

### ACCEPTABLE FILE TYPES AND SUPPORT FILES

**NATIVE FILES:**

- AI CLOUD (CC) file with Packaged supporting links and fonts. You may keep images linked but Packaging feature must be used.
- AI (CS6, CS5, CS4...) file with embedded links and outlined fonts.
- EPS file with embedded links and outlined fonts.
- INDD file with Packaged supporting links and fonts.

**PRINT FILES:**

- High-res PDF-X/4 (preferred).
- AI with PDF content (choose this option when saving file).
- EPS files with embedded links and outlined fonts.

**RASTER OF BITMAP ART:**

- Photoshop EPS (preferred, use 8-bit preview, Max. Quality JPG compression).
- PSD (make sure font layers are rasterized).
- TIFF, JPG (quality 8 and higher).

MAC users: User Zip or Stuffit programs when submitting fonts other than OTF (Open Type Fonts).