

# F R E E M A N

## CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

*Our desire 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 this 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 insure accurate color reproduction.*

### Please provide the following when submitting art

#### Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches  
(higher resolution files will result in improved final product)

#### Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

#### Minimum requirements for both:

- All related PMS and/or CMYK color codes (If submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

### Acceptable Software File Formats

We are capable of working with both PC and MAC based software, and can accept art created with the following software (listed in order of preference):

ADOBE—Illustrator, InDesign, and Photoshop  
COREL DRAW  
QUARK XPRESS

Files should always be saved in their native format. Please include all fonts and images.

### Acceptable File Types

Files that Freeman **can use** in order of preference, include:

EPS and AI (especially when submitting logos)  
TIF (especially when submitting photos)  
JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

GIF files  
Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types  
Self-extracting files, such as EXE or SEA files

### Submit Artwork to Joanna Walling National Sales Account Executive

Office 407.816.7944 | Mobile 321.446.4922 | [Joanna.walling@freemanco.com](mailto:Joanna.walling@freemanco.com)

Mailing address: FREEMAN, Attn. Joanna Walling, 2200 Consulate Drive, Orlando, FL 32837

### FTP Information

A link to the Freeman site and the password have been provided by your exhibit manager. Contact Joanna Walling for additional information or technical issues.

### Ways to Send Artwork

Artwork files that are of acceptable resolution as listed will typically be too large to send via email. CD-ROMS or DVDs containing your artwork can be mailed to listed address. Please include a printed hard copy to insure color accuracy.

Files may also be posted to Freeman's FTP site. A printed hard copy of the uploaded files will help with color printing accuracy.

If you have any additional questions concerning file make-up, logos, resolution, etc. you may also contact the Graphics Manager listed on the left.

Please visit us at:  
[www.freemanco.com](http://www.freemanco.com)

06/07

### Samples

#### Acceptable Logo Artwork:

**FABRICSOLUTIONS®**  
By Freeman

EPS Vector File

#### Not Acceptable Logo Artwork:

**FABRICSOLUTIONS®**  
By Freeman

GIF File

#### Acceptable Photo Artwork:



28mb TIF file

#### Not Acceptable Photo Artwork:



8k GIF file

# Digital show graphics

By Linda Chandler

Learning the lingo of graphic design helps ensure that show managers provide contractors with exactly what they need to get the best results when producing show graphics.

## SIZE VS. RESOLUTION

Size means the actual dimensions of the piece. For example, a photo might be three inches by five inches.

Resolution refers to the pixels, or dots, per inch required for good reproduction. Most output devices such as printers are geared in dots per inch (dpi). Computer screens and programs are oriented to pixels per inch (ppi). Generally, the higher the resolution, the finer the detail. Most designers request graphics with a certain dpi for the best results.

## PAINTING VS. DRAWING

Pixel-based painting programs (bit-map or raster) such as PhotoShop and Painter describe objects in tile-like elements. Reducing an original gives higher resolution, but increasing the size—as is usually required for trade show materials—can cause a blurry, “bit-mapped” effect.

Vector, or object-oriented, drawing programs such as Illustrator and Freehand use mathematical expressions to describe shapes, so they can be resized more easily without resolution problems. Most logos are produced in vector programs.

## COLOR LEXICON

RGB (red, green and blue) are the colors used to produce images on computer screens.

CMYK (cyan, magenta, yellow and black) are the colors of the traditional four-color print process.

PMS (Pantone Matching System) is a selection of ink colors produced either as “spot colors” used for logos and branding, or as “process colors” produced using a CMYK four-color print process. Spot colors typically cost more than process colors.

Tip: It's more efficient to design in RGB, since monitors operate in RGB. Convert a graphic to CMYK when it's ready to go to press.

## PRODUCTION PET PEEVES

- Any artwork produced in nonstandard programs (Standard acceptable programs are Adobe Photoshop and Illustrator, Quark Xpress, Macromedia Freehand, and CorelDraw.)
- Web graphics submitted for print reproduction
- Late submissions that have problems

## WHY DOESN'T IT LOOK THE SAME?

Wondering why you can't copy a photo from a Web site and use it in a magazine ad or blow it up for a poster or other display? Computer screens and programs generally operate at 72 ppi. Your desktop printer may print at 300 dpi, and the printing press on your tabloid, magazine, posters or signage are printed may require yet another resolution. If you copy a Web photo and attempt to enlarge it, the image will be blurry.

The solution? Save an original in a much higher resolution if it's enlarged. If your graphics provider prefers 300 dpi for final production resolution and you have a 4-inch transparency that you want to up to 36 inches (enlarged by a factor of 9), the original should be submitted at 2,700 dpi. You can also size by length to proportion.

$$\frac{36 \text{ (width of final poster)}}{4 \text{ (width of original art)}} = 9 \times 300 = 2,700 \text{ (dpi scan resolution to submit)}$$

## WHAT CAN THEY DO WITH DIGITAL GRAPHICS? (SEE PHOTOS)

Digital graphics make it easy to alter image size without losing quality. Here are some examples:

For the Windows Server 2003 Conference and Trade Show, The Expo Group was able to create these graphics for the show. The Freeman Companies was able to print the windows at Autodesk's Worldwide One Team Conference at the MGM Grand in Las Vegas.



## GRAPHIC SUBMISSION CHECKLIST

Submit files to end producer in the format they prefer and on Zip disk or floppies. (E-mailing is usually unacceptable because graphic files are large and can back up or crash systems.)

Check to be sure files are saved at the correct resolution and to CMYK, if required.

Check final dimensions and bleeds.

Send a color proof or laser proof with color specifications. (Laser proof is usually acceptable for black-and-white, but ask in advance.)

Include all fonts used in the file or convert all text fonts to graphics. Send submissions early so there is time to correct any problems.

If you have questions, ask them and provide contact information.

## FILE FORMATS

The type of file preferred depends on what the designer intends to do with the image. An EPS may be best if the image is to be enlarged, while a PDF doesn't allow the designer to change the image in any way.

EPS — Most widely accepted vector, or line-based format/extension

TIF — Most widely used raster, or image-based format/extension

GIF — Format for Internet and Web graphics

JPG — Saves file space but compression may alter image-based files, acceptable for archiving

PDF — Portable document format, Adobe Acrobat format that allows reading across platforms

## SOURCES

Susan Bendily, Corporate Design Director, Freeman Companies, (214) 670-9021

Dana Doody, Director of Corporate Communications, The Expo Group, (972) 751-9644

Chris Hoffman, Owner, Special FX, (781) 871-9100

Linda Chandler, a freelance writer based in Dallas, has written for association publications for 15 years. She can be reached at Linda.chandler@earthlink.net.