

# ExCeL London Media

## Get *Spotted* at ExCeL

File preparation guidelines

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An ADNEC Group Company

**EXCeL**  
LONDON

MEDIA

# File formats

There are many file types in use, each one suitable for a particular environment or requirement. Please see our following guide to acceptable file types when preparing your print-ready artwork.

## ✓ ACCEPTABLE FILE TYPES



AI (Adobe Illustrator) files are acceptable if fonts used within the document have been supplied or outlined. If your document includes placed images, please ensure these are embedded into the document in a high resolution, CMYK format, or supplied separately with your file.



EPS files are acceptable if fonts used within the document have been supplied or outlined. If your document includes placed images, please ensure these are embedded into the document in a high resolution, CMYK format, or supplied separately with your file.



InDesign files are acceptable on the basis that the document has been packaged and includes all linked images, graphics and fonts.



JPEG is a compression format and is acceptable if only used to compress a file for ease of sending. The original artwork, or source, that the JPEG was created from should be of a high resolution to ensure a minimal amount of reduction in quality occurs during compression.



PDF files are usually exported from a professional graphics package. PDF files cannot be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality.



PSD (Adobe Photoshop) files can be used although these tend to be large in size. PSD files are considered a ‘working’ format for designers giving access to styles used within the composition. Flattened TIF files are a safer alternative.



TIF is a raster/bitmap file type typically used for high quality graphics and a favourable format due to its stability.

## ✗ UNACCEPTABLE FILE TYPES



GIF files are low resolution files, usually used within browsers and are unsuitable for printing.



PNG files are commonly intended for screen use and are unsuitable for printing.



Powerpoint is an application built for creating on-screen presentations. PPT files usually contain low resolution elements, unsuitable for printing.



Microsoft publisher files cannot be used for printing.



Microsoft Excel is a spreadsheet application. XLS files are an unsuitable format for printing directly from.



Microsoft Word is a word processing application. DOC files are an unsuitable format for printing directly from.

Although the examples of file formats above are unsuitable to print directly from, some of the formats are acceptable when supplying individual elements that are intended for use in conjunction with our graphic design service.

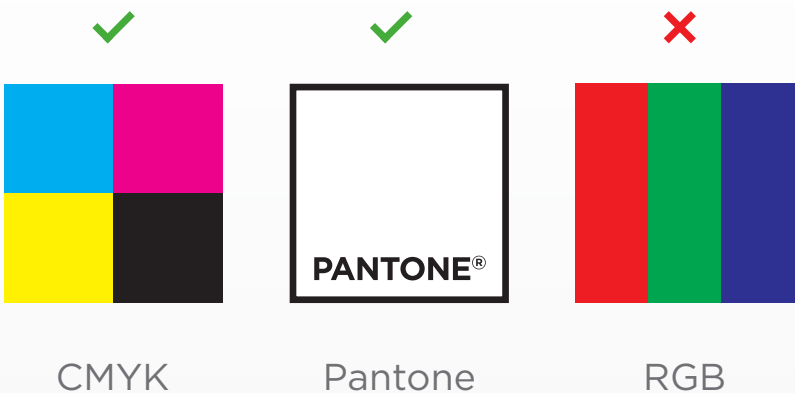
# File preparation

Please follow our guideline below to ensure your graphics are produced at the best possible quality.

## Colour

If your artwork is set up using PANTONE Colours and a particular colour needs to be achieved please confirm this prior to production. Pantone colours are matched to their best possible interpretation for the specific output device.

All essential colour matches need to be specifically noted in the file and requested in writing. RGB colour formats are not advised and should be avoided.

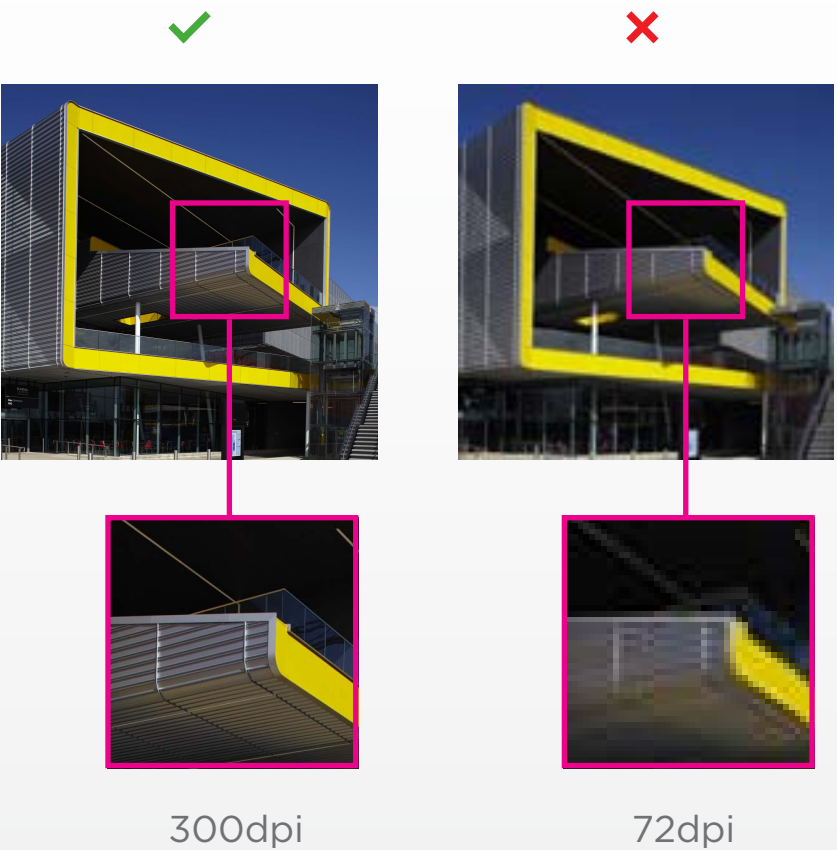


## Image Quality

Artwork should be created at least 25% of actual size. For larger graphics such as banners, 10% of actual size is acceptable.

Please ensure imagery is saved at 300dpi in CMYK format.

Low resolution images will reproduce poorly and pixelation will occur affecting the final appearance of your graphics.



## Vector Graphics

When supplying artwork to be cut in vinyl please ensure that text is converted to outlines and all shapes and strokes are converted to curves.

Vector graphics can be rescaled to any size without a reduction in quality.



# Graphic positioning

Please use the grid on this page to illustrate how you would like your graphics positioned on stand.

## Directions

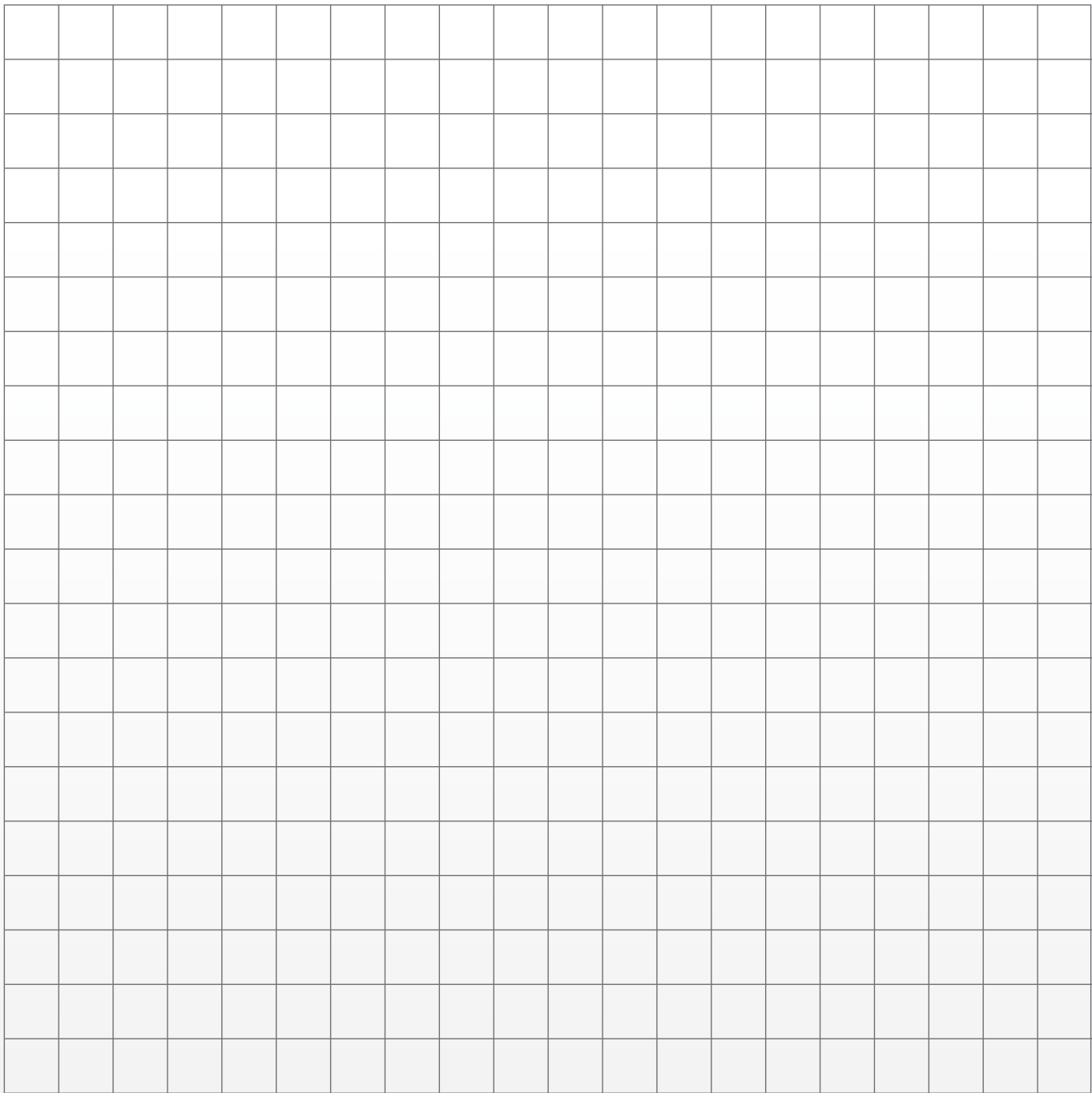
- Each square on the grid can denote 1m2 or 1/4m2 (please specify scale below)
- Draw a birds-eye plan of your stand showing rear and side walling
- Always indicate the positioning of the built-in items, such as storage areas and partitioning walls
- Clearly mark each position along the walling where you wish your graphic(s) to be placed.
- Complete the fields below and return to xxxxxxxx@excel.london

Company Name: .....

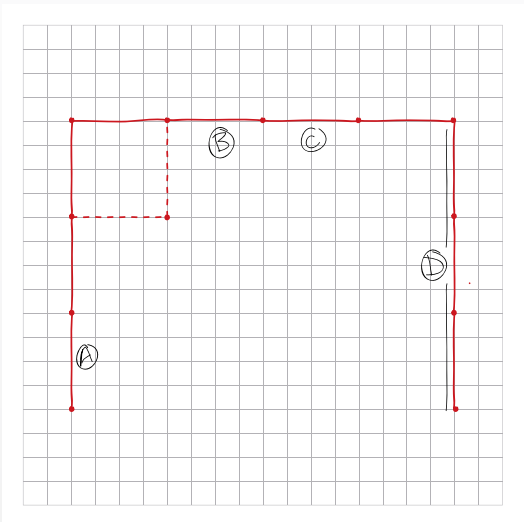
Exhibition/Event: .....

Hall No.: ..... Scale per box (1m<sup>2</sup>, 1/4m<sup>2</sup>): ..... m<sup>2</sup>

Stand Number: ..... Stand dimensions: ..... m x ..... m



## Example



# Ordering your graphics

Please follow the steps below.

## How to order

1. Complete the supporting order form for your graphics a minimum of one month prior to the first day of build of your event. Ensure all the relevant information is included.
2. Confirm whether you will be supplying your artwork in a print ready format or will be requiring us to create your artwork in our studio at a cost of £50 per hour.
3. Include the configuration of your stand and position required for your graphics on the graph plan provided.
4. We will send you an invoice for your requirements which will need to be paid in full prior to production.
5. We will send you a graphic elevation proof prior to production with a deadline for approval.
6. Your graphics will be delivered to your stand, and installed if necessary by our graphics technicians.

## Please note:

- The prices quoted are for graphics produced from artwork supplied. All artwork needs to be 'print ready' as per our file preparation guidelines.
- Should studio time be required to amend your artwork to be 'print ready', a charge of £50 per hour will apply.
- Our knowledgeable and friendly team are available to discuss your specific requirements to ensure you get the maximum benefit from your graphics. Please call 0000 000 000

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