Starlight Exhibitions have produced this artwork guide to help you prepare and deliver your files for large format printing. If you have any queries please do not hesitate to contact us. Tel. 0208 326 5555

Starlight
Exhibitions

We can accept artwork sent via the following media:
Portable USB Flash sticks
www.wetransfer.com - www.mailbigfile.com - dropbox
email - we can only receive emails up to 16Mb*
(*larger sizes can be corrupted)

Note: we are a Mac based studio, our 2D department software applications include:
Adobe Ceative Cloud Indesign, Illustrator, and Photoshop, if you can't supply artwork in the afore mentioned applications please contact us to discuss your options.

When supplying artwork please ensure that you have included all associated and **'linked'** files, ie. you should **'package'** or **'collect for output'**, otherwise there may be a delay in production. Please include a 'low-res' PDF proof with mark-up i.e. inc. sizes and quantities, also supply your full contact name, company name, address, telephone number.

Ensure you have been supplied with a dimensions guide for your stand/s from us.
InDesign should be used for overall layouts. Scale your artwork to 1:10 scale (ie. 10%, divide by ten) or 1:4 scale (ie. 25%, divide by four) recommended for fabric graphics.
Bleed - no physical artwork bleed is required around the artwork layout canvas for encapsulated paper panels (feel free to 'overhang' colour / image blocks to obtain a clean trim).
Fabric graphics - should have 25mm bleed added to all sides, we can supply templates.

We cannot guarantee an exact match to **Pantone** references, supplied colour proofs or brochures. If a request has been made for a match, we would strongly recommend a colour test.
Pantone Coated references where used should be left within the artwork pallets window so that we are able to retain any corporate or branding colour info. We will **convert Pantone colours to CMYK**. You must ensure colour consistency across supplied files (i.e. reference to CMYK mixes)

Note: depending on quality text and logos in Photoshop may pixelate, we recommend that a '.psd' or Photoshop layered file is supplied. **Vector logos** (points and paths logo) should always be supplied ie. Illustrator.eps, (especially if a decal or vinyl cut logo is required).

We recommend, for large format exhibition stands position your key elements at eye-level (ie. usually the top two thirds of a typical 2.4m tall stand), avoid too much copy remember it's not a leaflet! Avoid small copy over panel breaks, this can cause registration problems. For curved 'Endcaps' keep text within the visual area. Keep linked designs in one piece (one canvas, see example p.2) ie. don't split up the panels if they have a linking graphic, we will panel your file using our RIP software. Please use guides to indicate panel breaks on a layer that can be turned off.

**Additional studio charges will be incurred on artwork that requires amending or arrives late.**

We strongly recommend that the full artwork is supplied and that pdf files are supplied only as digital proofs (basically it is not possible for us to check the overall file structure, as a result we can not guarantee file integrity and final output). Extra charges will be incurred for any artwork amends that our graphics department have to undertake. 'Hi-res Pdf's' are supplied to Nomadic with a warning, what you see is not always what you get!

We are unable to guarantee successful output of hi-res pdfs therefore supplied pdfs will be issued with a disclaimer from Nomadic to the end client.

Photoshop file sizes for our CMYK Inkjet process should be approx. 34Mb per square metre (see examples below). If your image is not to a high enough quality you may end up with a soft/grainy image, and very low quality images may pixelate, if possible avoid file compression (ie. JPEG etc) or use 'highest quality' setting. DO NOT scale picture files at more than 100% in the Quark or Indesign layout.
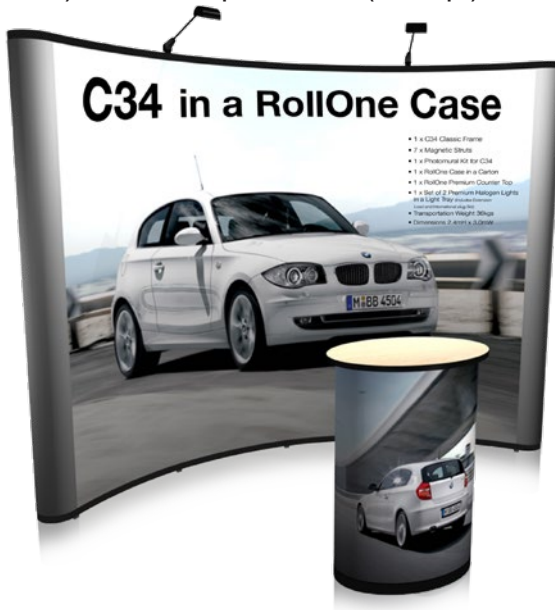
Example- Here we have an overall C34 stand background including endcaps using Photoshop we would use either of the following formulas. (1:10 scale is good for very large stands).
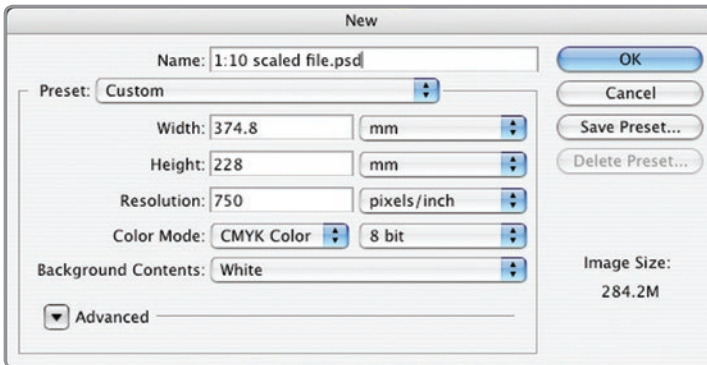
10% (1:10 Scale) Photoshop Canvas (750dpi)
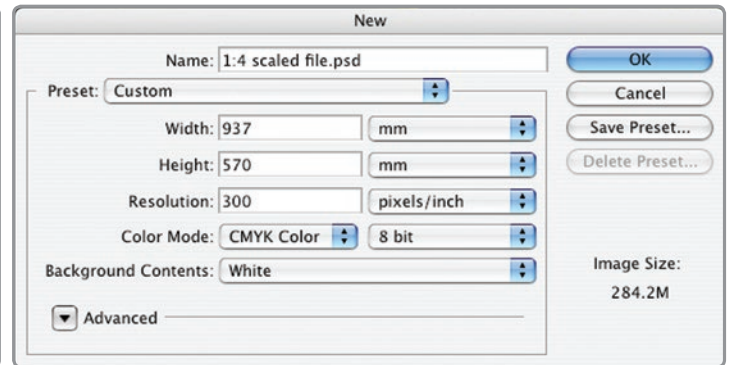
25% (1:4 Scale) Photoshop Canvas (300dpi)

Example 284Mb background image with no bleed saved as a CMYK TIF, covering x4 main panels and x2 endcaps.

(note: image size is equal to approx 34Mb per square metre)

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