

Producing Effective Digital Graphics.

Design Center

Our full service Design Center features a team of experienced designers, the latest technology and large format digital printers to provide you and your clients with the best quality visuals for every tradeshow or presentation experience.

Our designers can assist you through all phases of planning and design, and are experts at incorporating existing marketing strategy and images into powerful visual marketing tools. Our team is prepared to handle projects of any scope, whether it's simple adaptation of existing advertising or marketing collateral to complete redesign and

development of new materials from concept to completion.

To help insure the success of your project, we've chosen to cover a variety of subjects that we feel will help in providing a successful, hassle free, and timely project. If the answers to your questions are not covered here, please do not hesitate to call. We can suggest the best possible way to create and execute your project for maximum efficiency and economy.



Large Format Questions & Answers.

How do I submit my digital files for print?

EXPOGO offers three options for submitting files.

Option 1: Upload files over 5mb to our FTP site:

ftp.expostar.com User ID: **expostar**

Password: **graphics** (login info is case sensitive).

Option 2: Files 5mb or less can be emailed directly:

graphics@expostar.com

Option 3: Files can be sent to us on DVD or CD:

EXPOGO Displays & Graphics

1502 N. 23rd Street

Wilmington, NC 28405

In what format should files arrive? What software applications do you prefer?

Preferred applications are Illustrator, Photoshop and InDesign, however we accept files in eps, jpg, tiff, psd, and pdf formats. Before submitting files please download our **Graphics Specifications Sheet** at expogo.com/downloads.asp.

What is the proper resolution for print files?

Image resolution should be from 100dpi-150dpi (dots/pixels per inch) at the final print size of the graphic. 300dpi images are overkill for large format digital printers. It is also strongly recommended that you create your graphics at 100% of the final print size in order to avoid any problems associated with the scaling of graphics.

What do I do if a specific part or element of my image needs to match a particular PMS color (like a logo)?

If specific elements of a Photoshop file need to match a particular color, the file must be submitted as a layered Photoshop file with the element or elements on their own individual layers. We can not color match a specific element if it is part of a flattened Photoshop file.

Preprint Checklist

- ✓ **Verify that all images are the proper resolution for print (100 dpi - 150 dpi).**
- ✓ **Include a hard copy proof, jpeg or pdf file to confirm the layout is correct.**
- ✓ **Include placed images and fonts. If possible, outline or convert all text to paths.**
- ✓ **If color matching, include a hard copy proof or PMS color for reference.**
- ✓ **When uploading files to our FTP site, please notify us: graphics@expostar.com**



Color Matching

How do I insure the best possible color match?

You must provide hard copy proofs, specific Pantone color values or previously printed materials reflecting the colors you wish to match. We cannot guarantee a color match based solely on information embedded in a digital file.

If color proofing is critical, please order a test print proof when putting in your order. It is important that you allow for the extra time needed to have your proof sent to you. A test print is a portion of your image printed at 100% from our large format printer. Standard prints are about two feet square.