

# GRAPHIC SPECIFICATIONS

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Our goal is to produce for you the best quality large format graphics, on-time and within budget. Whether you are supplying complete electronic files for output or simply images and logos to be utilized by our design team, the following guide will help you through the process. Each project is unique, therefore our specifications may not address all the problems that might be encountered or the solutions available. Please call or email our department if you have additional concerns, questions or just need reassurance.

**Graphics Dept. - 800-899-8554 ext. 16 or [graphics@nutmegexhibit.com](mailto:graphics@nutmegexhibit.com)**

## ***General Graphic Guidelines:***

- We are MAC and PC compatible
- Media accepted are CD's, floppies, 100 or 250 mb Zip, 1 or 2 gig Jaz disks
- High resolution scanning is available for photos, transparencies, slides, and negatives (please provide color print for color correction). We do not recommend scanning printed materials as it is very difficult to eliminate moire patterns on large images. The quality of the final graphic is directly related to the quality of the original. Bitmap images should have a resolution of at least 100 pixels per inch (150ppi max.) at final output size.
- Logos created as vector files will give you the highest quality at any size (as drawn in Illustrator, Freehand or Corel Draw).
- Files for vinyl cutting must in vector format.
- We cannot use logos, images or clip art placed in Word, Write, Powerpoint or Publisher.
- Fonts not provided will be substituted. Do not mix True Type and Postscript Type 1 fonts in the same file.
- Preferred layout programs are Quark Xpress v4.1, Macromedia Freehand v9, Adobe Illustrator v9, Adobe Photoshop v6 (or lower versions).
- Turnaround time: Each project is unique and will require varying design and production times. Your sales representative can provide you with a production timeline once the scope of the work is determined. Normal production time is 4 working days from receipt of approved electronic files or layouts. Rush charges will be applied for shorter turnaround times.
- If you are preparing electronic files for output, please refer to the *Electronic File Preparation* guide for complete instructions.
- We make every effort to get the best possible color reproduction. Not all Pantone colors can be reproduced. You may request color matching (workstation charges depend on the amount and degree of matching) Please supply Pantone numbers, swatches or match prints. We cannot guarantee the color consistency of additional runs of graphics at a later date.
- Whether you are providing complete files or just artwork, please fill out the areas that apply in the *Graphics Preflight Checklist*. The *Client Information* section must be filled out completely.