

## GRAPHIC PRODUCTION RESOURCES: Guidelines for Designers

To take a job from concept to assembled exhibit is a multi-stage process.

These guidelines are the same ones we use for our own Design Department, and they have been carefully implemented and refined over 20 years.

Our goal is to ensure:

1. Graphics look the way they're meant to
2. Graphic panels fit the way they're meant to
3. The exhibitor and our Logistics Team has a visual reference for set-up, take-down and repacking

To do this, the Graphic Production Resources must include:

1. Production files that follow the correct formats
2. A Reference Image for review by all stakeholders via our Web portal
3. Color printouts of all graphics and layouts (where applicable)

By following these guidelines, we can ensure accurate production of your work- and avoid costly re-dos.

Thank you for working with us!

## I: PRODUCTION FILES

Specifying Colors:

Colors must be specified using numbers from the Pantone Matching System (PMS). While exact color match cannot be guaranteed, specifying PMS is the best way to help achieve a close match.

CMYK is accepted but will NOT guarantee the color match that Pantone will. Please provide a PMS equivalent if your CMYK colors are critical to be matched.

File Prep:

If you're using Illustrator to lay out your graphics, please do NOT parse images into the Illustrator file. Place and link all images in Illustrator and provide each separate image file so that we can confirm the resolution and size. This will also make your Illustrator files much smaller when saved.

#### About Logos:

Logos may be provided in two basic formats:

- Vector art such as an Illustrator file (.EPS, .AI, .PDF)
- High resolution raster art such as a Photoshop file, TIF or JPEG. Generally a logo should be set up at 100-150 dpi at FULL SIZE.

NOTE: Vector files are MUCH preferred because they can be enlarged to ANY size and retain sharp edges.

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#### Photographic Images:

In general, you should provide the best possible resolution for a given image. The minimum requirements are:

- For Inkjet or Fabric production: Preferred 100 dpi at FULL SIZE (Min. 75 dpi)
- Use CMYK color space
- Provide as a TIF, JPEG (high quality), EPS or PSD file

NOTE: Please provide each individual image file that is used in your layout. We need to be able to verify the size and resolution to ensure that your graphics will print at their best quality.

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#### Fonts:

- We prefer all type to be converted to paths (or 'outlines') before you send it.
- You may also provide the font files in Mac format.
- We can NOT use PC format fonts. You MUST convert to paths first.

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#### File Setup and Scale:

- The file should be at full size or reduced scale. Please be sure to note the scale in which you are working (i.e. 25%, 1"=1', etc.).
- For multi paneled graphics, please provide a mockup of how you intend the graphics to be placed (this can be a lores jpeg, pdf or 3d rendering if possible).
- Indicate in writing on layouts any unique or special requirements, as well as in discussion with the design team, highlight any special assembly considerations.
- Include bleed area and crop marks on each panel when applicable.
- For multiple panel projects, we do need each graphic as an individual file. Unless it is a mural graphic, those may be set up as the full multi paneled file.

#### File Formats:

We support the following applications:

- Adobe Illustrator CS5 (and earlier)
- Adobe Photoshop CS5 (and earlier)
- Adobe InDesign CS5 (and earlier)

NOTE: Do NOT use the following programs: Microsoft Publisher, Microsoft Word, Microsoft Powerpoint, Microsoft Paint, or any Corel program. These programs are consistently problematic with high-end printing.

## Dimensions and Sizes:

Fabric displays are based on the number of quads per display. A quad is the base unit (or building block) of the configuration. For example, 1 quad frame is referred to as a 1x1. A 1x1 quad frame measures 29" w x 29" h from the center of each hub.

Some guidelines:

- Keep critical elements (logos, text, critical imagery) at least 5"-7" inside the outer edge of the FINISHED SIZE of the panel to prevent distortion when the panel stretches.
- Allow 1.0" bleed around the FINISHED SIZE area. You may set up the document size at the FINISHED SIZE.
- **Contact our Design Department at 410-381-4870 for fabric specific panel sizes.**

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## II: SUBMISSION OF MATERIALS

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- Media: provide on cross-platform (Mac/PC) format CD-ROM or DVD
- Provide two (2) color proofs of each file
- Provide a printout listing each CD's content

Send to:

The Hughes Group  
Design Department  
9520 Gerwig Lane, Unit F  
Columbia, MD 21046  
410-381-4870

You may also use our ftp site to submit your artwork. Once your art files are ready to send, please compress them using either a Stuffit or Zip software. Label this file with your company name. Please provide a flattened pdf proof of you layout.

When you are ready to upload your art to our ftp site:

1. Email Nicole Dey at [ndey@thehughesgroup.com](mailto:ndey@thehughesgroup.com) and an ftp username and password will be set up for you.
2. You will receive an email with the ftp address and login information.
3. Once your upload is complete, please email [ndey@thehughesgroup.com](mailto:ndey@thehughesgroup.com) to notify the art department.
4. We will review your art and notify you if there are any questions.

As your project nears completion, The Hughes Group team will use the provided information to create and apply shipping labels to your shipping cases/boxes, create laminated pictograph setup instructions and reference photo to the outside of your cases, and include a packing list based on the information at hand.

Shipping information (due date, addresses, tracking numbers), Packing information (content, last minute shipments, multiple shipments) should be coordinated with the Project Manager- Joe Shek or Brad Slater, 410-381-4870.

<b>Panel/Description</b>	<b>Finish Size</b>
	<b>W x H</b>
1x1 Flat	26" x 26"
1x1 Single Twist	26.5" x 26.5"
1x1 Double Twist	27" x 27"
1x1 Thread (H)	28" x 26"
1x1 Thread (V)	26" x 28"
1x2 Flat	26" x 51.5"
1x2 Thread	26" x 54.75"
1x2 Double Thread	26" x 55.75"
1x2 Single Twist	26" x 52"
1x2 Double Twist	26" x 52.5"
1x3 Flat	26" x 77"
1x3 Thread	26" x 78"
1x3 Double Thread	26" x 81.75"
1x3 Single Twist	26" x 77.5"
2x1 Flat	51.5" x 26"
2x1 Thread	54.75" x 26"
2x1 Double Thread	55.75" x 26"
2x1 Single Twist	52" x 26"
2x1 Double Twist	52.5" x 26"
2x2 Diamond	36" x 36"
2x2 Flat	53" x 53"
2x3 Flat	53" x 79"
3x1 Flat	77" x 26"
3x1 Thread	78" x 26"
3x1 Double Thread	81.75" x 26"
3x3 Flat	80" x 80"
4x1 Flat	102.5" x 26"
4x1 Thread	104" x 26"
4x1 Double Thread	105.5" x 26"
4x3 Flat	108.5" x 82.5"
Welcome Counter Skirt	80.5" x 35"

• Please allow 1" bleed on all sides. Note: The Stretch Factor applies to the Finish Size.

## Stretch Factor

The Stretch Factor is the phenomenon that is a result of tension at 4 corners of an eventegee skin. The Stretch Factor is greatest at the outer most corners of the skin (A) and is least apparent at the center of the skin (B). Images closest to the edge of a skin are exposed to more tension, resulting in some image and color distortion. 5" to 7" (D) from all sides is the Focus Area (C) of any eventegee skin at any size. Outside the focus area is the greatest amount of distortion, button holes and sew lines.

When working with tension fabrics all images are exposed to some amount of distortion, this is to be considered part of the eventegee look, and not a flaw. When working with images, like a logo, keep in mind that centering the images exposes it to the least amount of Stretch Factor (B). Additionally, areas of fabric that are closest to button holes are exposed to the greatest amount of tension. Since fibers, of any fabric, under tension are separated from each other on a micro level, tone and color modulating will occur. These characteristics are considered a natural attribute to the eventegee line. The unique characteristics of the Stretch Factor only enhance the creative appeal and energy of the eventegee design.

The Focus Area (C) is the image area that is 5" to 7" (D) from all sides of a skin. The entire surface of the skin will accept the image, however, the Focus Area is free from sew lines and button holes. The Focus Area is also the area where the Stretch Factor is least apparent. This makes the Focus Area suitable for text, logos or any other object that would not benefit from the distortion that increases toward the edge of the skin. Keep in mind that the Stretch Factor is one of the characteristics that makes eventegee the exciting product it has become.

