Georgia Expo™
Manufacturing Corporation

GUIDELINES

SIZE: Our printing surface area is 120" wide. We can print any size as long as one of the sides is no wider than 120".

COLOR: If you require a specific color, please provides with a PMS# (Pantone® Matching System)

FONTS: Convert all text to outlines.

IMAGES: Vector graphics are preferred. Non-vector images, such as photographs, must be at least 300 DPI at final print size. Never use low resolution images; resizing a low resolution image to a larger size will decrease its quality.

DPI: "Dots Per Inch," is a measurement of how much detailed color information a raster image contains. The more DPI your image contains, the more subtle details will be noticeable.

VECTOR: Mathematically scalable, and editable, vector is a smaller file size that can be emailed.

RASTER: Image as a dot pattern of pixels.

SET UP

Set your file to full size (92" x 120" for a standard 8'H x 10'W booth). Check resolution of your file by viewing the graphic at full size (zoom to 100%) on your computer screen. If the image looks unfocused, blurry or pixilated, the resolution is too low. Convert all fonts to outlines and embed all graphics into one final file; There should be no links. The best results are achieved in Adobe® Illustrator with vector based output.
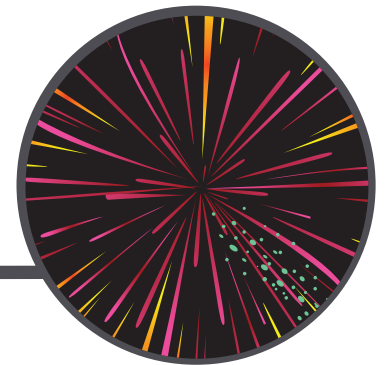
Preferred file formats:
• PDF
• AI
• EPS

Fabric: the material is 9.5 oz, 100% polyester that may shrink or stretch about 2% during printing.

IF WE ARE CREATING YOUR ARTWORK

Logos print best in a vector format. If the image is raster, please make sure it's very high quality.

VECTOR:

RASTER:
Rasterized at 150dpi