



# PRODUCTION GUIDELINES

TO HELP US PRODUCE YOUR PERFECT PRODUCT,  
PLEASE REFER TO THE GUIDELINES OUTLINED BELOW.

Preparing your files in this manner will help us to meet your graphic expectations.

Stevens can also help you with the design and creation of your exhibits. Supply us with digital files, photographs, logos and text. Give us your concept, and let us get creative.

As always, Stevens is here to help. Please call us with any questions you might have.

## GRAPHIC REQUIREMENTS

If you are supplying electronic files, we accept most standard files in both Macintosh and PC formats. Depending on the size, these can be e-mailed to us (files 10 meg. and under), sent to us on CD or DVD Rom's, or uploaded to our FTP site (see below).

**FILES:** Ensure that all files are properly named and updated in all layouts and file names have the correct file extension name (i.e.: .eps / .tif / .ai / ...etc.). Please include the order number in the file name.

**BLEEDS:** Bleed, crop or registration marks are not required. Stevens will tile and trim to color.

**PROOFS:** Provide Stevens with an accurate fully updated jpeg., pdf, or hard copy proof for each layout. Electronic proofs of your files are available at \$25 per file and print proofs are available at \$35 per file. Should you require Stevens to edit your artwork those changes will be billed on a hourly basis at \$95 per hour.

**COLOR:** When possible supply PANTONE (PMS) color numbers. NOTE: Stevens will do their best to match colors but due to varying printing methods, some colors are not obtainable. If a color match is critical, an hourly rate will be applied while achieving that color(s).

**LOGOS:** Supply all logos and illustrated graphics as VECTOR format whenever possible.

**FONTS:** Include all fonts (screen and printer) used in your layout.

**PHOTOSHOP:** All files should be final size at minimum 75ppi (Pixels Per Inch) resolution. Supplying layered files will enable us to adjust your files if necessary.

**INDESIGN:** Submit all INDD's in CMYK mode, with any placed or imported color scans in CMYK at 75ppi @ full size. Convert fonts within placed Illustrator files to outline. Output file should be packaged properly and contain all linked artwork as well as fonts (suitcase & postscript) including those fonts in any AI files that have not been outlined.

**ILLUSTRATOR:** Link files as opposed to embedding them. Convert text/strokes to outlines, save in Illustrator .ai format.

**QUARK:** Supply Quark files as high resolution pdf's. All linked files MUST be 75ppi at finished size.

**TEMPLATES:** Templates of our standard portable display series, can be supplied on request.

## STEVENS EXHIBIT DESIGN GROUP

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## FTP INFORMATION

<http://www.stevensexhibit.com/artwork.asp>

innovation through inspiration

