



## Clean Buildings Expo

Baltimore Convention Center - Baltimore, Maryland

March 26 - 27, 2019

Event Code: M186040319

<b>Connect With Us!</b>	email	<a href="mailto:baltimore@shepardes.com">baltimore@shepardes.com</a>
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Graphic Guidelines

### ACCEPTABLE FILE FORMATS

Shepard uses the most current version of Adobe Creative Cloud. If providing native files from another version, please provide an .idml file.

#### Program File Extension

Adobe Acrobat	.pdf
Adobe Illustrator	.ai, .eps

Adobe InDesign	.indd, .idml
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Adobe Photoshop	.tiff, .psd, .eps
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WE DO NOT ACCEPT: Microsoft® Word®, Excel®, or PowerPoint® files for artwork/graphics.

#### Special Considerations

Create using a high-quality output.\*

Vector artwork. Images embedded and fonts changed to outlines\*\* or a packaged file.

Fonts changed to outlines\*\* or a packaged file.

Raster artwork. File should be in CMYK color space.

### FONTS

If creating artwork in Adobe® InDesign® or Illustrator® there are two options when supplying fonts. Supply us with PC format TTF fonts. Change fonts to outlines. This prevents font substitution through layout and production. REMEMBER: if creating outlines, text is no longer editable.

Package the fonts from InDesign or Illustrator (File → Package → Check “Copy Fonts”) and submit with your artwork.

### ARTWORK GUIDELINES

#### Document Size & Specs

All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format (ex. 50% at 300 dpi or 25% at 600dpi). NOTE: Mark artwork to the dimensions it is sized to if not 100%. All content should be kept within the live area, leave approximately 2” all the way around artwork to ensure sign holder or structure metal does not cut off content.

### COLOR

All artwork should be created/supplied in the CMYK color space. Please provide Pantone® colors/HEX code if we need to match a specific color during the printing process. All PMS colors should be converted to CMYK Process Color in the artwork. NOTE: Converting color from RGB to CMYK will change the vibrancy and the look of some effects, DO NOT design artwork in RGB. Colors may vary due to output devices.

### ARTWORK FILE TYPES & RESOLUTION

Artwork can be created in several ways. Here are some things to consider.

#### Vector

Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality. This is the preferred file type and is most often created in Adobe Illustrator and used for creation of logos and clip art.

#### Raster

This type of file is resolution dependent and will reproduce poorly if the appropriate file resolution is not supplied. If you supply raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150dpi or higher. Lower resolutions (1MB or smaller) will result in reduced image quality. File size should not exceed 200MB (if possible). Raster images are most often created in Adobe Photoshop® and is most often used for photographic images.

#### Resolution

Artwork should be 150dpi at 100% scale or 300dpi at half size. This will ensure the artwork remains high resolution when printed at full size. See samples below.

Vector Logo at 200%



Raster Logo at 200%



High Resolution Logo



Low Resolution Logo





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Upload Deadline **Friday, February 22, 2019**

Orders with complete Payment Authorization and graphics must be received before Upload Deadline date

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Columbia, MD 21046

Graphic File  
Upload Instructions

All graphic files for ordered products should be uploaded to our FTP site.

**Address:** [https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2019/03\\_Clean%20Buildings%20Expo/Exhibitor%20Uploads](https://files.shepardes.com/files/FTP%20Files/Drop%20Off/-2019/03_Clean%20Buildings%20Expo/Exhibitor%20Uploads)

**Username:** **sesftp**

**Password:** **ftpftp**

- 1 Name your files in this format: Company Name\_Booth#\_Panel Letter **example:** **Shepard\_1905\_A**
- 2 When you are in your show folder, you can either drop and drop your files into the folder to initiate upload or  
You may click the Upload Files button and select the files you need to upload.
- 3 When upload is complete, email the name of your files to: **baltimore@shepardes.com**  
As the subject line use: **"Show Name" FTP Upload**

Failure to follow these steps could result in delayed graphics.

**Please see Graphic Guidelines page for file specifications.**