

Totalexpo guideline

Artwork design



If you don't have your own in-house graphic designer and want us to create a mock up / design your stand artwork, then please follow the below guideline:



Logos & shapes saved in AI, PDF, EPS or SVG format



Attach corporate fonts



Attach branding guidelines



All photographic content high-res imagery (at least 300ppi)



Provide CMYK / pantone colour palettes



All files to be sent over to us **3 weeks** before the show

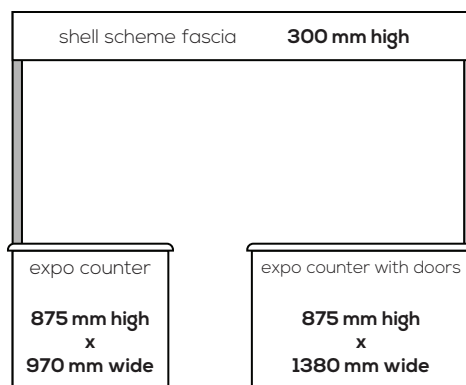
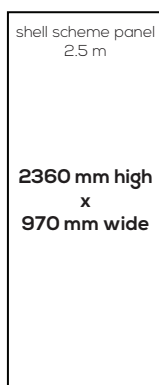
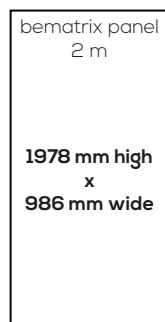
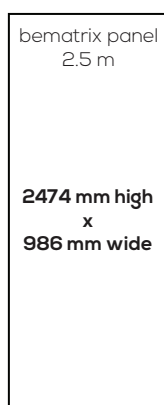


Provide text content for your stand (area of expertise, products, features etc.)



If you have your own in-house graphic designer who will supply print-ready artwork, then there are few things they can do to make life easier for us:

Adhere to panels printable area dimensions. The most common are:



*all trim sizes

totalexpo
Your Event Partner

Total Expo Ltd
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Approved venues



Totalexpo guideline

Artwork design

Please deliver all print-ready files:



Saved as PDF or AI



Compliant with PDF/X-1a:2001



Flattened transparency



Outlined or attached fonts



CMYK colour mode



All photographic content high-res (at least 300ppi) and embedded



Size ratio 100%, 50% or 25%



All files to be sent over to us **2 weeks** before the show

For different materials, follow the guideline below:

Panels:



Bleed 5 mm @ 100% or
2.5 mm @ 50% or
1.25 mm @ 25%



Trim marks

Seamless fabric:

No bleed
No trim marks

PVC on timber frame:

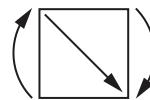


Bleed 10 cm @ 100% or
5 cm @ 50% or
2.5 cm @ 25%



Trim marks

Please note that we might sometimes slightly alter artwork layout so that it fits panels correctly



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