

# PRODUCTION GUIDELINES

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

Supplying your files as indicated 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.

**ACCEPTABLE FORMATS:** EPS (Encapsulated Post Script), AI (Adobe Illustrator), PDF (Adobe PDF), PSD (Adobe Photoshop), JPG (High Resolution JPEG), TIFF (High Resolution TIFF). If submitting these files be sure you have converted all fonts to outlines or curves.

**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.).

**BLEEDS/TILING:** 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.

**COLOUR:** When possible supply PANTONE (PMS) numbers or a printed sample.

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, or convert them to outlines when possible.

**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 and fonts, 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 .ai format.

**VECTOR FILES:** Line art, Scalable to any size and never loses resolution, image will stay clean and crisp, So it can be submitted at any size proportionate to the banner size ordered

**RASTER FILES/IMAGES:** Depending on the resolution and Pixel based image like PSD, JPG, TIFF becomes blurry as enlarged. If submitting these files please follow the guidelines below

100% scale (full size output) at 75 ppi  
50% scale at 150 ppi or higher  
25% scale at 300 ppi or higher

Thumbnail sized jpg and gif.files are not at a high enough resolution to be used on large prints.

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

***STEVENS WILL CHARGE AN HOURLY RATE TO ADJUST COLOR, ARTWORK, FONTS, CLIENT REQUESTED CHANGES, ETC.***

**FTP INFORMATION:** <http://www.stevensE3.com/resources/submit-artwork>



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