GRAPHIC GUIDELINES

elevation3D®

LOGOS:
Please provide all logos as vector artwork (line art) in this format:
> Adobe Illustrator *(ver. CC or lower)*

COLOR:
In order to avoid discrepancies of color in your graphics, we recommend that you:
> Provide PMS Colors
> Use the same design application for all graphics (e.g. Adobe Illustrator)
> Provide existing graphic if new graphic needs to be color corrected to match
> Provide a sample of printed company collateral to match
> Request a color test proof (additional fee applies)

DESIGNS:
Any production files supplied to Elevation for print, must include the following:
> High resolution images flattened (with clipping paths if necessary)
  please also include the layered files if you would like us to color match
> Fonts (Mac) or if text is created in Illustrator please outline all fonts
> Add 0.5" of bleed all around the artwork to account for application and trimming
> Linked files (all links should be CMYK flattened .tif or .eps files)
> Color prints or pdf proofs
> Files can be in full, 1/2, 1/4 and 1/8 scale in their native format. We accept:
  • Adobe Illustrator *(ver. CC or lower)* (avoid transparencies, drop shadows and other raster based effects)
  • Adobe Photoshop *(ver. CC or lower)* (avoid creating text in photoshop if possible)
  • Adobe Indesign *(ver. CC or lower)* (include all fonts and images)
  • High Resolution PDFs *(Acrobat CC or lower)* (please include bleed and crop marks)
  • Quark Xpress *(ver. 9.5 or lower)* (Mac Based only) (include all fonts and images)

RESOLUTION:
Most tradeshow graphics are produced in large format and have different resolution requirements than magazine ads or the web.
> Raster files in the final output size should be 100-150 dpi
> Raster files at half scale should be 200-250 dpi
> Raster files for fabric printing should be 80-100 dpi at full scale

FABRIC LIGHTBOXES:
Due to the dye sublimation process of printing on fabrics, there are some limitations:
> Avoid large floods of the same color as the imperfections in fabric can cause non-uniform color density
> Black and darker colors will wash out slightly when lit
> Depending on the location of the lights in the lightbox frame, some hotspots may be visible

TRANSFER MEDIA:
We accept art transferred in the following options:
> Elevation3D's "File Transfer" - On the bottom of our homepage (elevation3D.com - click the File Transfer link)
> Email (up to 10MBs)
> Client owned FTP (please contact us with your download instructions)
> Elevation3D Drop Box Access
  • Please notify your account manager if you need access to this database
    (we will create a folder and invite you to it via your email address)

FOR MORE INFORMATION PLEASE CONTACT YOUR ACCOUNT MANAGER.