

# DESIGN GUIDE

Recommendations for using templates and creating files

## 1 Download the template for the product in question

It contains: 1 download link for the design.guide, 1 spec file, 1 Ai template, 1 PSD template, 1 job.options

- Download\_Design\_Guide
- MKG\_EUR\_Specs\_Easy2x3\_V1\_20150616.jpg
- MKG\_EUR\_Template\_Easy2x3\_V1\_20150616.ai
- MKG\_EUR\_Template\_Easy2x3\_V1\_20150616.psd
- XPO.center2015.joboptions

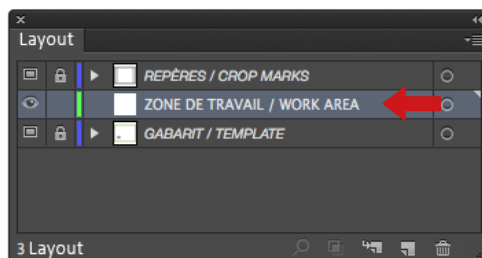
## 2 Work directly in the template



All of our templates have a **1:1 ratio** and have been designed for graphic design professionals. They work with Adobe Illustrator and Photoshop, and are subject to change.

It is therefore necessary to always refer to the most recent version of the document.

The files contain three layers:



Work in the **WORK AREA** layer. Refer to the crop marks in the **CROP MARKS** layer and the information in the **TEMPLATE** layer.

Once your artwork has been finalized, **HIDE OR DELETE** the **CROP MARKS** and **TEMPLATE** layers so they do not appear on the final file.

**ONLY YOUR WORK AREA LAYER SHOULD REMAIN AND SHOULD NOT CONTAIN ANY CROP MARKS.**

## Delimitation of the different zones



VISIBLE AREA: Includes the sensitive area and safe area



SAFE AREA: Put your text and logos in this area



SENSITIVE AREA: We do not recommend placing any text or logos in this area.  
This is the area in which your image may disappear or become distorted during production.



BLEED AREA: To avoid problems during the cutting process, it is essential to leave a bleed. Do not include crop marks: the bleed must consist of your image and not white space.

## 3

### Install job.options

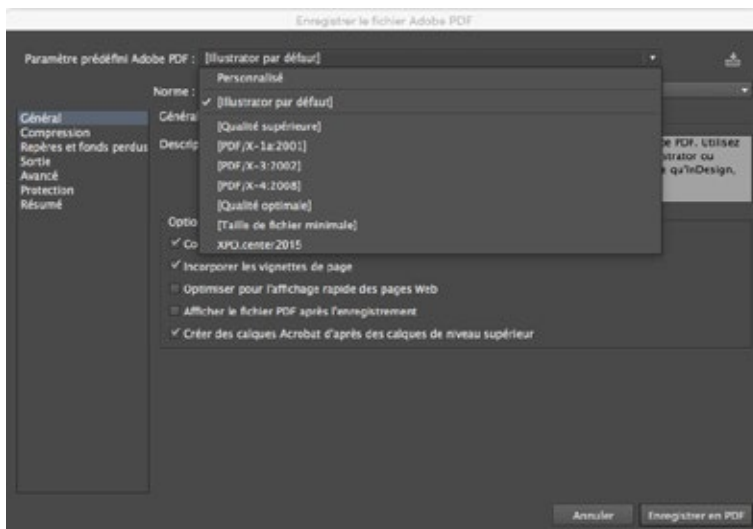


Job.options are PDF export parameters which ensures your file is exported with the correct printing parameters.  
What does a job option do?

- Integrates fonts
- Prints all elements higher than 100 DPI at 100 DPI
- Provides conversion into CMYK while complying with the U.S. Web Coated (SWOP) v2 color profile

Each time you create a new file, please install the job options we have provided with the template.

- 1 - Install by double-clicking it
- 2 - Select the job option when exporting your graphics to PDF format (see thumbnail below)



## 4

### Name your files

Please include the product name in your file name. *Example: xtension3x3-promo*

In the case of a **panoramic** booth, please name your file starting with the reference letter or number followed by a dash:

*Examples: A-HV38x93      ou      17-HV38x38      ou      4B-HV38x93*

## Resolution

We strongly advise that you use **a resolution of 100 DPI** at the final format of 1:1 scale (minimum 72 DPI).  
**Files with a resolution less than 72 DPI will be pixelated.**

## File format

- **Only PDF files are accepted.** Please provide us with one graphic per file (**1 graphic = 1 PDF**).
- **Attention: All fonts must be vectorized and image links must be embedded.**
- **Your file should not contain any crop or print marks. Do not use the overprinting mode.**

## Colors



Files exclusively in **CMYK**  
Please include your PANTONE color in the file

If you desire a specific color rendering, please provide us with a printed proof created with the file you have sent us before placing your order. Otherwise, printing will be done according to our usual color profile.

For black areas (large format), we recommend reinforcing black by 50% with three other colors (C 50 M 50 Y 50 K 100).

Note: Please be advised that colors printed in your graphic will differ from those that appear on your screen or on glossy paper.

## Images

When selecting images and illustrations, please take technical requirements of production into account:

- **Scaling:** ensure compliance with enlargement ratios
- **Choice of format:** ensure suitability with formatting
- **Choice of colors:** consider quality and respect of colors (see color section)
- **Use of gradients:** create them in the desired format to avoid any smoothing problems in your graphics
- **Verification of resolution and definition:** always remember to check the rendering of your graphics in the final format using a 1:1 scale

By following these recommendations, you will ensure that your files are compliant.

## Fonts

It is recommended to avoid using thin and ultra-thin fonts. There is a high risk of colour migration.

**The purpose of this document is to guide you in creating your files in order to optimize their quality and rendering, and to avoid any production setbacks.**

**Any failure to comply with these points, which requires our intervention to modify the files that were initially submitted to us, may result in additional charges (provided in an estimate).**

**Should you have any questions or require technical support, please contact us at the start of your project.**