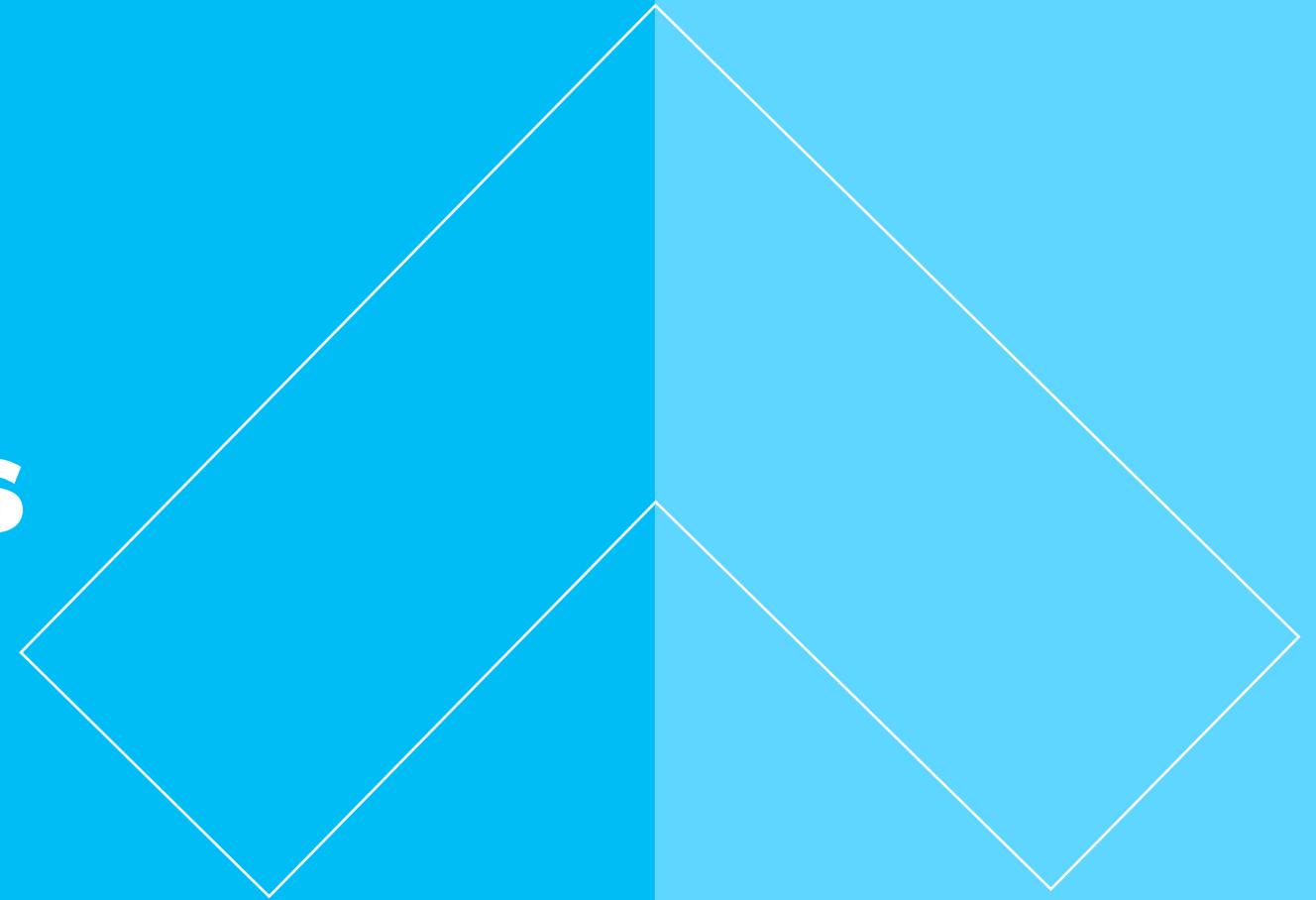


Freeman⁷

Guidelines for submitting graphics

Best practices for preparing
your files



Preferred File Formats

Please submit artwork using one of the following formats:

Adobe Illustrator (.ai)

Use File > Package to collect all linked images and fonts.

Submit the entire packaged folder.

When saving, verify that Create PDF Compatible File is selected.

Adobe Photoshop (.psd)

Maximum File Size: 2GB

Adobe InDesign (.indd)

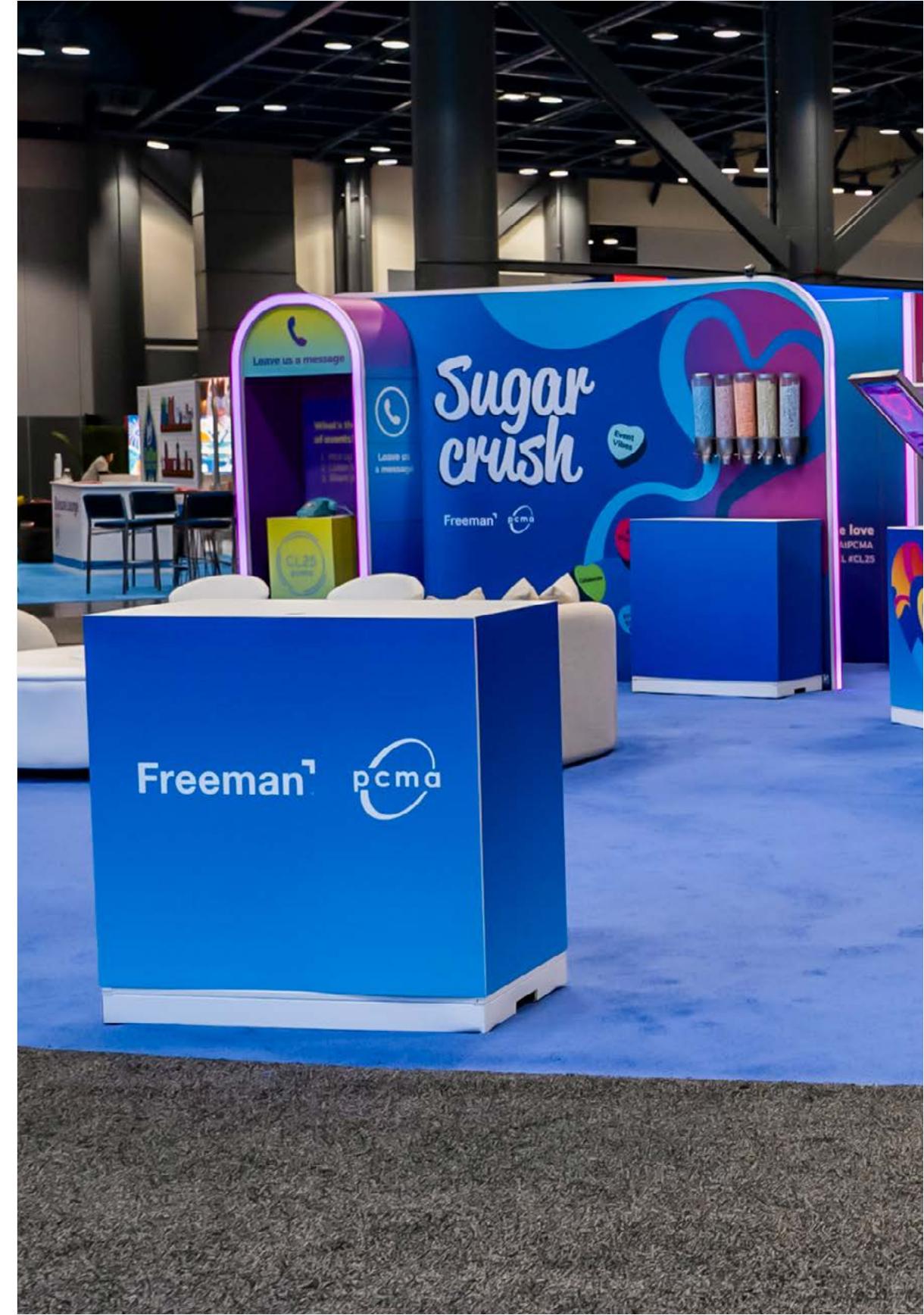
Use File > Package to collect all linked images and fonts.

Include a print-ready PDF.

Submit the entire packaged folder.

Print-Ready PDF

PDFs may be create using Adobe Illustrator (With preserve illustrator editing capabilities checked), Photoshop or InDesign.



Color Setup

Printed Colors

Printed colors may differ from how they appear on your monitor or from the printed GPO. Variations are normal due to differences between digital displays and print production.

Pantone Spot Colors

For precise color matching, create files using Pantone Solid Coated swatches.

Note: Some Pantone colors may not reproduce accurately in CMYK and may appear less vibrant.

CMYK Workflow

Select **CMYK color mode** if exact color matching is not a requirement. CMYK files will be printed “as is” without any adjustments. Freeman facilities use only **CMYK ink** for print output.

Advanced Color Matching

If your project requires advanced color matching, a Freeman Design/Layout Specialist will collaborate with you and your team to achieve optimal results. A color test print will be provided for review and final approval.

Color Test Prints

Color test prints will be issued exclusively for events larger than 25,000 square feet or for exhibits/events that are identified as color-sensitive and require client approval prior to production.



Image Resolution

Recommended

100 PPI at 100% scale (ideal for large-format printing)

Acceptable Range

75 PPI (minimum) to 150 PPI (maximum) at 100% scale

Recommended PPI for scaled artwork

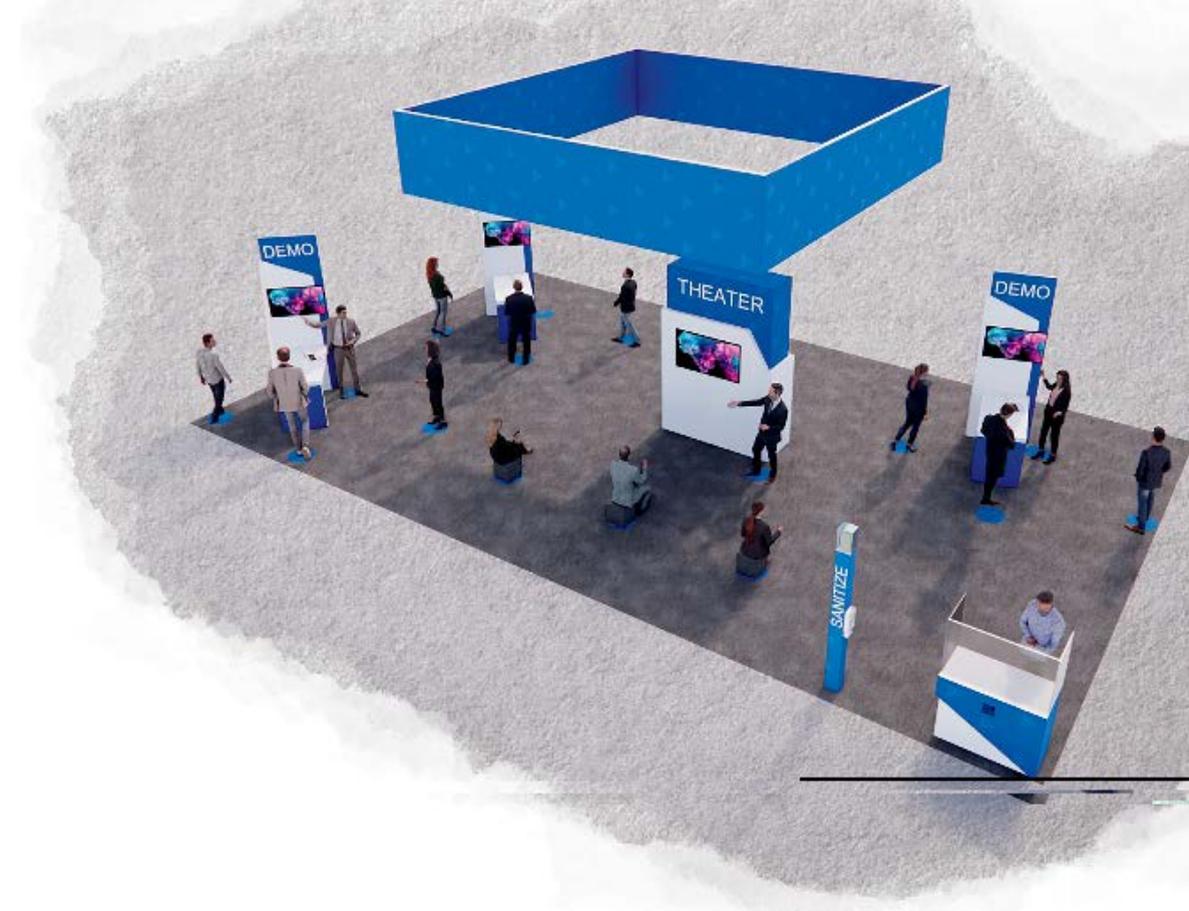
- Artwork 10% scale — 1000PPI
- Artwork 25% scale — 400 PPI
- Artwork 50% scale — 200 PPI

Optimal Maximum file size

2 GB

Logos

Submit logos as vector artwork whenever possible to ensure the best print quality.



Additional Setup Requirements

File Scale and Setup

If artwork is not submitted at 100% scale, use 10%, 25%, or 50% scale, and clearly label the scale in the file name.

Example: Graphic_Scale50.ai

Multi-Panel Graphics

Submit multi-panel graphics as one continuous file.

Layout templates are available upon request.

Fabric Graphics

Create a safe area for **text and logos**, at least **2 inches from the edges**, to avoid trimming issues during production.

Banner Graphics

Create a safe area at least **5 inches from the top and bottom** of the banner for pockets. **No logos or text should be placed in the designated safe area.**

Overprint Fill

Confirm overprint fill is unchecked in the attributes panel to prevent unexpected printing results.





Submitting files

You should receive a link to the Freeman Box account for submitting your files. If you have questions about this process, please contact your Freeman sales representative.