

Fern Exposition & Event Services

Event Expertise with the Personalized Touch

Artwork Samples

Acceptable Logo Artwork



EXPOSITION & EVENT SERVICES

EPS Vector File

Unacceptable Logo Artwork



JPEG File

Best Methods for Artwork Submissions

- CD/DVD
- Flash Memory (thumb drive, etc.)
- FTP Site*

*Contact your Fern representative for FTP link and password.

At Fern, our goal is to provide you with high quality, eye-catching graphics for your event or exhibit. To accomplish that goal, we need some assistance from you and, if your graphics are created by an agency, your graphic designer. The following guidelines are meant to increase the quality of our product while simultaneously streamlining the process.

Guidelines for Providing Artwork

Original Artwork (i.e. logos, etc.)

- Provide files in .ai or .eps vector formats
- Must be good quality and resolution (200-300 dpi is ideal)
- Provide logos with no background
- If original vector images aren't available, a high resolution "press ready" .pdf file is acceptable

Print-ready files that will be produced exactly as received

- Must be 200 dpi and full size or 300 dpi and half size of the finished graphic
- If file includes any linked images, photos or logos, those linked images must be provided
- All fonts must be converted to outlines

File types that Fern Graphics recommends

- Logos -.ai and .eps
- Photos
 - .tif
 - .jpg (if the resolution is high enough for a quality image)

File types that Fern Graphics can use to create graphics but aren't recommended because of image quality

- .gif
- .png
- Word Document (.doc, .docx)
- Powerpoint Document (.ppt)

File formats that Fern Graphics recommends (in order of preference)

- Adobe (Illustrator (.eps, .ai), InDesign (.ind), Acrobat (.pdf), and Photoshop (.psd))
- Corel Draw (.cdr)

General

- All PMS and/or CMYK color codes must be submitted

We will do our best to work collaboratively with you when it comes to the submission of artwork. If you have any questions about the information above or any other questions related to graphics or design, please don't hesitate to contact Rob Kuhnhein, Director of Integrated Systems at 513-579-3566. We are committed to finding a solution for you!