



# DESIGN GUIDE



# 2.

Every day, with the help of the xpo.center portal, our team inspects hundreds of files which then become large format prints.

We have created this guide to share our experience with you and ensure peace of mind as you prepare and send us your files.

We ask that you read this carefully before you start to work with our products.

Respecting these guidelines will guarantee that you get perfect graphics.

In most cases, turnaround times for creating files are very short, which makes it essential to avoid technical errors.

Do not hesitate to contact us if you have any questions as you read this guide. We are passionate about what we do and would be thrilled to swap notes with you.

Any failure to comply with these points, requiring our team to intervene and modify any files initially submitted to us, may result in additional fees (estimate provided).

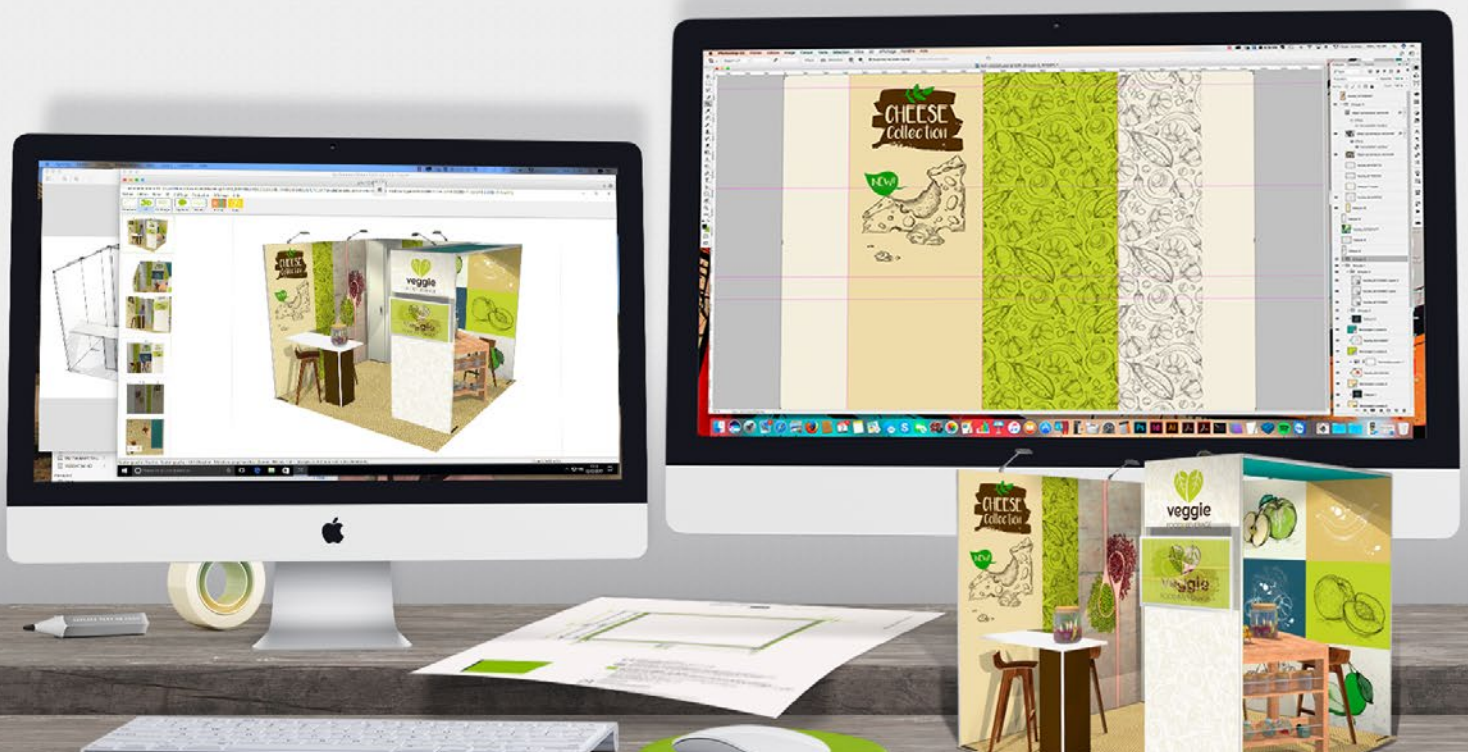
The xpo.center team

« **Always Contact** us if you have any questions before you start your stand project. **The Xpo team is at your service!** »

✉ [files@xpo.center](mailto:files@xpo.center)

☎ +33 (0)4 99 63 68 75

💬 [chat xpo.center](#)





# Preface

## Dye-sublimation Fabric Printing: Our Know-How Serves Your Communication Needs.

### Why choose fabric displays?

Fabric displays are very well-suited for use in the fields of exhibits and events. They are easy to transport, handle and set-up, scratch-resistant, wrinkle-free and washable (even dry-cleaned).

They offer unmatched aesthetic results with the best rendition of colors, without alteration over time.

### What is sublimation printing?

Sublimation is the physical phenomenon by which matter passes directly from a solid to a gas. The fabric's fibers are dyed directly, which improves color resistance over time.

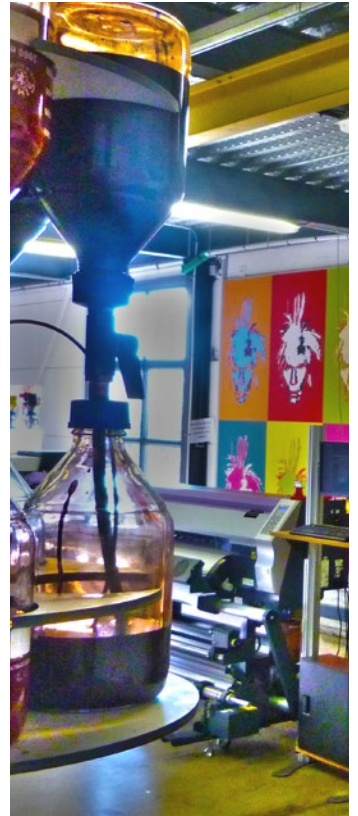
**However, the fabric is subject to different dimensional variations during sublimation printing, which takes place at high temperatures.**

### Benefits of this technology:

Unrivaled quality: dye-sublimation printing offers exceptional contrast, intensity and depth. Colors are vibrant and available in a wide range, even at high density.

Anti-reflective: dye-sub fabric absorbs light and prevents reflections on your image.

Eco-friendly process: the inks used are solvent-free, odorless, aqueous- based solutions.



## Our Wide Range of Products

We offer several types of large size communication media.

Each medium has its specificities and physical constraints. Make sure you have all the necessary tools (templates, production document, etc.) to optimize the production of your project. We strongly urge you to view the products before starting your graphic design.

appcenter Hello Créatifs! An advice ? +33 (0)4 89 81 68 75

ORDER STATUS | ORDER HISTORY | CREATIVE ADVICE | DOCUMENTATION | HELP | CONTACTS

Documentation

LEARN EVERYTHING ABOUT OUR PRODUCTS

Infos : New templates : [E\\_line](#) (23/02/2018), [C\\_curt](#) (03/02/2018), new [panoramic template](#) (30/04/2018), [news template p\\_count](#) (30/04/2018), [p\\_count](#) (30/04/2018)

General information

- Download stands and large format displays for visual communication catalogue
- Download production times for standard solutions
- Download production times for booth and custom solutions export
- Download price list & updated 12/04/2018
- Download reference price list
- Download graphic creation service price list

Ultra-portable

- lite.banner
- boost.
- one.
- set.
- sprint.

Chattez avec nous

# Summary

Here is a list of essential items to take into consideration when creating your files.

## xpo.center (page 6.)

For any large-scale projects or tiled images, do not hesitate to contact us before creating the files.

Confirmed orders cannot be modified.

If your graphics are ready, don't wait until the end of the day to load them, as you'll risk running into site traffic, which will slow down the upload.

## Templates (page 15.)

Using templates	One for each new order No important objects in the sensitive area or in the accessory space No objects on CROP MARKS or TEMPLATE layers
Formats	Follow size and bleed requirements
Bleed	The bleed must contain your image/ not white space
Programs	Illustrator™ and Photoshop™ Programs - <b>Indesign™ Not Recommended</b>

## Impeccable Graphics (page 23.)

Resolution	EQUIVALENT OF 100 DPI AT FULL-SCALE
Image Mode & Profile	CMYK & Fogra39 (installed with the job option)
File Type	PDF/X - 1a: 2003
Saving	<b>Delete template layers</b> - Include linked images
<b>Flattening / Rasterizing</b>	Flatten files in Photoshop™ or rasterize files in Illustrator™
Name files	According to production guide
Printer's Marks	Neither trim marks, nor registration marks

## Color Management (page 25.)

Overprinting	Do not use overprinting
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## Reprinting Graphics for Panoramic Booths (page 28.)

For Panoramic stands, we ensure reprints of complete artboards only.

## Creative Advice (page 29.)

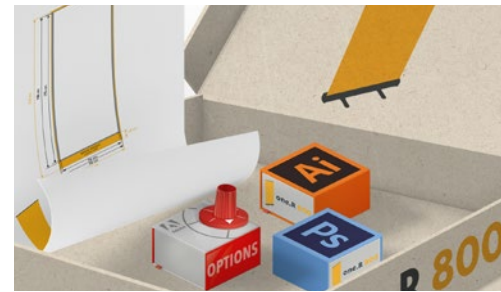
Fonts	Vectorizing Text
Be careful with borders	Do not add a border too close to the bleed. The broader the border, the less the fabric deformation will be seen.
Seams	Watch the tutorials

# Contents

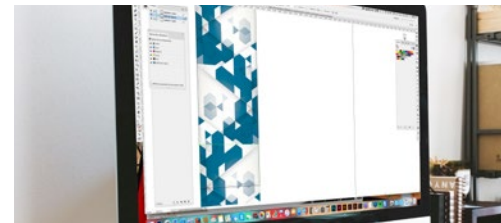
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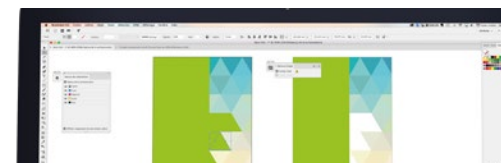
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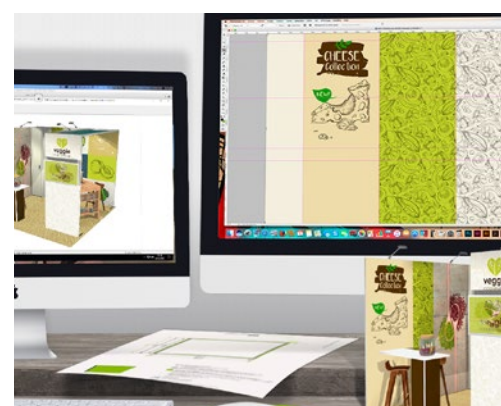
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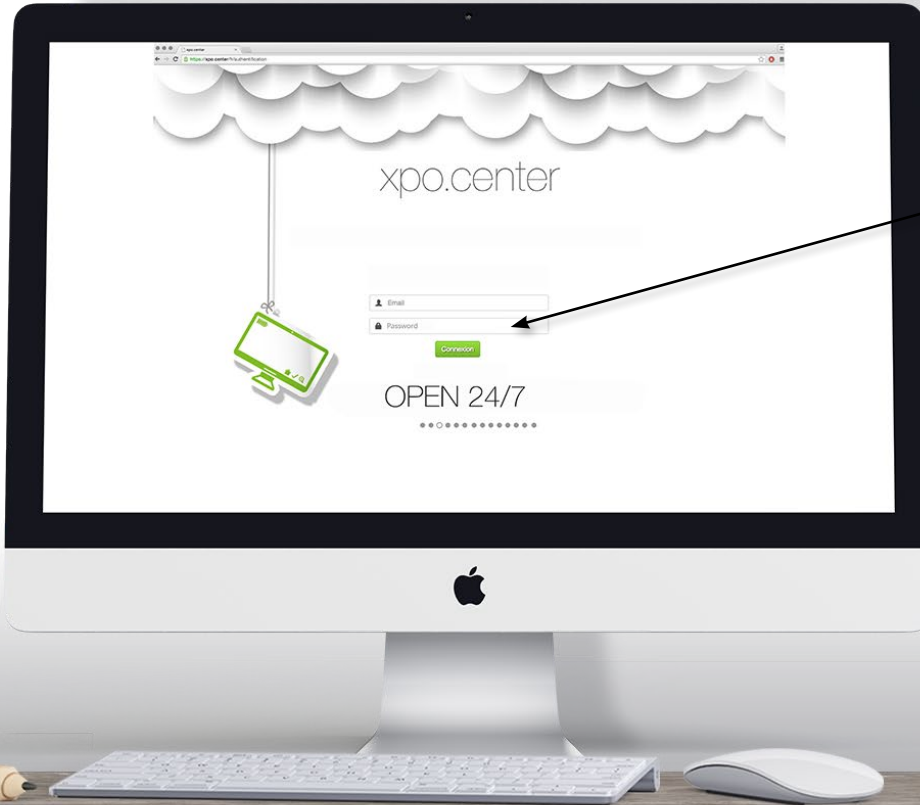


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# xpo.center

Download, verify and manage all your files easily!



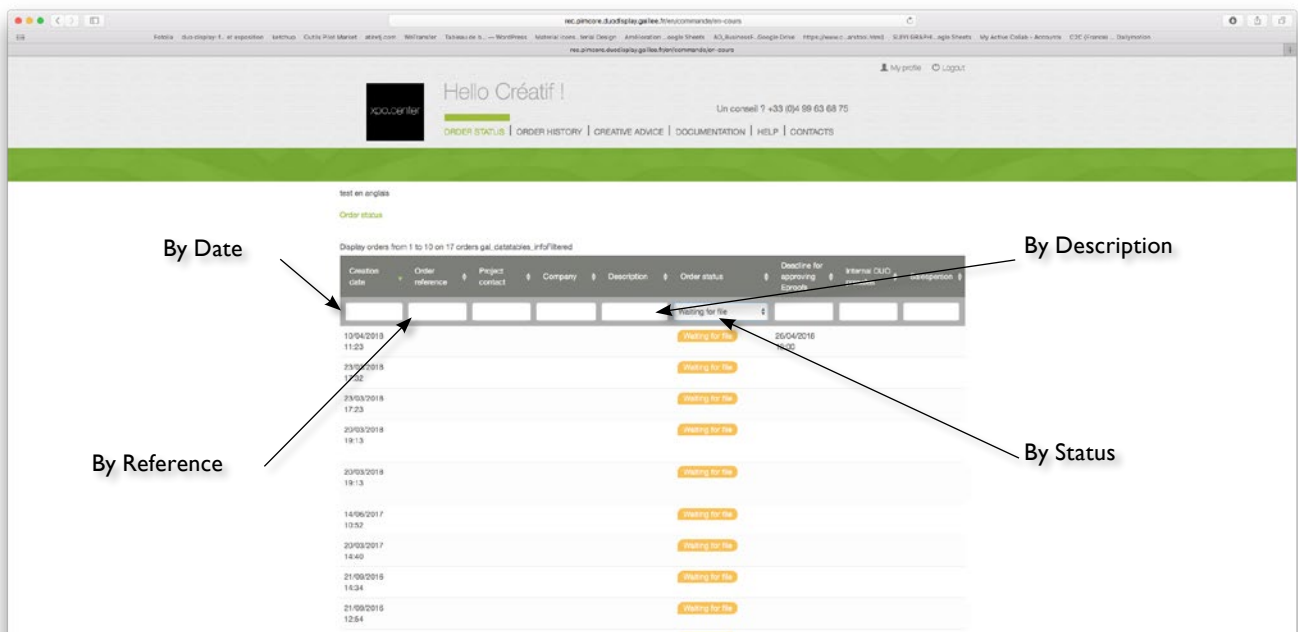
**Login!**

Your Personal Account

## Portal Overview

### #1 Order Status

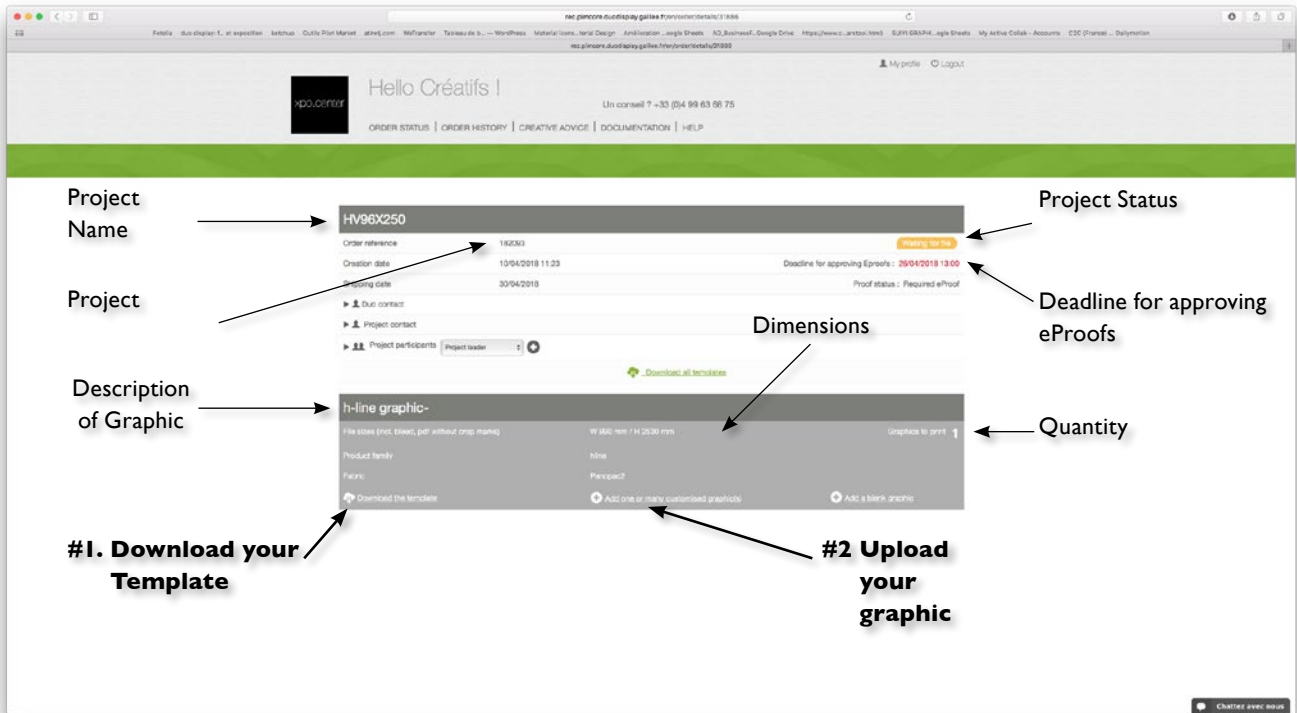
After logging in, you land on the home page which summarizes pending orders and their status. Shipped orders are archived in the Order History.



## #2 Uploading Artwork

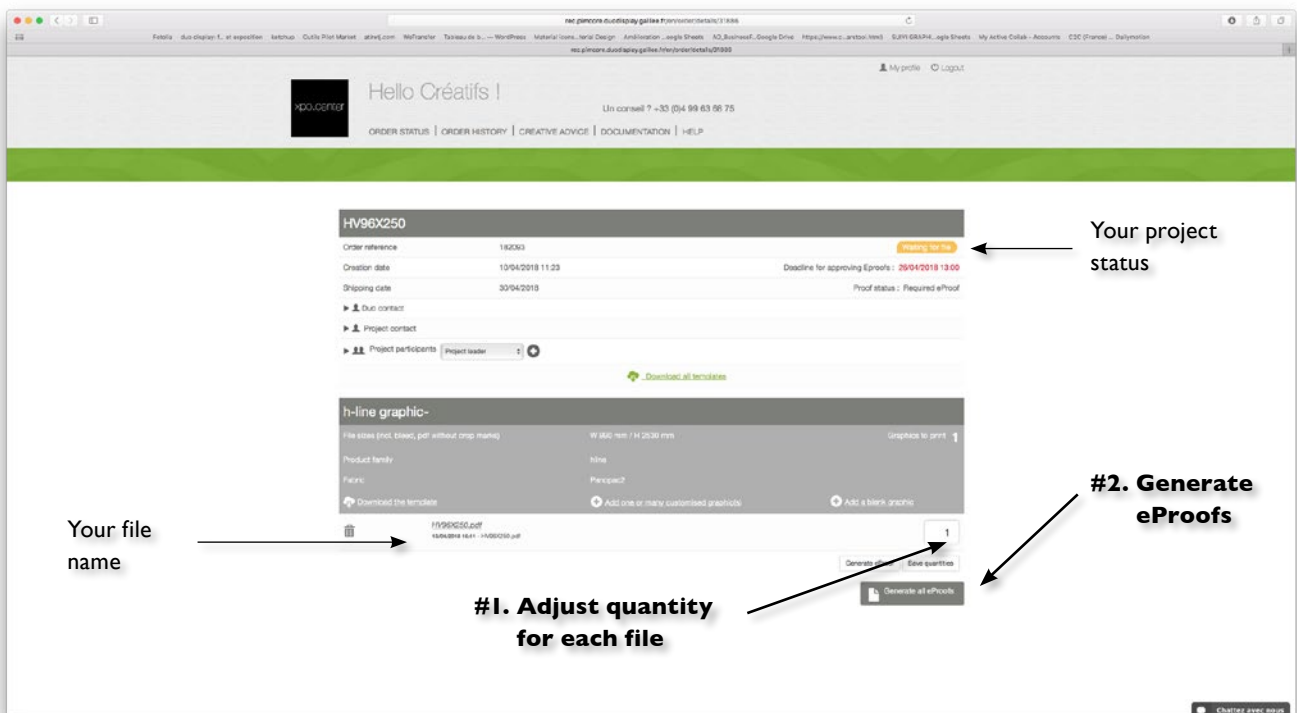
Select your order to see the order details page. All artwork appears under each order summary. You can download the template for each graphic. Click on “Upload your file(s) to print” to browse and select your personal files to print. For the same line item, you can select several files at once.

If there are multiple copies, fill in the number of copies per file.



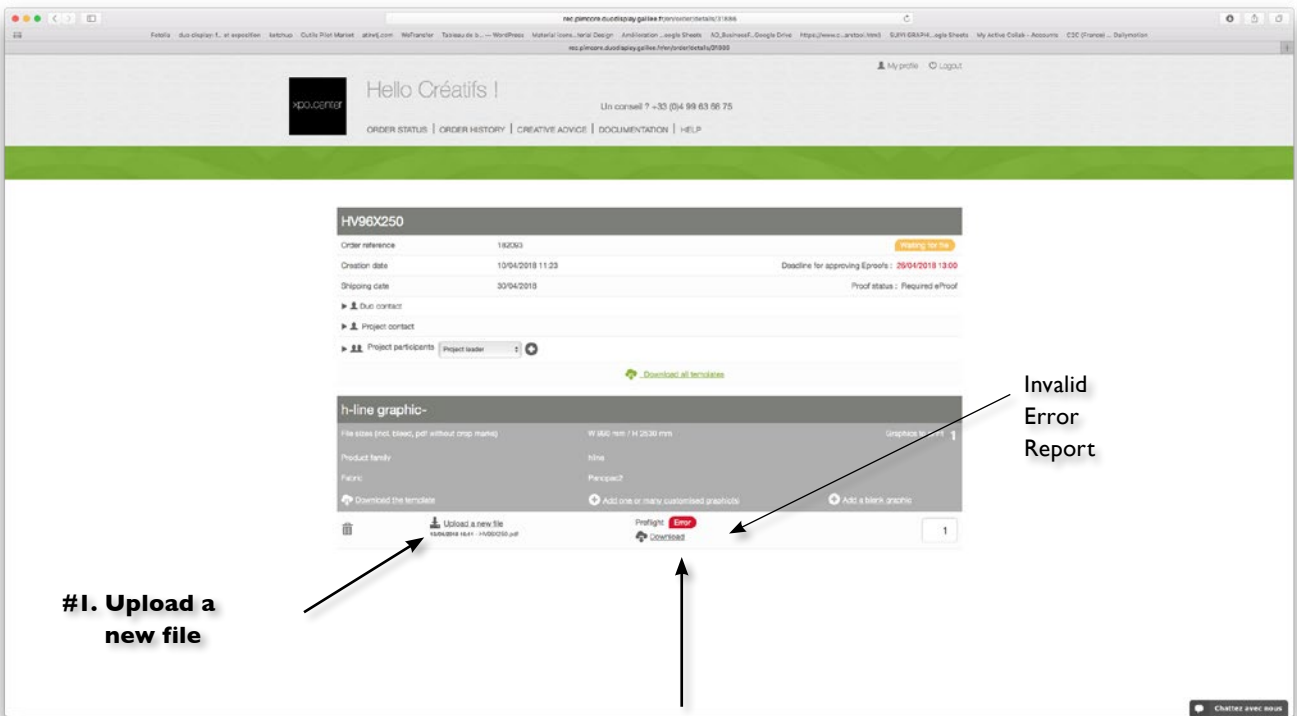
## #3 Generating an eProof

Once the file quantity corresponds to the quantity expected for each line item, you can click “Generate eProof”.



## IF THE PREFLIGHT IS INVALID, THE PORTAL WILL NOT ISSUE AN EPROOF

We invite you to download this preflight, which will explain the reasons for nonconformity. You can then upload a new file.



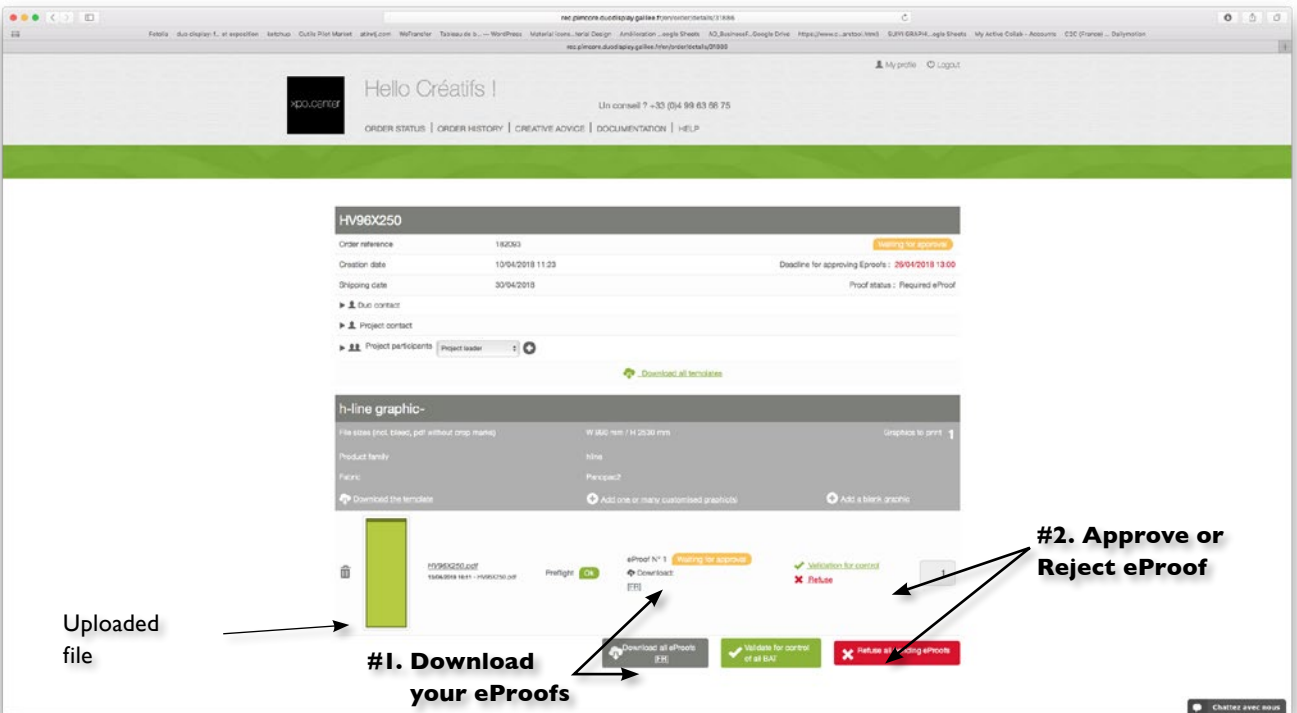
#1. Upload a new file

#2. Be sure to consult the error report

Invalid Error Report

## #4 Receiving and Verifying eProofs

EProofs are provided as PDF files. Please download for verification, before approving or rejecting them.



Uploaded file

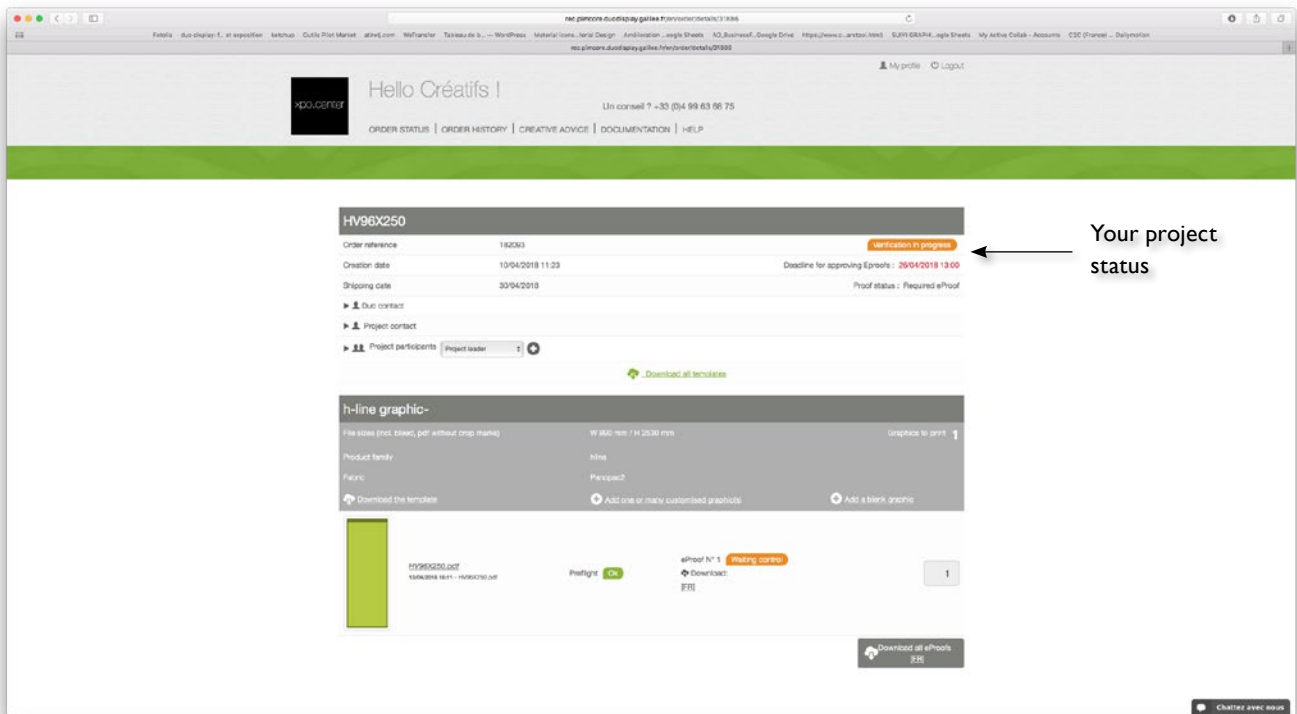
#1. Download your eProofs

#2. Approve or Reject eProof



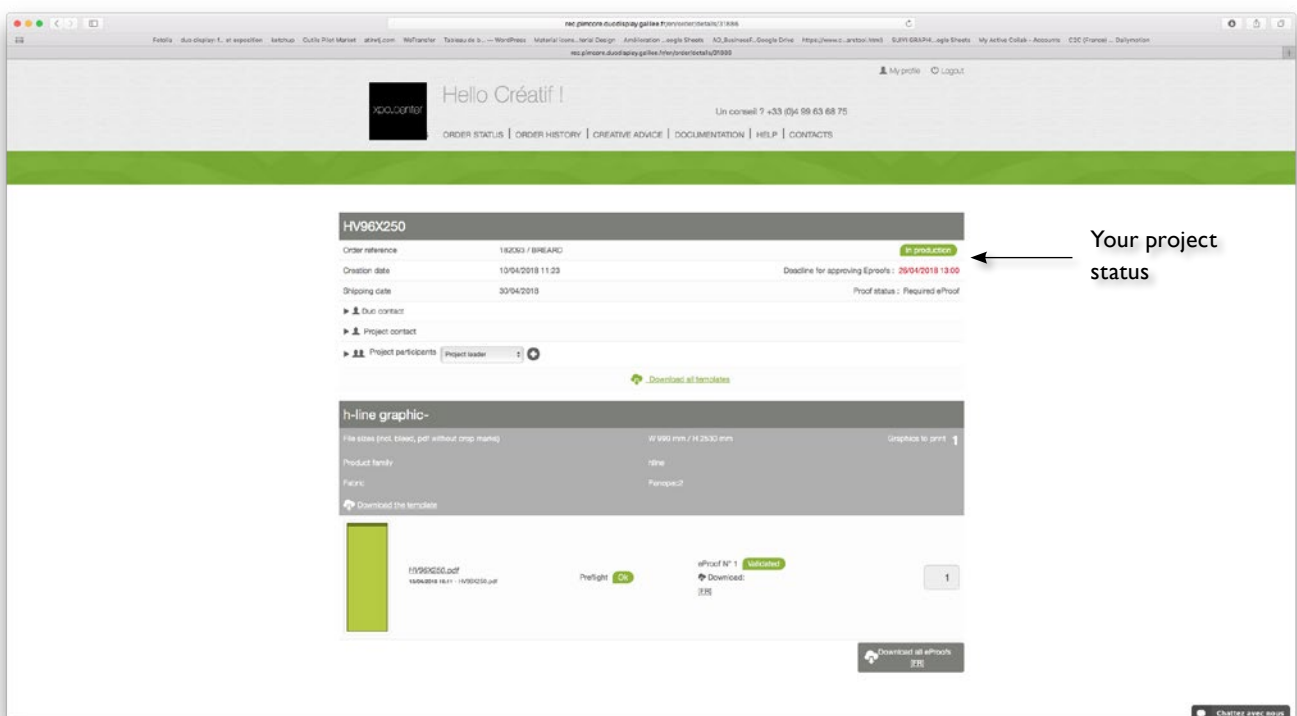
## #5 Status: "Quality control in progress"

Once all of the eProofs for your order have been confirmed, the files will be manually inspected by our pre-press team.



## #6 Production Launch

After our pre-press team has verified the files, they will be launched into production.



## File Inspection and Quality Control

### #1 Everything you need to know about the eProof!

- It is issued by the portal which follows Ghent pdf Workgroup (GWG) workflow guidelines\*
- It is a mockup of your graphic showing the various template work areas (cf p.15)

#### a Regular eProof Service

Regular eProof Service launches printing after in-house file quality control.

#### Priority eProof Service

**Warning!** Priority service (red band) launches printing once the eProof is issued. Therefore, the eProof is for informational purposes only.

Project Reference Number

Your eProof number

**Regular eProof Service (Green Header):**

- Original file name: hv27x70-demo-kit-h-line-01-pdf
- New file name: hv27x70-demo-kit-h-line-310130-1-pdf
- File size: Width: 270mm, Height: 700mm
- Finishing: hline / hline
- Fabric: Panopac2
- Quantity: 01

**Priority eProof Service (Red Header):**

- Original file name: hv27x70-demo-kit-h-line-01-pdf
- New file name: hv27x70-demo-kit-h-line-310130-1-pdf
- File size: Width: 270mm, Height: 700mm
- Finishing: hline / hline
- Fabric: Panopac2
- Quantity: 01

**Definition of template sensitive area(I)**

**Sensitive area 1:** we recommend to avoid any text or logo in this area (see lines, distortion, some parts may be hidden)

**Angle(s) of the stand or the counter:** (please see your stand production guide)

This e-proof serves as means of validating the text, formatting and images found in your document. Once the e-proof has been approved, we cannot be held responsible for any spelling or typography errors. Output colors are non-contractual. A new quote must be issued for a contractual output proof; hard proof unless you initially request otherwise. production will not be searched until this e-proof has been approved. Image quality has been reduced in order to send via e-mail. Print quality will depend on the resolution of the provided file. Approving this e-proof implies acceptance of the terms above.

**The customer is entirely responsible for all content and the accuracy of each file.**

\* Created in June 2002, Ghent PDF Workgroup is an international assembly of associations, vendors and corporations from the publishing industry in Europe and the United States. The goal of the GWG is to establish and disseminate specifications for best practices in PDF workflow for the graphic arts industry. In short, they provide producers and receivers of PDF files all tools necessary to guarantee the quality of the PDF file.

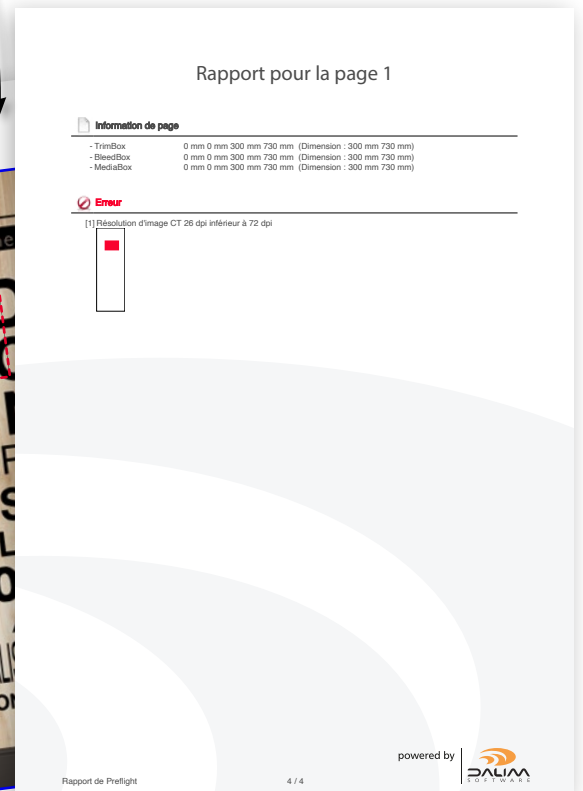
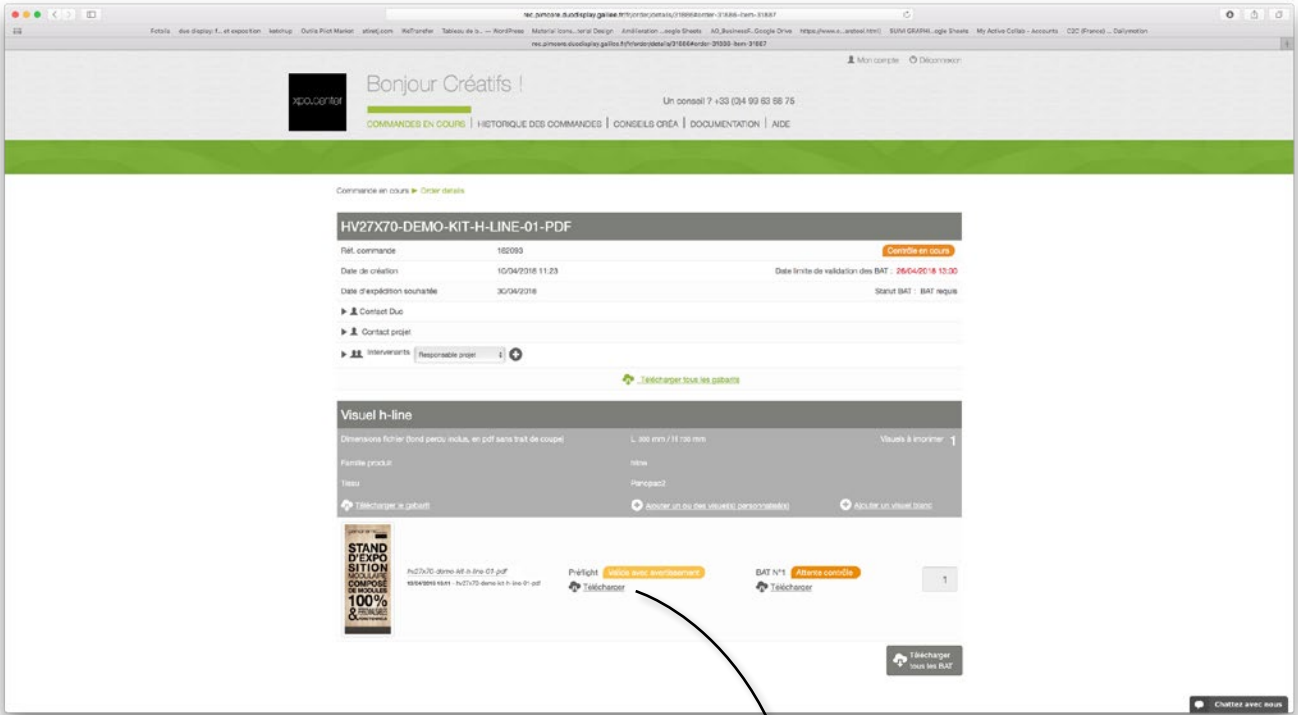
(I) EProof Sensitive Area: xpo.center lets you preview the sensitive area, the edges and seams of your completed graphic. It is your responsibility to make sure that no objects (logo or text) appear in this area.

## b) Valid preflight with warning

Your proof has a second page concerning the RESOLUTION.

This means that the dimensions are correct but the Portal has detected a resolution below 72 DPI.

**We invite you to download the Preflight to see which element(s) have a resolution lower than 72 DPI.**



## **C** Invalid Preflight

If a sizing problem is detected, an error report is automatically generated.

As explained above, you cannot access the eProof for your graphic unless its dimensions have been approved. So, you must upload the graphic again, with the appropriate dimensions in order to obtain the corresponding eProof.

Demo kit h-line - M - XXXXX  
DEMO-5240-100  
19/09/2016 16:05  
ERROR REPORT

ERROR REPORT

The file you have sent us has the following error:

**dimension**

The width and/or height do not comply with the product you have ordered.  
Expected size : 270 mm x 700 mm  
Recorded size : 297 mm x 210 mm  
Maximum ratio permitted : 0,1  
Recorded ratio : 1,1 x 0,3

Upload a new file and request eProof

Please upload a new, updated file or contact your customer service representative.

Or contact us

FAQ



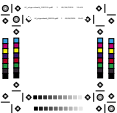




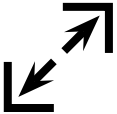



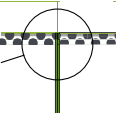









## #2 What does xpo.center check automatically?

The xpo.center Portal automatically checks your PDF's technical data, the **dimensions** of your graphic and the **resolution** of each image or integrated object.

All processed files will result in an **eProof** which will be transmitted to you to be verified before printing. With regards to **resolution**, there is a 100% zoom on areas lower than 72dpi available on the second page of your eProof.

**A separate email will be sent for each size/resolution problem detected that does not provide the necessary data for optimal results. A Preflight is then generated instead of an eProof. You will receive an eProof only when the sizes of your graphics are approved.**

FILE VERIFICATION		xpo.center	operator
	Dimensions		—
	Crop marks	—	
	Resolution		
	Scaling		—
	Sensitive area on eProof		—
	Graphic connection between 2 panels except with breakdown service and no production guide	—	
	Design defects	—	—
	Frame	—	
	Multiple PDFs		—
	Color	—	—

**#3** What does the Portal NOT automatically check and what is manually inspected by our in-house professionals?

**Failure to comply with any of the guidelines below, requiring our team to intervene, may be subject to additional fees (estimate provided).**

**Trim marks:**

Trim marks are color elements and not automatically detectable. We could automatically erase them but that would also erase all CMJN values identical to the trim marks.

**Frames:**

During the dye sublimation printing, the fabric is subject to dimensional variations, which take place at high temperatures.

Therefore, for graphic elements located at the edge of your file (frames for example), we cannot guarantee desired rendering.

**Forced resolution :**

It is possible of resample the image in order to obtain a resolution higher than 72dpi, but that means greatly damaging the quality of the image and the overall quality of the file. A visual inspection is essential.

**File Creation Issues:**

Even if it is not included in our guarantee, our operators may detect potential file creation errors (e.g. color differences, issues with transparency flatness, floats, spelling), so we will contact you in this case.



# Templates

We provide templates to help make graphic design easier. These templates were created according to our production methods. They show the different **AREAS** that are gauged in order to optimize the production of your graphics. Remember that the image you create will wrap a structure that has its own physical constraints. **Therefore, be sure to work directly in the templates and respect the indicated areas.**

All our templates are full scale and have been designed for **graphic arts professionals**, they work with Adobe Illustrator™ and Photoshop™ softwares.

**The use of InDesign™ is not recommended for large scale graphics, therefore we do not provide those templates.**

The template shows various work areas.



**VISIBLE AREA:**

Includes the sensitive area and safe area.



**SENSITIVE AREA:**

It is not recommended to put any text or logos in this zone. Area in which the image may disappear or be deformed during fabrication.



**BLEED AREA:**

To avoid any 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.



**SAFE AREA:**

Put your images and logos in this area.



**ACCESSORIES POSITION:**

Space hidden by an accessory (shelves, consoles, brochure stand, etc.).



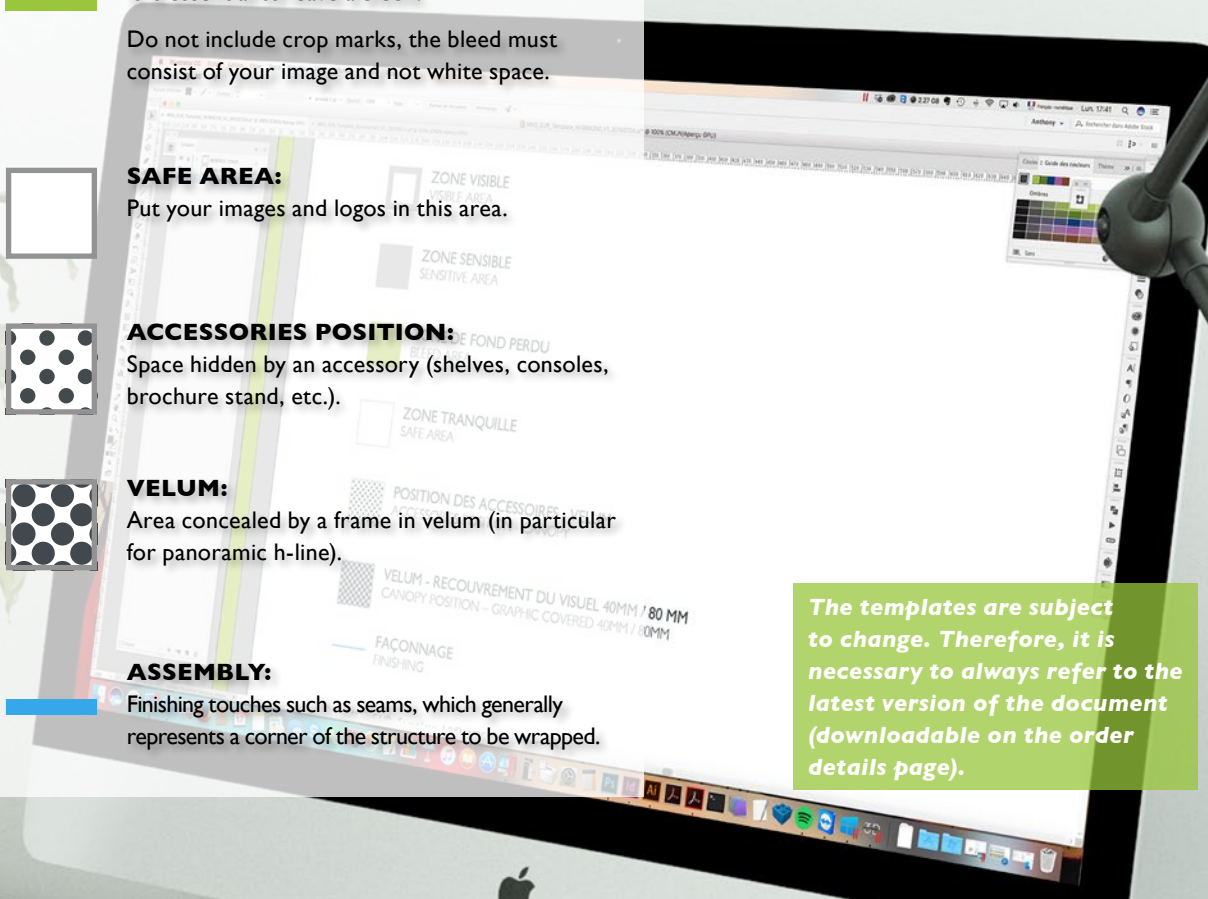
**VELUM:**

Area concealed by a frame in velum (in particular for panoramic h-line).



**ASSEMBLY:**

Finishing touches such as seams, which generally represents a corner of the structure to be wrapped.



*The templates are subject to change. Therefore, it is necessary to always refer to the latest version of the document (downloadable on the order details page).*



## #1 Pack Contents

We strongly advise using **Adobe Illustrator™** and **Photoshop™**, so we provide templates for these two programs. Nevertheless, Illustrator™ is preferred for any vector graphics. However, use Photoshop™ for compositions containing mostly photographic elements in order to optimize the quality of your visuals.

We cannot impose a specific software, so we also provide you with a **JPEG file indicating all the format specs**, which you will be able to carry over to your favorite program.

To avoid any issues saving your graphics, we associate an **Adobe™ job.options** to the templates, which will manage the export with regards to our production constraints.

Our top priority is to guide you. You will find a link to the **Design Guide**, which we hope will answer most of your questions. Nevertheless, feel free to contact us when in doubt.

**I Spec**  
Document presenting  
Format Specs



**I job.options**  
incorporating PDF  
export parameters,  
certifies that the  
file conforms to our  
printing properties



**I Template for  
Adobe  
Illustrator™**



**I Template for  
Adobe  
Photoshop™**



xpo.center

xpo.center

one.R 800

HV96X250

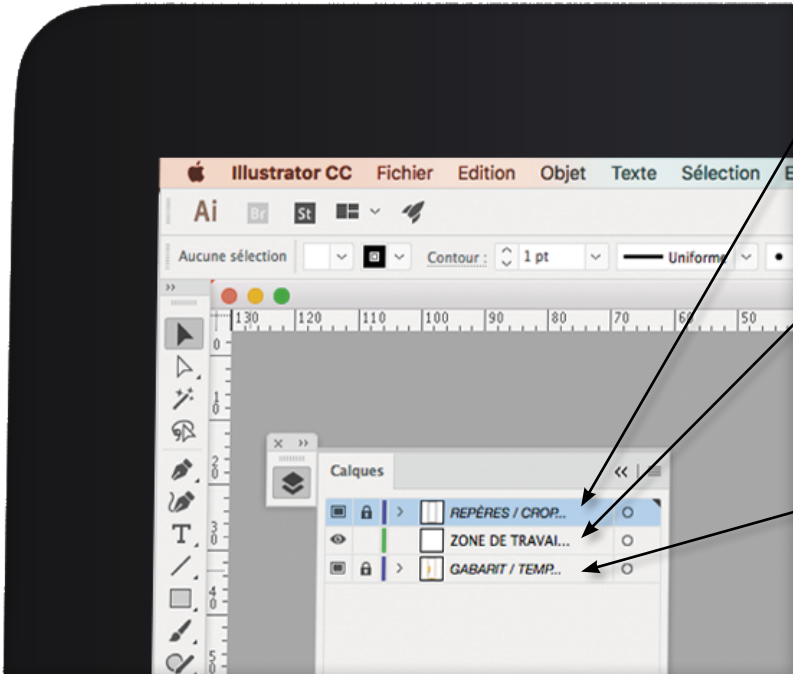
**OUR DESIGN TIPS!**

- #1. Work directly within the template
- #2. Install the joboptions



## #2 The Adobe Illustrator™ template is composed of 3 layers

**WARNING:** the **CROP MARKS** and **TEMPLATE** layers are locked and will not appear when you export the PDF (**NON-PRINTABLE layers**).



The **CROP MARKS** show the various areas of the **TEMPLATE** and guide you as you design.

The **WORK AREA** layer is dedicated to the creation of your visual, you must therefore work within this layer.

The **TEMPLATE** layer defines the design areas (work area, bleed area, sensitive area and visible area).

## #3 The Adobe Photoshop™ template is composed of 3 layers



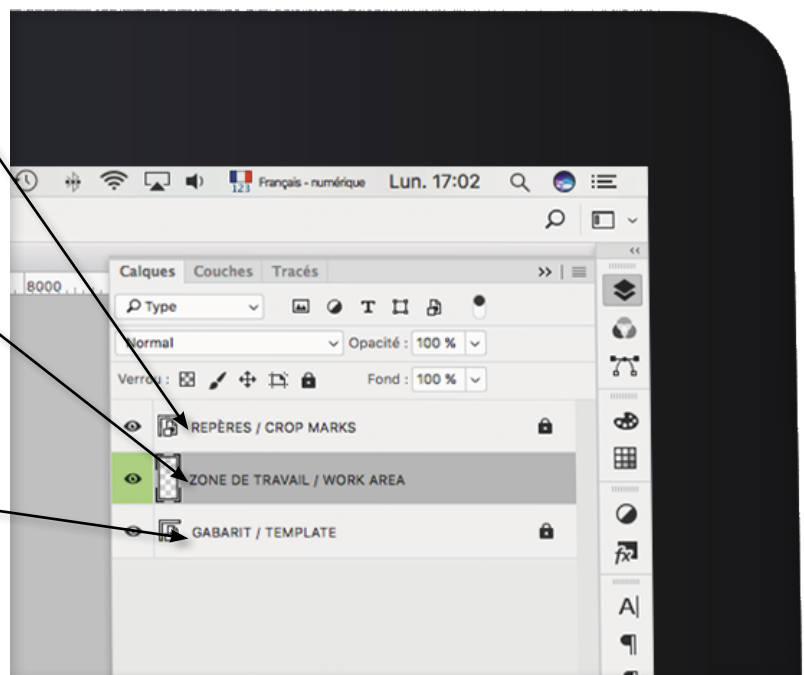
Work within the **WORK AREA** layer, use the **CROP MARKS** layer as a guide and once your design is complete, **MASK OR REMOVE** the **CROP MARKS** and **TEMPLATE** layers so they do not appear on the final version of the file.

**ONLY YOUR CREATION LAYER SHOULD REMAIN AND SHOULD NOT CONTAIN ANY PRINTER'S MARKS.**

The **CROP MARKS** layer shows the various areas from the **TEMPLATE** and guides you as you create your file.

The **WORK AREA** layer is dedicated to the creation of your visual, you must therefore only work within this layer.

The **TEMPLATE** layer defines the design areas (work area, bleed area, sensitive area).



## #4 Spec

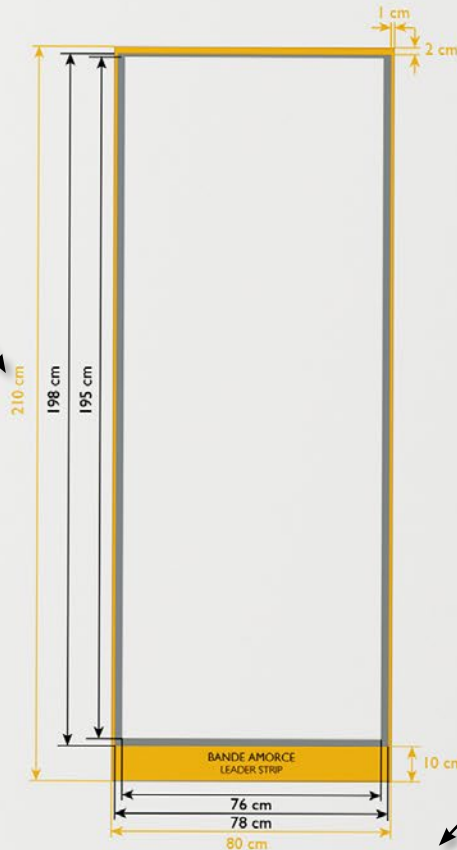
As with the Illustrator™ and Photoshop™ templates, you will find different **AREAS** and their description. The difference lies in the way the dimensions are shown, which you will have to carry over to your own graphics program.

**WARNING: each product has its own specificities. Therefore, do not take the characteristics presented on one format and apply them to another, as each product is different.**



### one.R 800

Carry-over dimensions



REF: MKG\_EUR\_Spec\_OneR800\_V2\_20160223

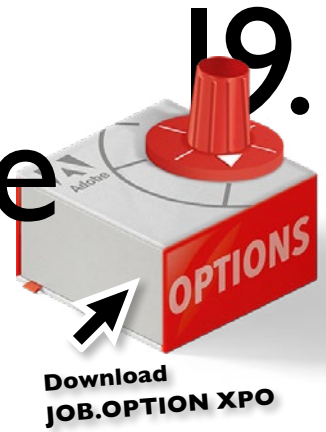
The different AREAS



- ZONE VISIBLE : 76 x 198 cm**  
 Comprend la zone sensible et la zone tranquille  
VISIBLE AREA: 76 x 198 cm  
Includes the sensitive area and safe area
- ZONE SENSIBLE : il est conseillé de ne pas mettre de texte ou de logo dans cette zone.**  
 Partie dans laquelle l'image peut disparaître ou se déformer lors de la fabrication  
SENSITIVE AREA: it is not recommended to put any text or logos in this zone.  
Area in which the image may disappear or be deformed during fabrication.
- ZONE DE FOND PERDU : 80 x 210 cm**  
 Afin d'éviter tous problèmes lors de la découpe il est indispensable de laisser un fond perdu.  
BLEED AREA: 80 x 210 cm  
To avoid any 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.
- ZONE TRANQUILLE : 76 x 195 cm**  
 Mettre vos images et logos dans cette zone  
SAFE AREA: 76 x 195 cm  
Put your images and logos in this area

NB: Notre format usuel est .pdf haute résolution. Pensez à vectoriser les polices.  
 Our preferred file type is high resolution pdf. Please vectorize the fonts.

# The PDF template



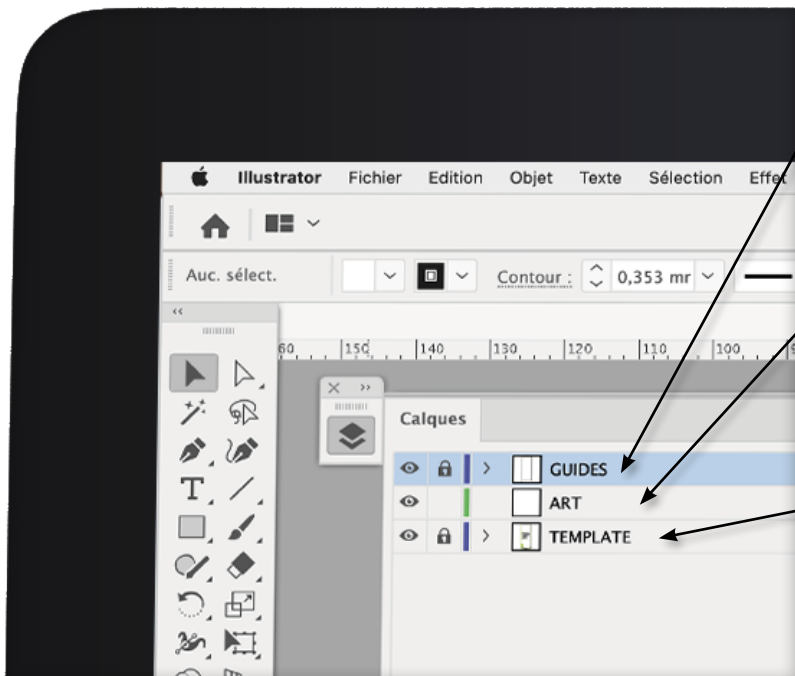
Our template packs (Adobe Illustrator™, Photoshop™ and Spec) will be replaced by lighter, single PDF templates with a direct link to the Design Guide download.

We invite you to download the JOB.OPTION XPO now, which includes PDF export settings and certifies that the file conforms to our print properties.

Open the PDF in your design software and work directly in the template (Recommended software : Adobe Illustrator™)

**#1** When using Adobe Photoshop™, template contain only 3 layers

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



The **CROP MARKS** show the various areas of the **TEMPLATE** and guide you as you design.

The **WORK AREA** layer is dedicated to the creation of your visual, you must therefore work within this layer.

The **TEMPLATE** layer defines the design areas (work area, bleed area, sensitive area and visible area).

**#2** When using Adobe Photoshop™, template contain **only 1 layer**

Be sure to open the template as shown

- to Page
- Crop according to "Media Area"
- Resolution 100 dpi
- CMYK colour mode

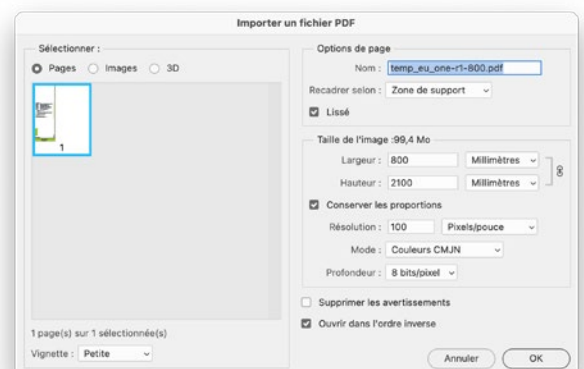
**Lock the single layer** to avoid working on it.

You can choose a merge mode that allows you to keep the visibility of the different areas of the template.

**Let's create new layers for graphic creation**

Don't forget to **HIDE OR DELETE the TEMPLATE layers** so they do not appear on the final file.

**SHOULD REMAIN ONLY THE BACKGROUND WITHOUT ANY TEMPLATE REFERENCE BEFORE PDF EXPORT.**



# The custom PDF template

For all custom products, XPO generates custom templates.

Single, lighter PDF templates with a direct link to download the Design Guide.

We invite you to download the JOB.OPTION XPO now, which includes the PDF export parameters and certifies that the file complies with our printing properties.



Open the PDF in your editing software and work directly in the template  
(Recommended software: Adobe Illustrator™).

**All custom templates are created in half format and contain only one layer.**

## #1 Custom template When using Adobe Illustrator™

**Lock the single layer** to avoid working on it.

You can choose a merge mode that allows you to keep the visibility of the different areas of the template.

**Let's create new layers for graphic creation**

Don't forget to **HIDE OR DELETE the TEMPLATE layers** so they do not appear on the final file.

**SHOULD REMAIN ONLY THE BACKGROUND WITHOUT ANY TEMPLATE REFERENCE BEFORE PDF EXPORT.**

### WARNING

Open the template to half size

- transform it to scale 1 ;
- or adapt the resolution when exporting your PDF (half format = 200 dpi or 150 dpi accepted)

## #2 When using Adobe Photoshop™

Be sure to open the template as shown

- to Page
- Crop according to "Media Area"
- **Resolution 200 dpi**
- CMYK colour mode

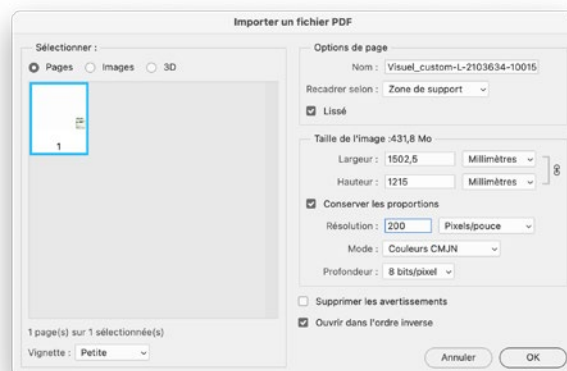
**Lock the single layer** to avoid working on it.

You can choose a merge mode that allows you to keep the visibility of the different areas of the template.

**Let's create new layers for graphic creation**

Don't forget to **HIDE OR DELETE the TEMPLATE layers** so they do not appear on the final file.

**SHOULD REMAIN ONLY THE BACKGROUND WITHOUT ANY TEMPLATE REFERENCE BEFORE PDF EXPORT.**



### WARNING

You can **open the template at scale 1** but be sure to adjust the **resolution to 100 dpi**.



# Artboards or Multipanel panoramic h-line template

panoramic<sup>®</sup>  
h-line



For the product panoramic h-line, XPO generates worktop or multipanel templates.

Single PDF templates with a direct link to the Design Guide download, so you don't have to cut up your files yourself after defining them when creating the DDP.

You download your Work Plans directly to your order and XPO.CENTER will cut out the various visuals for production.

**So you don't have to make visual connections anymore, XPO takes care of that for you.**

We invite you to download the JOB.OPTION XPO now, which includes the PDF export parameters and certifies that the file complies with our printing properties.

**ATTENTION. In cases where your graphic composition is made according to the physical cut of your structure, therefore without a real visual connection between the frames, you should upload your files individually and not as a work plan. For more information contact XPO operators.**

## WARNING

Be sure to communicate your expectations in terms of the Work Plan when creating the DDP. If necessary, a generic definition will be provided.

This proposal may not be consistent with your graphic intentions. In this case, do not hesitate to ask for a revision of the RFP before proceeding with the creation of the visuals.

Open the PDF in your editing software and work directly in the template (Recommended software: Adobe Illustrator™).

**All Work Plan templates are created in half size and contain only one layer.**

**See the previous page for using the Work Plan Template in Adobe Illustrator™ and Photoshop™.**



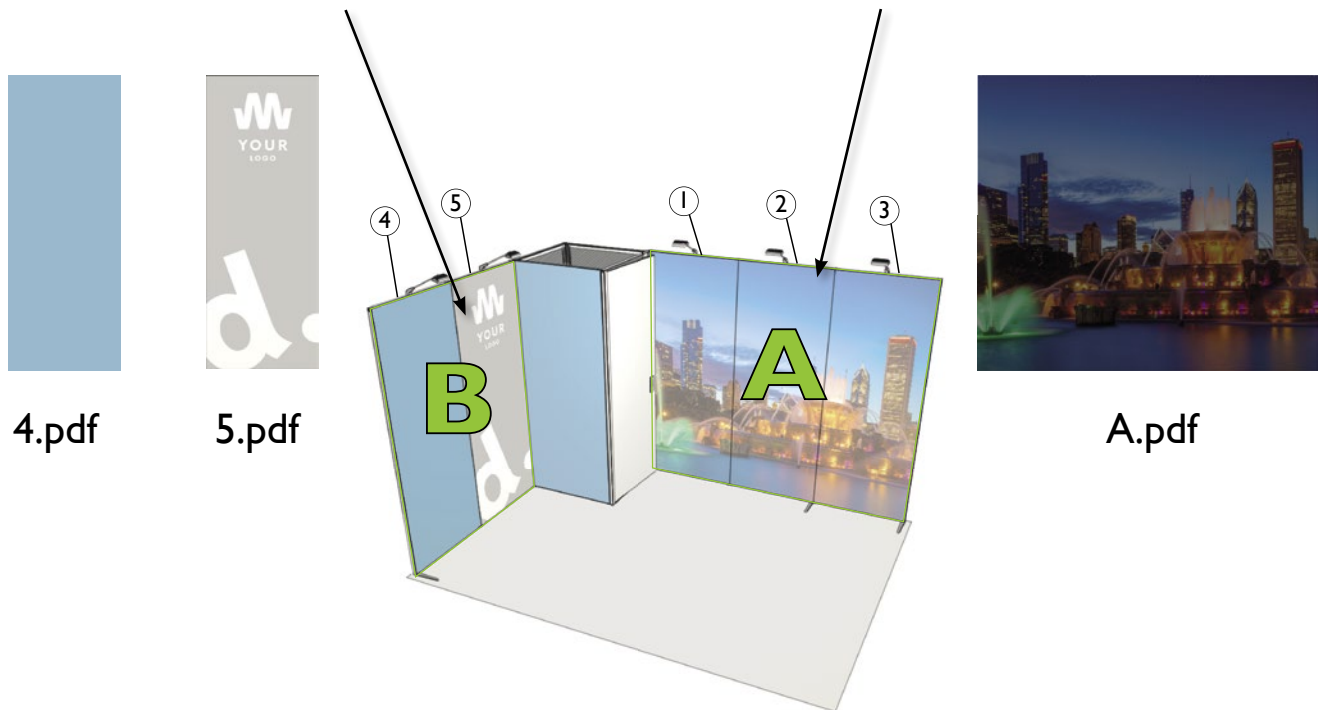
## Creation of Work Plan or individual file?

CAUTION. Do not confuse Work Plan and Multi Panel. The files submitted in Work Plan will be automatically cut for the standard production of the panoramic h-line product, unlike the Multi Panel files produced with a wire frame.

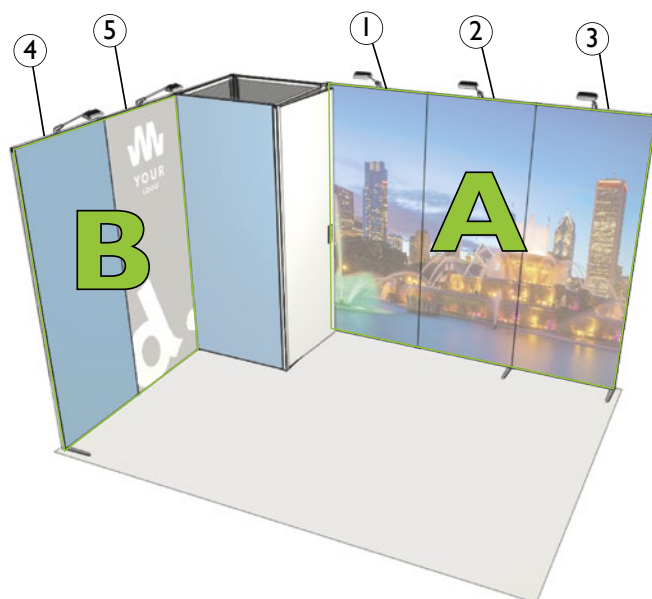
If in doubt, contact your project manager or XPO operator before making your files.

Break in the picture:  
Creation of Individual Files

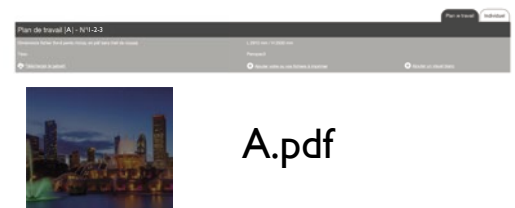
Continuity in the picture:  
Creation of Work plan



## Upload as a Work Plan or as an individual file?



Continuity in the picture:  
Upload as Work plan



Break in the picture:  
Upload as Individual Files

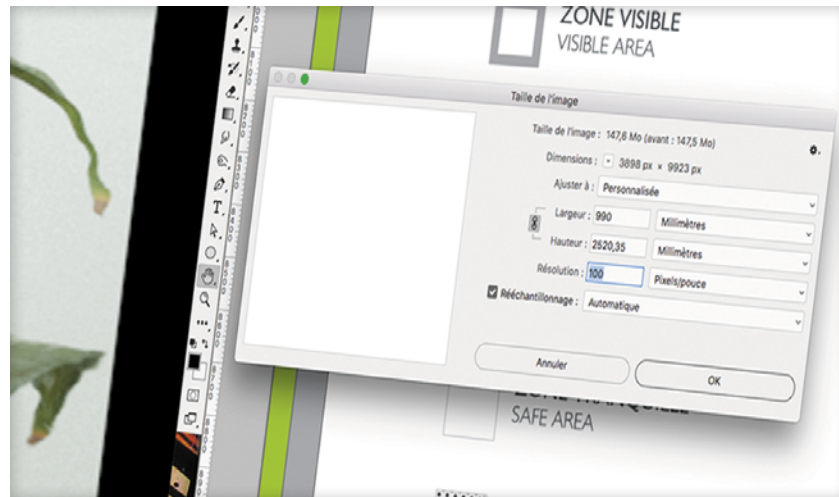


# Impeccable Graphics

In order to enhance your project, here are some tips on resolution, image mode and format in relation to our production methods.

## #1 Resolution

As with our templates, we strongly advise a **resolution of 100 dpi** on the final full-scale format (minimum 72 dpi). A lower resolution can result in visual artifacts. A higher resolution, often useless, can weigh down your file and delay its processing by the portal.



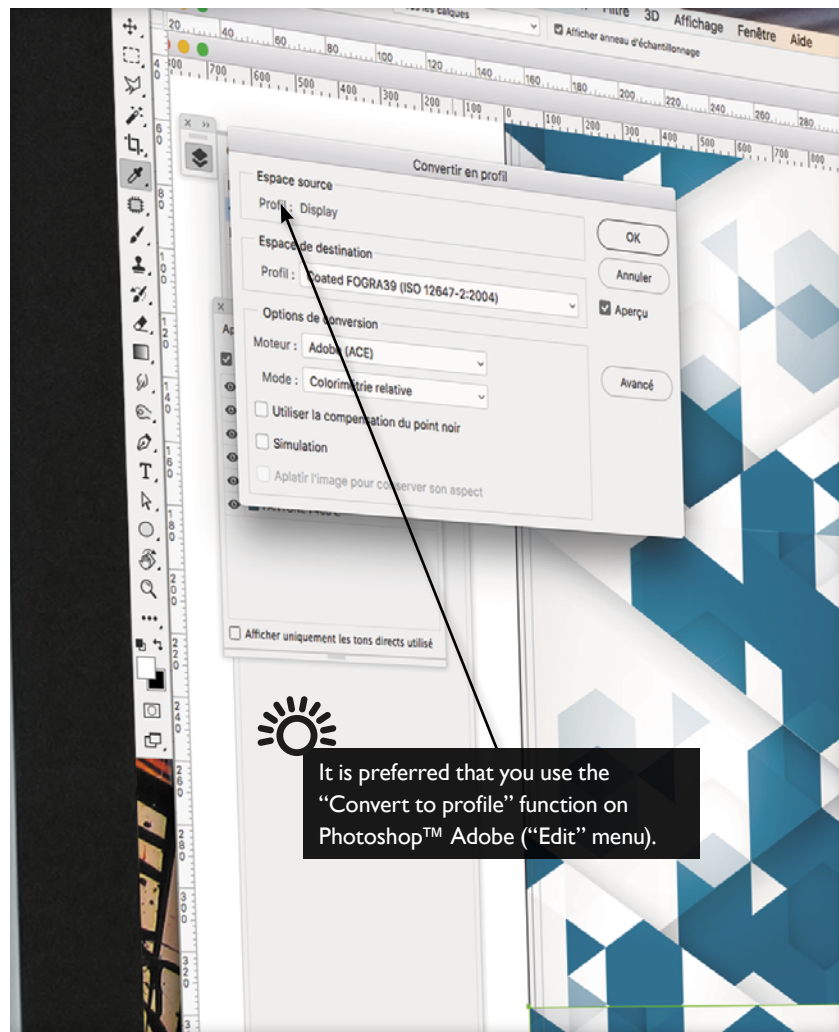
## #2 Image Mode

You can create your documents in the colorimetric mode of your choice. It is however compulsory to **convert the print file to CMYK** (Cyan, Magenta, Yellow, Key/Black, aka CMYK) before saving it. **If you create your PDF files using our job.options, the conversion will happen automatically at this time. Failure to follow these instructions will systematically generate color problems.**

The portal does not block RGB or LAB files, it converts them into CMYK. However, the automatic conversion in our workflow may generate discrepancies or cause damage to the graphics.

## #3 Linked images

When saving the file, **you must “include linked images”**. If the images are not included in the PDF, they become ghost images. They appear in the PDF but can disappear during the file processing or printing.



## #4 File format and job options

**HIDE OR DELETE the GUIDES and TEMPLATE layers** so they do not appear on the final file.

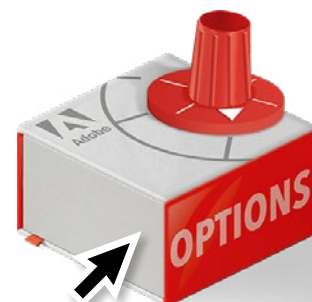
The xpo.center portal only accepts PDF files (1 Graphic = 1 PDF).

We provide job options to help make saving your files easier. They include PDF export parameters which certify that a file is compliant with our printing properties. By installing the job options, the quality of your prints will be enhanced (the final results will be truer to your desired rendering).

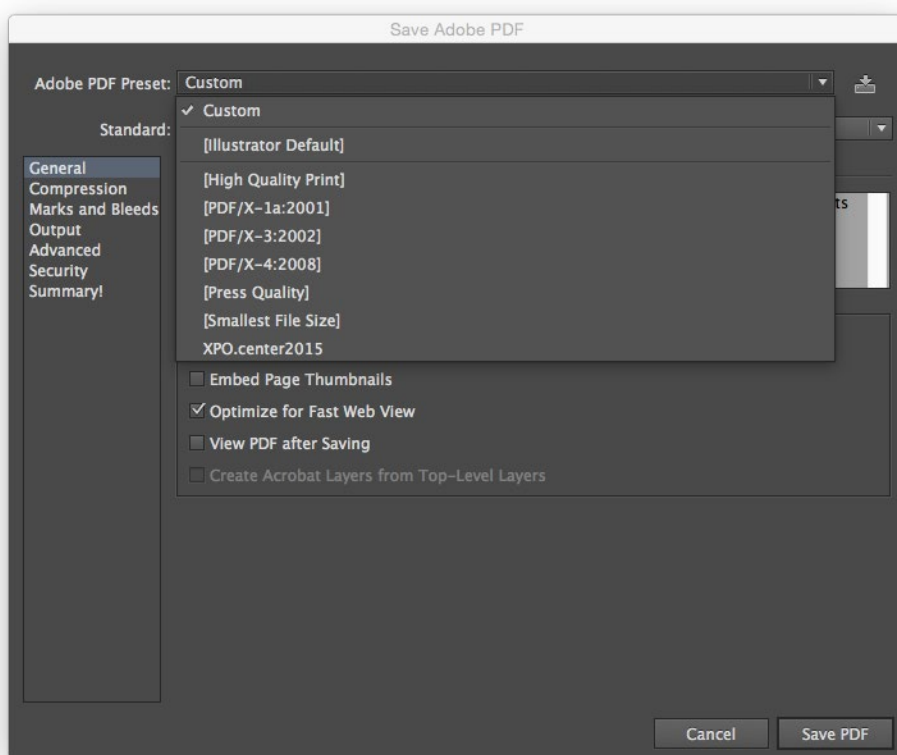
### What does a job option do?

It incorporates fonts and converts into CMJN (except Pantone® colors), while complying with the COATED FOGRA39 (ISO 12647-2: 2004) color standard.

- 1 - Install by double-clicking it.
- 2 - Select the job option when exporting your graphics to PDF format.
- 3 - In one click, your PDFs will be ready to upload to the portal.



Download  
JOB.OPTION XPO



**WARNING! If you do not use the job options: All fonts must be vectorized. All images must be imbedded if you use Illustrator™.**

**Your file must not contain trim marks or printer's marks.**

**Be sure to NOT use overprint mode.**

## #5 Benefits of flattening / rasterizing your files

Flattening / Rasterizing files helps:

- prevent issues with flattening transparencies (white lines which primarily occur on files exported from Indesign™ and Illustrator™);
- **vector images rasterized (?) go through the portal without the risk of being refused;**
- process files more quickly, since they're not as heavy;
- reduce file upload time.

## #6 Naming your files

**Please adopt the following rule when naming your files:**

ClientName-OrderNumber-ProductName-ProjectName-**Letter** or **Line number**

Example: StandFrance-150465-Xtension3x3-LaPoste Or StandFrance-150465-Xpressions3x3-LaPoste-A

### WARNING

If you save your files in a program other than Adobe Photoshop™, be sure to re-open the files in this software in order to **FLATTEN / RASTERIZE** them.

When using Adobe Illustrator™ we advise you to **rasterize all vector shape** before PDF saving **At scale 1, opt for 100dpi pixelation.**

(Menu - Object - Pixelate...)



# Color Management

## Color & Production Management

**Production is exclusively in CMYK**, so be sure to respect the color mode when saving your files.

**The FOGRA39 colorimetric profile is integrated in our templates**, using them will ensure optimal color results.

We also provide a job option which will ensure the color mode for file exporting.

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

### PANTONE®

You may want to use Pantone® color references in your files.

These references are not intended for digital printing, nor for printing on fabric, however we can use them as a basis for the desired color.

Our printing methods make it possible to reproduce approximately 40% of Pantone® colors.

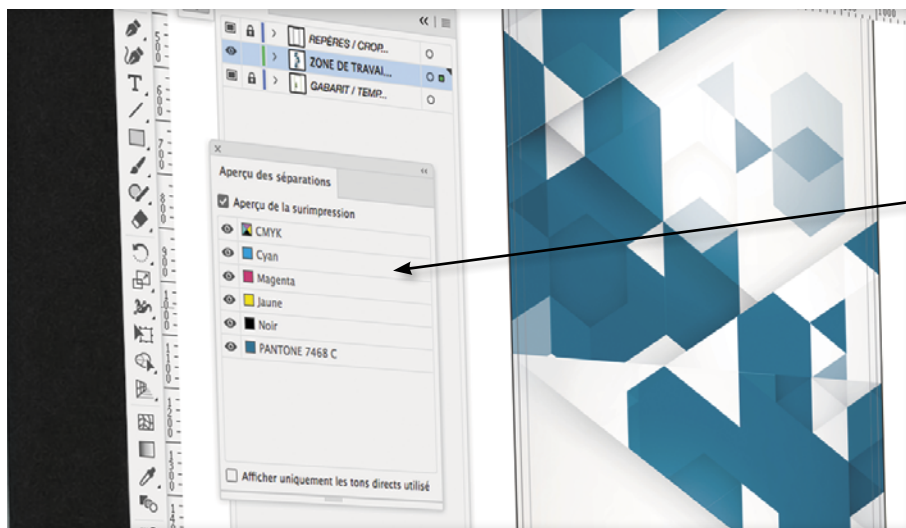
**If you have a specific request that includes Pantone®, please inform us when you place your order and anticipate a few extra days of production time.**

*Without explicit instructions from you, all spot colors will be converted to CMYK. However, the automatic conversion in our workflow may generate discrepancies or cause damage to the graphics.*



If you desire a specific color rendering, before placing your order, please provide us with a color proof created using the file you have sent.

Otherwise, printing will be done according to our usual color profile



In Adobe Illustrator™ or Acrobat™, display the **Ink Manager** to get an overview of the separations and **detect spot colors** before placing your order

## Reprints

**Specify at the beginning of your order if it is a reprint so that the same color profile is used.**

**Our xpo.center team may also ask you to send an existing graphic to compare colors, only in the case of flat colors (NOT the case for gradients, images, or transparency).**

## #1 Choose Rich Black

For **solid black areas** (large size), we recommend reinforcing black with 50% of the 3 other colors (**C 50 M 50 Y 50 K 100**).

## #2 Successful Gradients

Note that sometimes gradients may show **bands** or **streaks**.

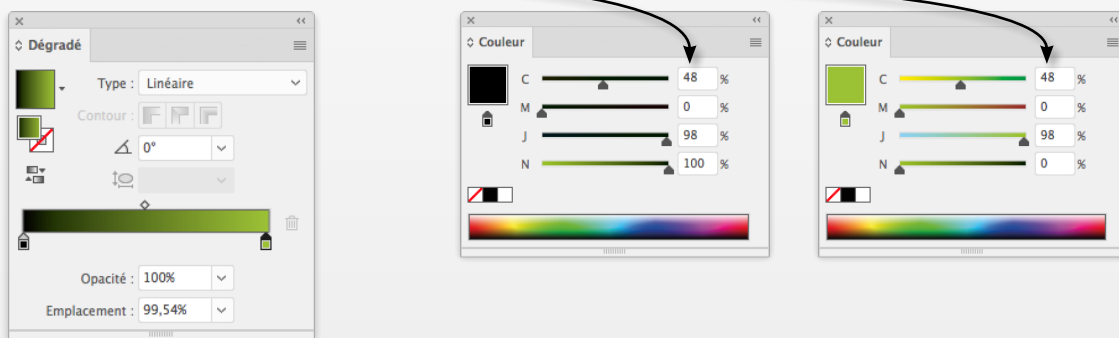
This undesired effect is simply the result of miscalculations within your file. We are not to be held accountable for this sort of gradient flaw.

When values within a gradient get pushed so much that there is no color/value in the file to actually represent the mathematical change that's been applied you get **bands of color**, which is called **banding**.

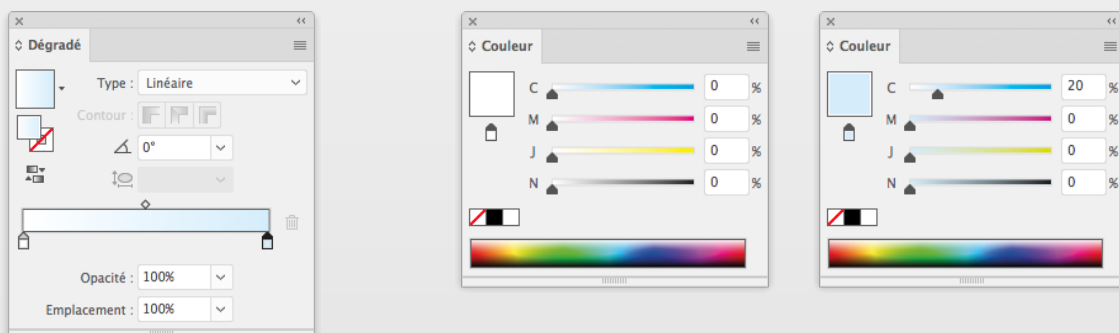
How to reduce the effects?

On the large size prints, there is no miraculous formula, but we can provide a few useful hints:

- In general, **gradients in Photoshop™** are superior to those in Illustrator™.
- When you use a **black-to-color gradient**, it's important to use rich black, enriching both ends of the gradient with the same primary color.



- When you create a gradient, be sure to maintain at least a **20% variation between the two colors you're using**.



- The **shape gradient** in Illustrator™ functions more effectively than the gradient tool.
- You can **add noise (1 to 2%)** or blur to your gradient in order to reduce the effect.
- Do **not use JPEG format** to make gradients.
- You can **create your gradient in 16 bits, then convert the document to 8 bits**.  
The number of colors is significantly higher in 16 bits.

## #3 Beware of overprinting

**It is essential to verify your document by viewing the overprint preview.**

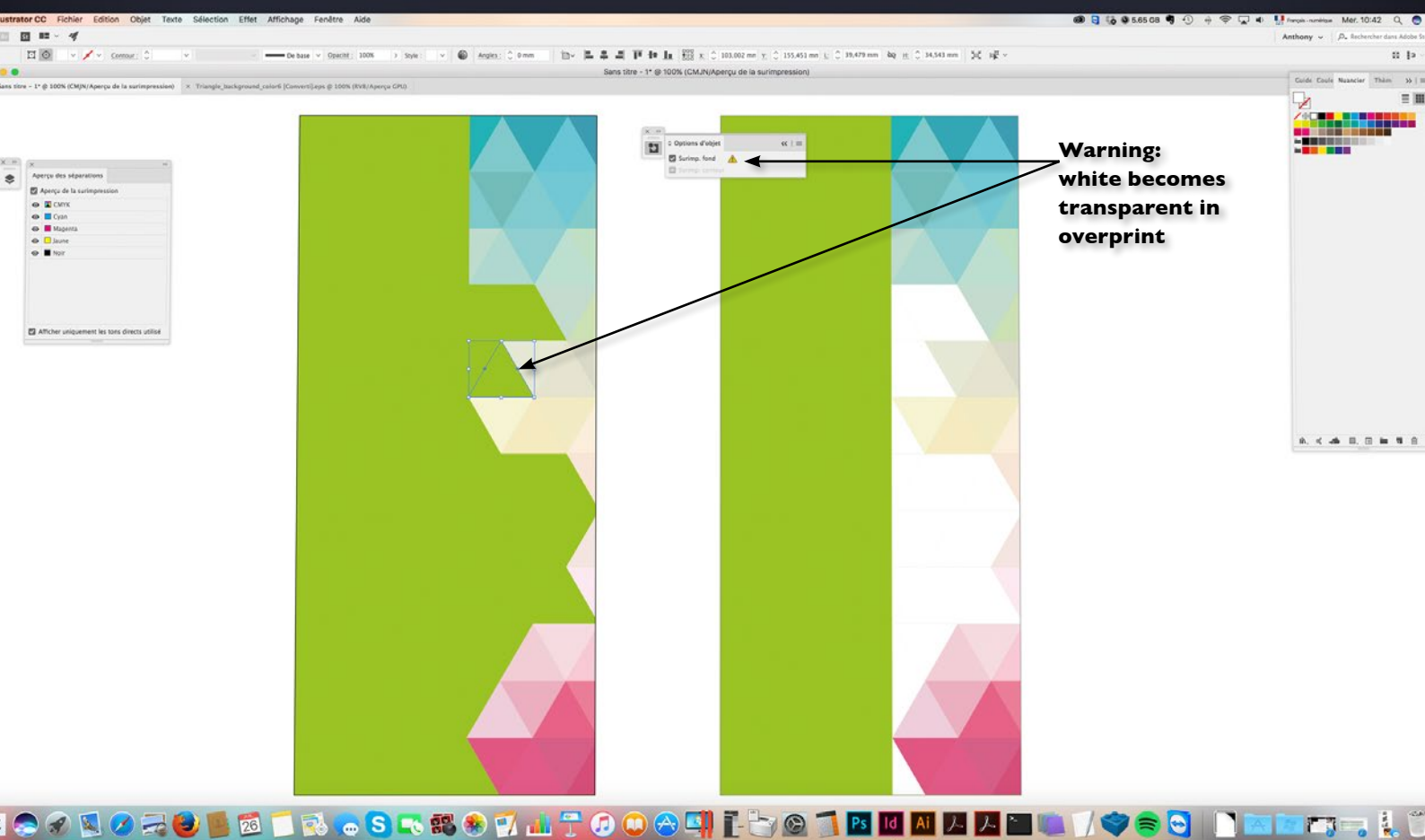
This will show a real view of your file before printing.

It is very easy to unintentionally attribute overprint to an object, so remember to **activate the overprint preview in Acrobat™ or your DTP software** before placing your order.



To check for overprinting when you work on Illustrator™, go in the View tab and click on **Overprint Preview**.

If no objects load on the screen that means that there will not be this type of issue.



# Reprinting for Panoramic Booths

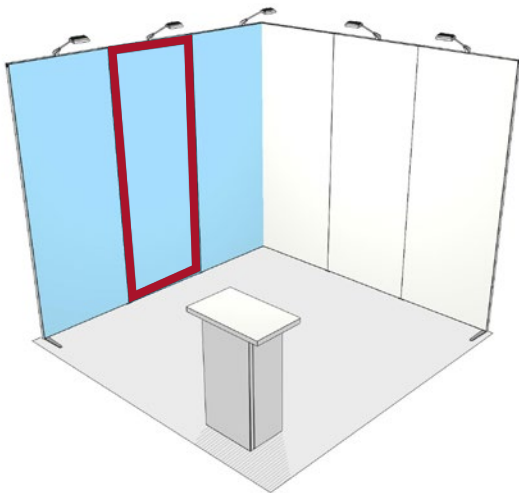
**For Panoramic stands, we only guarantee reprints of complete artboards.**


We consider an artboard to be a set of inseparable graphics.

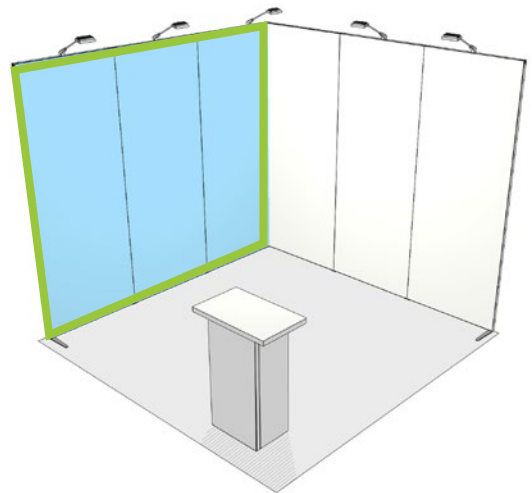
Since many parameters can change between two printings (printer, ink, paper, fabric, etc.), we cannot guarantee colorimetry or that new graphics adjacent to or in between other graphics will align.

It is therefore essential to order the reprint of all connected and inseparable graphics that make up a single graphic set as in the example below.

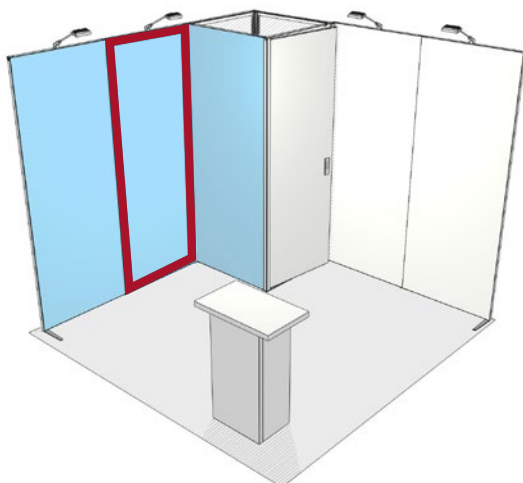
 | Graphic to be reprinted




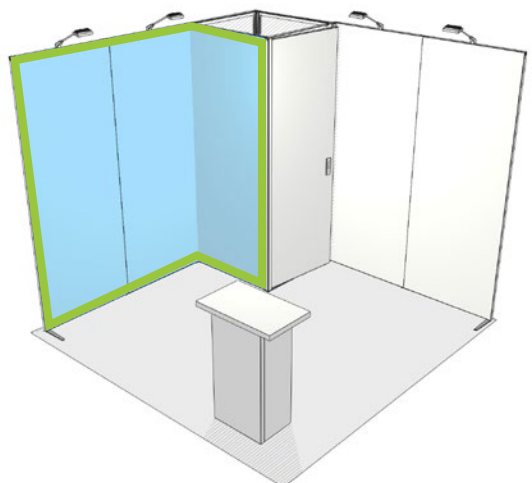
 | Set of graphics that cannot be divided for reprinting



 | Graphic to be reprinted



 | Set of graphics that cannot be divided for reprinting





# Creative Advice

## #1 Fonts: Vectorize your Text

By vectorizing your texts, you can avoid any problems interpreting fonts when the file is ripped, like issues incorporating licensed fonts.

Furthermore, the intervention on your files will be simplified by avoiding any issues with missing fonts.



In Illustrator™, select your text, then in the *Text* menu, choose *vectorize*.

### Text Fonts

Do not use **thin** or **ultra-thin** typeface, as there is a high risk of color migration.



We advise you to use body text with characters at least **7 mm high**. You're working on VERY large size prints in comparison with traditional printing formats (A4, A3, brochures, flyers, etc.), as a consequence, be sure to adapt your typographic features to optimize legibility.

## #2 Stock Photography

When choosing to use stock images, be sure **to verify the format and the resolution of the images purchased**. Both must be adapted to the dimensions of your file.



Files purchased from image databases are in RGB. Make sure you modify the color mode of those images before integrating them into your compositions.

Along the same lines, and to be sure that the purchased file is adapted to the format of your graphic in terms of resolution, you should resample them at 100 dpi.

**Finally, and generally speaking, always remember to verify the rendering of your graphics in their final full-scale format.**

**For more information, read about Impeccable graphics on page 19.**

## #3 Watch out for borders and frames

The templates we provide delineate different work areas and indicate the position of the sensitive area (in grey).

During dye sublimation printing, the fabric is subject to dimensional variations, which take place at high temperatures. Therefore, we cannot guarantee rendering of graphic objects located at the edge of your file (borders for example). This is particularly the case when a file contains regular borders.

**The regularity of the border is guaranteed with a 5 mm margin of error.**



**For more information, read about Templates on page 15.**



# DESIGN GUIDE



« **Always Contact** us if you have any questions before you start your stand project. **The Xpo team is at your service!** »

✉ [files@xpo.center](mailto:files@xpo.center)

☎ +33 (0)4 99 63 68 75

💬 [chat xpo.center](#)