

Cummings Mitchell

E X H I B I T I N G E X C E L L E N C E

35 Auriga Drive, Suite 109, Ottawa, Ontario K2E 8B7
T. (613) 820.2550 F. (613) 820.6813 www.cummingsmitchell.com

ARTSPECS

- Convert all fonts to outlines.
- Create all artwork in RGB mode, not CMYK.
- Do not use bleeds.
- All support files must be supplied.
- Logo's must be supplied in a vector format (.AI or vector .EPS)
- For accurate colour matching, choose and spec colours from the PMS Pantone Solid Coated or Uncoated Library.
- Avoid using gradient fills to reduce the risk of banding in the final print.
- Image resolution required is 100ppi for inkjet or dyesub, 150ppi for Lambda.

What formats will be accepted?

The best format to submit your art is in Illustrator native format (.AI) Do not save as Illustrator .EPS format. Placed images are to be linked, not embedded.

The next best format to submit your art is in Photoshop, 100ppi at actual size saved as a maximum quality JPEG file.

Raster Only Art: Raw Photoshop images should only be sent when colour matching is required. Otherwise save the artwork out as a JPG with the quality slider maxed out at 12.

Placing Raster Images: For placement into Illustrator, save images as Photoshop EPS's. Set preview to Macintosh 8bit and encoding to JPEG (maximum quality). Do not embed or parse the files. Always link the files, which allows for colour correcting, cleaning, and editing. Make sure to include all linked files. Embedded images cannot be guaranteed. To ensure your file prints properly, do any cropping and rotating in Photoshop before placement.

What formats will not be accepted?

Adobe InDesign and Quark Xpress files will not be accepted.

Mirage / Mirage Plus / Quest

Individual front panels:	29.375" x 89.25"
End cap panels:	14.5" x 89.25"
Four panel mural:	117.5" x 89.25"
Four panel mural w/ endcaps:	146.5" x 89.25"

3000-R Bannerstands

Regular/Double-sided:	33.31" x 80.75"
Wide banner:	47" x 80.75"
Dyesub banner:	33.31 or 47" x 84"

Do not put critical elements in any of the 5" spaces unless you are designing at full height.

Design free space:

Bottom 5" of all bannerstands at any height will be partially hidden.

Top 5" of Dyesub banners will be mostly hidden

Reaction Bannerstands

Full height:	38.5" x 82.75"
Table height:	38.5" x 42.5"

Do not put critical elements in any of the 5" spaces unless you are designing at full height.

Design free space:

Bottom 5” and top 2” of banners
will not be shown.

CTD Case

Front/Back panels:	28” x 36”
End panels:	14” x 36”

Stratus Table

Graphic Table wrap:	87.2” x 32.6”
---------------------	---------------

Do not put critical elements within a 2” margin of every panel. This will avoid putting important elements on the curving corners of the table.

Dyesub Hanging Sign:	14” x 42”
----------------------	-----------

Do not put critical elements within 1” of sides and 2” of top and bottom.

Arc, Rectangle, and Capsule Signs:	14” x 42”
------------------------------------	-----------

Do not put critical elements within 1” of all four sides. Artwork should extend all the way to the edge of a 14” x 42” rectangle. Profile cuts will be made for these signs.

Tradewinds Value Bannerstands

Graphic Dimensions: 33.75" x 84"

Design free space:

Do not put critical elements within
5" of top and bottom of artwork.

Inkjet and Dyesub

100ppi at actual size. Maximum size: 49" wide and 20' long.

Vinyl

Vector artwork only, all fonts converted to outlines supplied in Illustrator.

Lambda

150 ppi at actual size. Maximum size 49" wide and 20' long.

Archive all working and support files in .zip format. (Stuffit .sit files may cause problems, and are not recommended.) To create a .zip on PC use winzip or Control-click on Mac and choose "Create archive."

We prefer to receive files through our FTP, however there are other options for you to send your files.

FTP Software such as Fetch for Mac. For files over 2Mb

Address: ftp.cummingsmitchell.com

UserID: cmitchell

Password: design

Directory: upload

EMAIL For files under 2Mb

Address: design@cummingsmitchell.com

COURIER For files over 2MB if you don't have access to FTP

Address: 35 Auriga Drive, Suite 109,
Ottawa, Ontario K2E 8B7

Any questions please contact the Art Department at extension 246.