CSI
Worldwide

File Preparation Guidelines

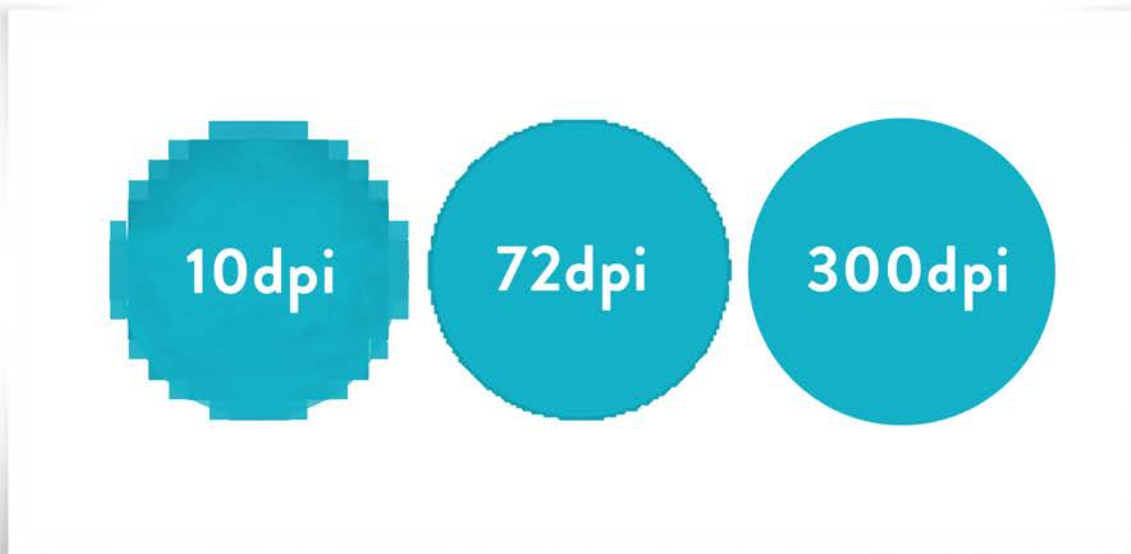How to prepare your graphic files
for best results

RESOLUTIONS

Maximum resolutions

In some instances, resolution on files are excessive. This causes long/incomplete download times and possible editing/processing delays. If you are not sure what resolution to use, you can contact us at exhibitorservices@csiworldwide.net.

Visual comparison of different resolutions

The resolution comparison chart below is best viewed at 100% on on your monitor standing a few feet away. Based on viewing distance to graphics, some prints will look better than what you see on your monitor.

MINIMUM RESOLUTIONS

Minimum resolutions when viewing graphic from 4-8 feet away

The minimum resolution for a normal viewing distance of 4-8 feet should be 60dpi (100dpi is preferred) for art that is supplied at 100% (1:1) scale.

If the scale differs, the resolution must be increased accordingly:
- Artwork at 1:2 scale: 120dpi or more
- Artwork at 1:5 scale: 240dpi or more
- Artwork at 1:10 scale: 600dpi or more

Minimum resolutions when viewing graphic from 15+ feet away

When viewing very large prints, such as banners, from a distance over 15 feet, the minimum resolution can be 30dpi (at 100% scale).

If the scale differs, the resolution should be the following:
- Banner art at 1:2 scale: 60dpi or more
- Banner art at 1:4 scale: 120dpi or more
- Banner art at 1:8 scale: 240dpi or more
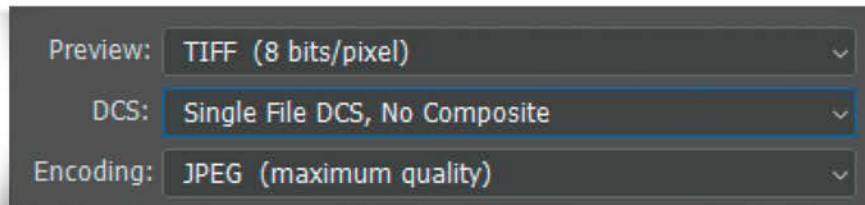
ADOBE PHOTOSHOP FILES

Regular (Flat) Images

Save images as CMYK and choose Photoshop.eps format: Select 8-bit preview and jpeg (max quality).

TIP: Illustrator can take advantage of this format for very fast file handling. Select "use low resolution proxy for eps images" in illustrator preferences.

Complex Images

If your images contain layers, clipping paths, spot colors, effects, etc, save as TIFF.

TIP: Select LZW compression. It's a lossless compression that allows you to preserve layers, while decreasing file size.

Preview:	TIFF (8 bits/pixel)	⌄
DCS:	Single File DCS, No Composite	⌄
Encoding:	JPEG (maximum quality)	⌄

Adobe Creative Cloud

We welcome the use of Creative Cloud libraries and invite you to include Adobe Stock images and fonts in your library.
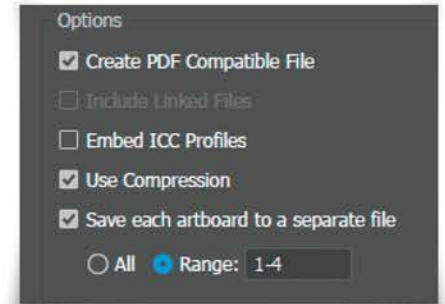
ADOBE ILLUSTRATOR FILES

Saving print files as .ai

Illustrator PRINT files can be saved as .ai files

Please match these settings:
- "Create PDF compatible file" MUST be on
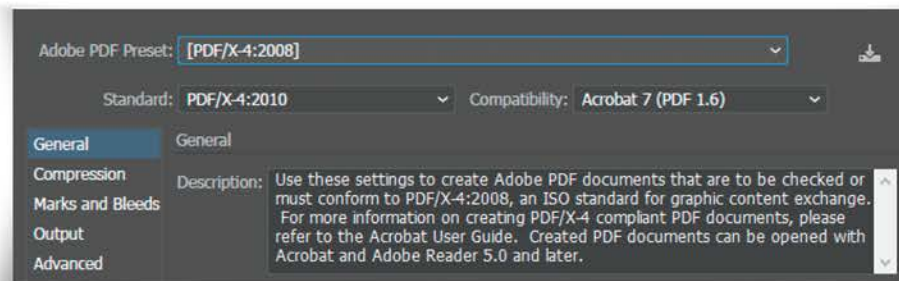- Artboards can be separated into individual files (range).

Saving Print files as .pdf

Illustrator PRINT files can also be saved as a PDF.
It is very important to select the compatible PDF format.
- We recommend PDF/X-4 standard
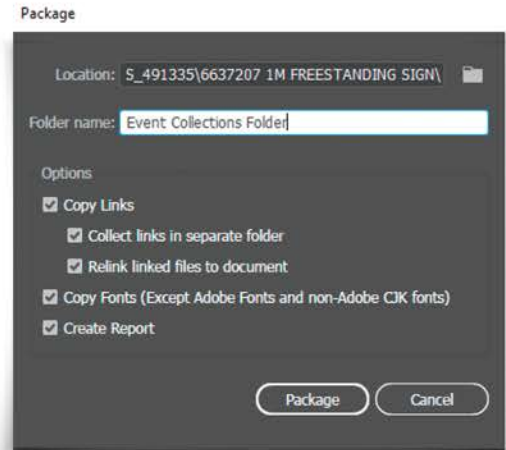- Select "Save each artboard to separate files" and "range"

The best way to send files is to provide Packaged Native files from Illustrator accompanied with print files.

Illustrator Native files:
- Place all the images as links
- Save as a .ai file was "Use Compression" option
- "PRINT" folder

Vector Art

Logos should be vector and have outlined fonts. If the vector version is not available, please provide high resolution images.

Native Version (editable)

We strongly recommend submitting editable versions of the files as well, including links and fonts. This is valuable in case a new PRINT file must be generated. The best way to provide native files is by "Packaging" (file/package). If you are a Mac user and your fonts are other than .otf, please zip packaged files.

Color Profiles

For accurate color preview, use profiles and settings listed below. Use the GRACoL2006_Coated1v2 profile for CMYK and adobe RGB 1998 for RGB images. Please note that your screen has to be calibrated and profiled for accurate color rendering.
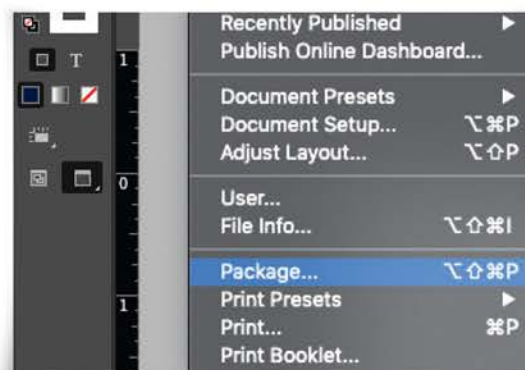
Packaging

This is an important step because all the links and fonts that are needed will be collected. If you are using Mac fonts (non-OTF) please zip the folder before submitting. If you are not sure, you may outline the fonts.

ADOBE INDESIGN FILES

Native files

Save and package all the InDesign files included with Print PDF.
- "Create PDF compatible file" MUST be on
- Artboards can be separated into individual files (range).

Package native files (INDD, links and fonts)

Go to file/package and complete the steps. Watch for any warning signs as some files might be missing.