Harry the hirer

ATC2025 ARTWORK GUIDELINES

ATC2025 Exec Desk Standard Package

Your package includes your stand fascia signage - see images below.
Fascia signage artwork must be submitted by **Tuesday 30 September** - all details on p2.

Example of Exec Desk fascia
Artwork dimensions: 1374 x 320 mm
See p2 for detailed artwork requirements

Example of Exec Desk build with fascia position

Signage Upgrades

Signage upgrades are available ie. printing on lower panels. The artwork submission deadline for signage upgrades is **TUESDAY 30 SEPTEMBER.**
If you require other signage / stand branding, please contact Sophie Swinton for a custom quote and guidelines:

Sophie Swinton - Harry the Hirer
02 9666 8699 / 0450 704 975
sophies@harrythehirer.com.au

Deadlines & Submission:

The deadline for fascia signage orders and the receipt of final artwork is **Tuesday 30 September.**
Please ensure that all artwork meets the guidelines below and submit your artwork file/s by email to:
sophies@harrythehirer.com.au

File type:

Artwork is to be supplied as high resolution print-ready PDF.

Separate, individually labelled print files are preferred. Multi-page PDF will be accepted.
Individual logos can be supplied as PDF or EPS (for Custom Fascia only)
File types we DO NOT accept: Id (InDesign) PSD (Photoshop) Ai (Illustrator) JPEG, PNG

Please ensure Artwork is supplied in accordance with the following requirements:

- Do Not Supply Artwork files over 300MB
- Colour mode: CMYK
- Convert all Type and Stroke to outlines
- Flatten Transparencies
- Supply as Single Layer
- Embed all Links

Colour:

Solid Black formula: C:60 M:60 Y:60 K:100
Die-line formula: C:0 M:100 Y:0 K:0
Supply Pantone reference colours for accurate colour representation. All due care will be taken to match
Pantone colours. Please be aware some colours are outside of the gamut of CMYK printers.

IMPORTANT:

Do not supply resource material / working files.
Print-ready artwork files are to be scaled at correct dimensions.
Ensure Print Files are labelled as accurately as possible.