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Graphics

FBF System graphics guide

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Frankfurt, Bologna & London graphics

Standing out from the crowd

You want to maximise your display space and promote your business and its latest publications. With the aid of large format graphic displays, you can make sure everyone notices what is important to your business in a professional and striking way. From a header board carrying your company name and logo, to a large poster with your latest book, the options are endless.

AMK can take care of the whole design, production and installation process. Taking your brief and content and turning it into striking displays that are custom designed for use in an exhibition environment.

Alternatively we can take your own designed artwork, print and install onto your stand ready for when you arrive.

Either way we can make sure you stand out as an individual from your neighbours

The following pages give you all the technical info for supplying artwork to fit the Frankfurt Stand systems, please note if you are using a different display system then the measurements supplied here do not apply, but please contact us for advice.

...and don't forget we can take all the hassle from you by designing the graphics from scratch, just give us a call and we can run through the options and costs.

for more information on sales and pricing please email **barbara@amk.org**

Supplying print ready graphics

We can accept digital files in the following way: CD, DVD or from FTP Site.

For larger files (over 5 MB) if you do not have your own FTP site, it may be advisable to sign up to Yousendit, drop box or a similar file transfer service as this is a faster and more economic way of up/downloading high resolution files.

Artwork for large format printing

Document dimensions should be no smaller than quarter size, ensuring that it is in proportion to the final size required (as an example, if a graphic is 1000mm wide x 1000mm high, the supplied size should be 250mm x 250mm at 300 ppi). Final file should be saved as pdf with all fonts embedded and to the sizes required if possible. If reduced size, please indicate finished size on the file name. Or we can accept Photoshop and Illustrator files including up to Creative Cloud versions. For Illustrator all images must be embedded and fonts converted to paths and for photoshop all fonts must be rasterized. Please do not send Quark express or indesign files, instead first convert into PDF's before sending.

Scans

All scans should be saved as single file high resolution RGB eps or TIFF's or JPEGS.

Resolution at finished size should be no less than 75 ppi (i.e. quarter size 300 ppi) . All files should be flattened, i.e. no layered files, unless otherwise requested.

As a general rule no artwork file should be less than 75 ppi once sized to its final output size, although we can work at lower resolutions, we can not guarantee the final quality.
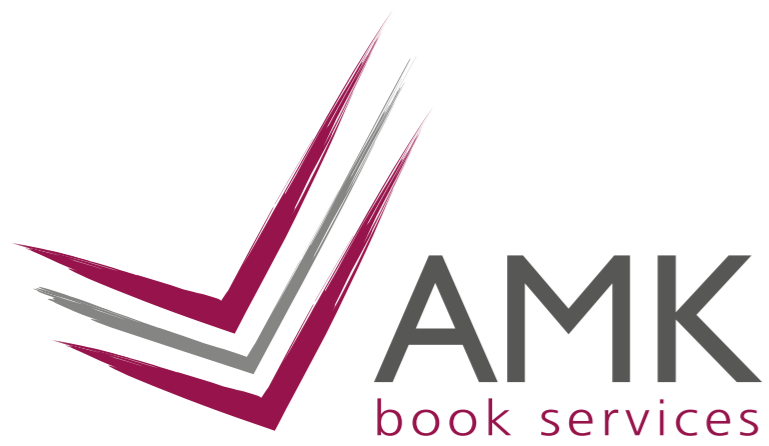
Vinyl Cutting

When supplying artwork for vinyl cutting please supply the following:

Adobe Illustrator File Vector A/W all Text converted to paths (create outlines)

If you have any concerns or questions please **email peter@amk.org**

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Graphic panel sizes

All the dimensions stated here are the maximum availble space on the relevant individual wall panel. It is of course possible to have smaller graphics placed within these measurements

Half Walls

515mm

415mm

2250mm

For Graphics with out shelving 515mm x 2250

With shelving 415mm x 2250

Please read Note A if header is being used

1000mm x 1000mm

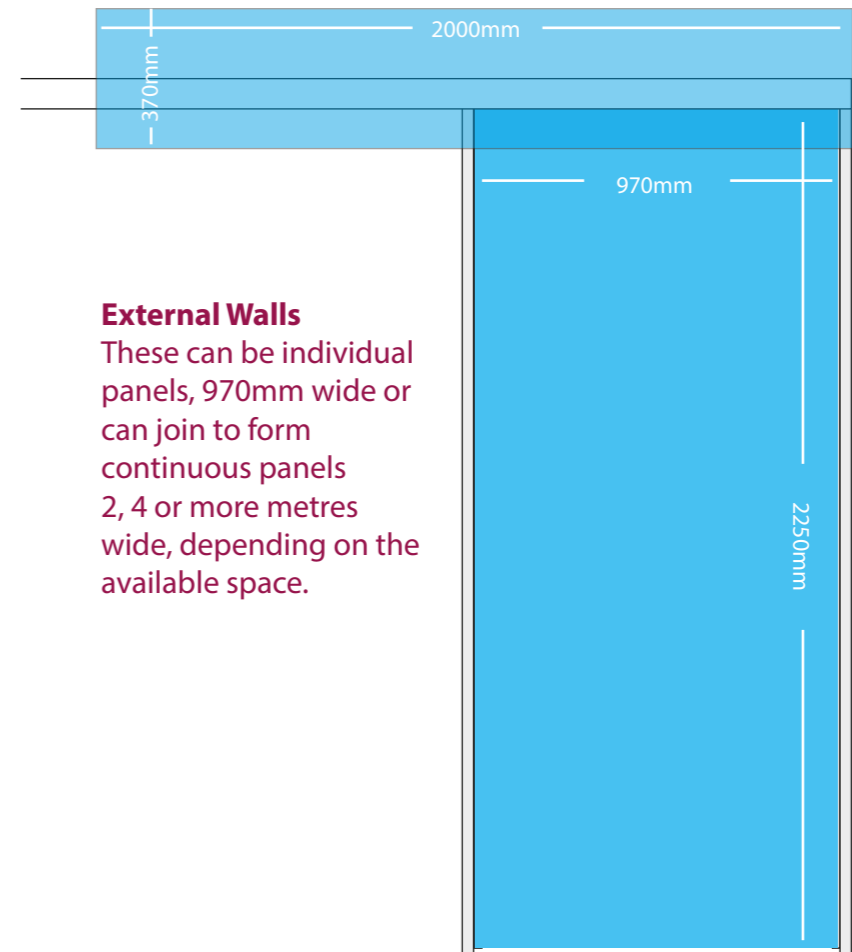**1000mm x 1000mm**
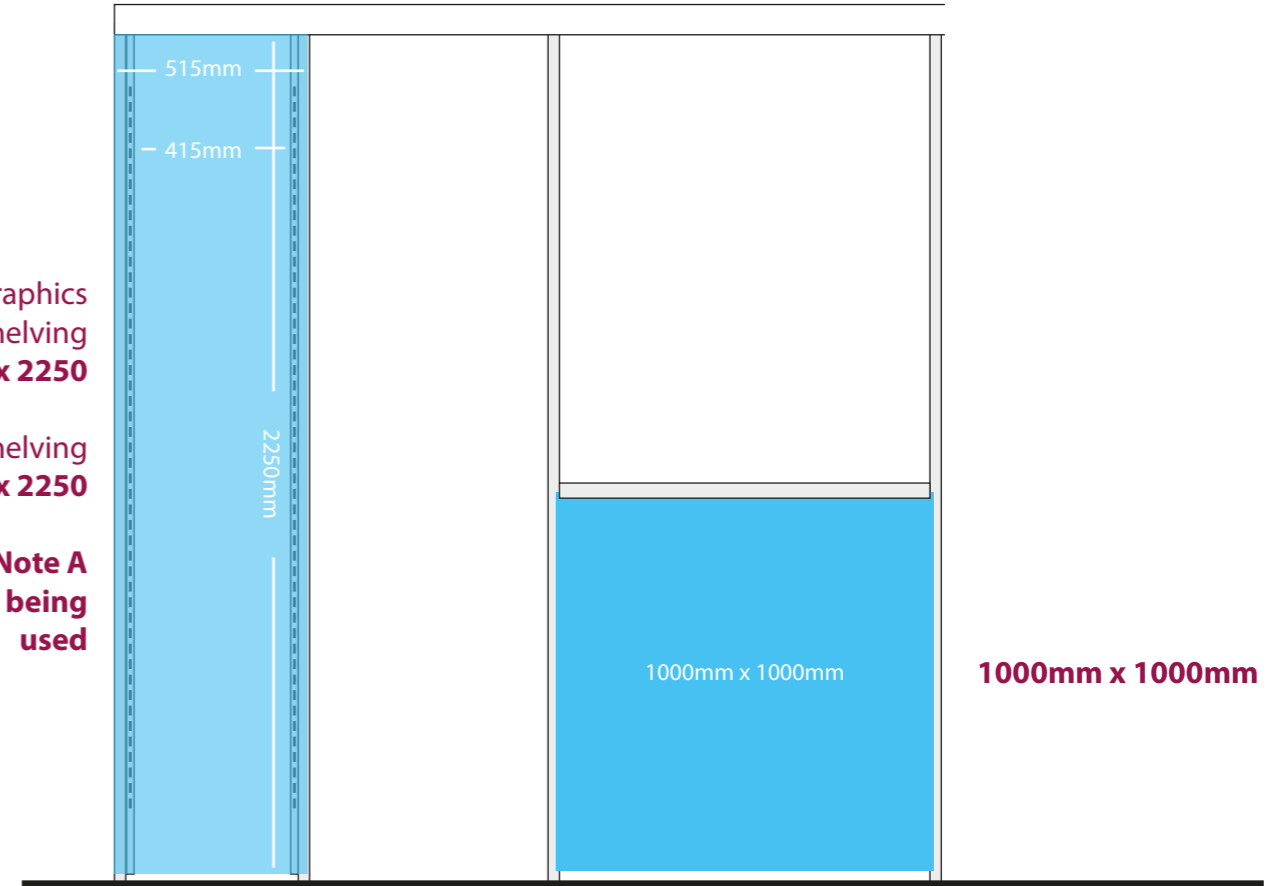
Internal Walls

930mm

970mm

2250mm

For Graphics going behind the shelving 930mm x 2250
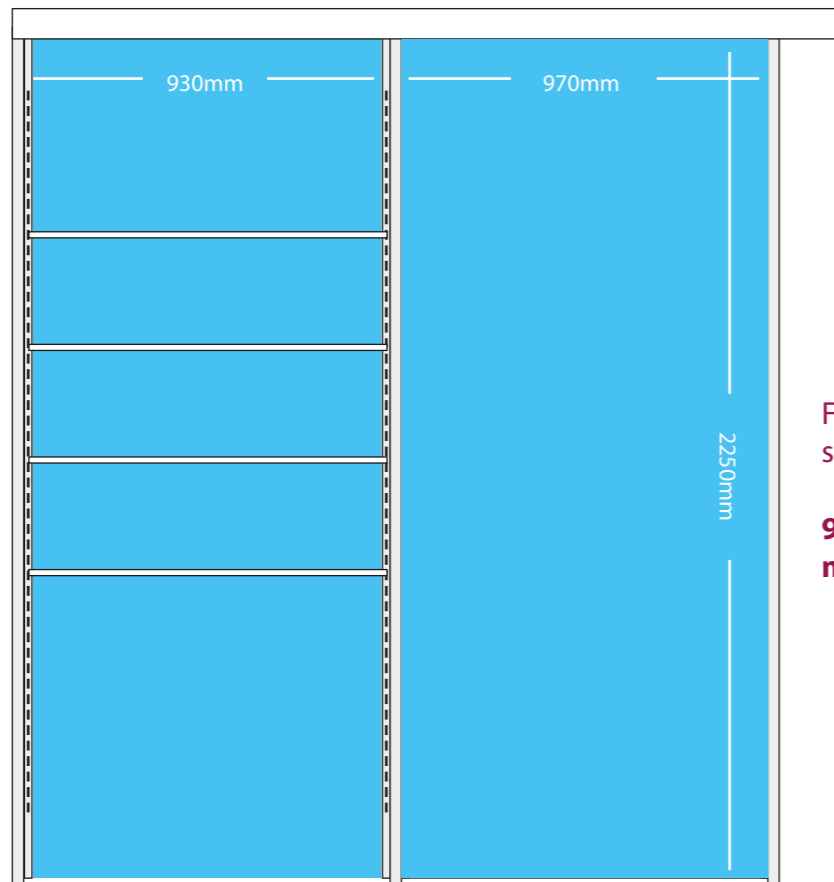
For Graphics without shelving

970mm x to a maximum 2250mm

External Walls

External Headers
2 Metre lengths x 370mm deep

2000mm

370mm

970mm

2250mm

NOTE A
On Full length external panels leave 100mm safe area at top to allow for over lap of header board

External Walls
These can be individual panels, 970mm wide or can join to form continuous panels 2, 4 or more metres wide, depending on the available space.

For Graphics that are continuous across the full length of a wall, Please contact us for further advice

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