

Artwork Guidelines

Print File Specifications

Discover how to prepare
print-ready files correctly

General Information	1 - 4
GoFRAME System Fabrics	5 - 8
Light Wall Backlit Fabrics	9 - 10
Sticker / Vinyl Graphics	11

Technical Information

for all printed graphics

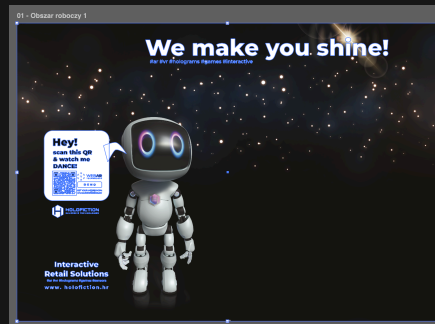
PDF files

We only accept print-ready PDF files that are properly prepared for production and can be opened and edited in professional graphic design software. PDF files containing only embedded images (e.g. raster graphics exported and saved as PDF files) or files with an incorrect technical structure are not considered production-ready artwork and may be rejected.



Editability

Files must be unprotected (without passwords or restrictions) and prepared in a way that allows all elements of the artwork (except text) to be fully opened and edited in professional graphic design software, without losing content, structure, or the ability to modify individual project components. We strongly recommend using professional prepress and graphic design software (e.g. Adobe applications) when preparing artwork for print, rather than tools such as Figma, Canva, and similar platforms.



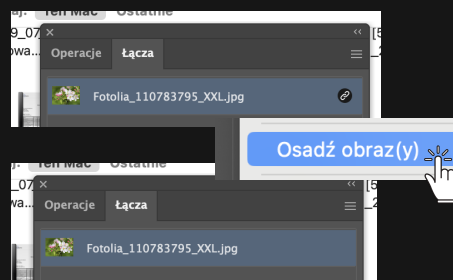
Do not combine files

Each graphic must be supplied as a separate PDF file. Please do not combine multiple graphics into a single PDF file and do not send source design files containing all graphics without exporting each artwork as an individual PDF.



Embed linked assets

For production purposes, artwork files are opened and modified by our team (e.g. to add production allowances required for specific applications). Therefore, we cannot be held responsible for missing elements or errors resulting from improperly prepared files, which may only become apparent during the editing process.



Rich black

We use different CMYK values for each material to achieve a deep, rich black. The recommended CMYK values for each material can be found in the "Deep black" section (page 3).

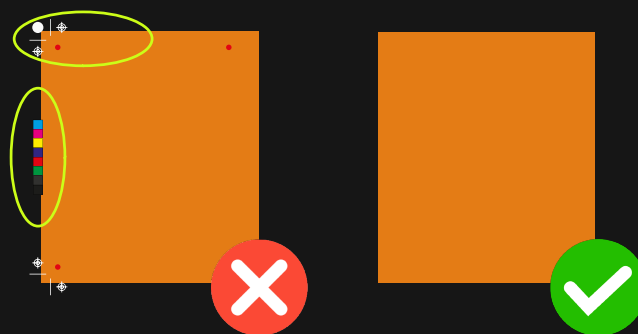
Please note that 100% K alone does not guarantee a rich black print, even if the artwork appears deep black on your screen.



Artwork only

Production files must contain only the final artwork. Do not include crop marks, registration marks, colour bars, guides, comments, hidden objects, or any other non-printing elements.

Failure to follow this requirement may result in these elements being printed in visible areas. We cannot be held responsible for such errors.



Text to outlines



Scale, size and DPI

up to 400 cm → 1:1 scale
over 400 cm → 1:10 scale

If your artwork is prepared at 1:1 scale, please include this in the file name (e.g. Client XXX_1:1_10.pdf).

500 mb maximum file size

72-120 dpi
(at 1:10 scale: 720-1200 DPI)

Colour mode



Elements created in RGB will be automatically converted to CMYK during production, which may result in visible colour shifts and differences from the appearance on screen.

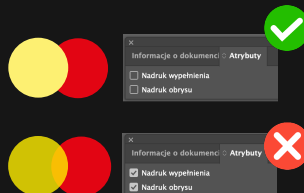
Need a RAL match?

You can always order a colour proof, allowing you to verify the printed colour or artwork on the selected material before production.

We can also provide a custom RAL colour match for an additional charge.

Please note that these services do not extend the artwork submission deadline.

Overprint



We are not responsible for print issues caused by artwork elements set to Overprint.

File delivery

Please use external file-sharing services and do not send production files by email. If you use a temporary file-sharing service (24-48 hours), please ensure that the download link does not expire before we have accessed the files.



Rich black

We use several printing technologies and production materials. In the artwork dimensions table, you will find not only the graphic size but also the material type and a code identifying the printer used for production.

This information is important if you wish to apply the recommended CMYK values to achieve a rich black.

GoFRAME System Fabric(R)

● C 50%
● M 50%
● Y 50%
● K 100%

GoFRAME System Fabric(M)

● C 91%
● M 79%
● Y 62%
● K 100%

Sticker Vinyl Graphics (AA)

● C 67%
● M 67%
● Y 67%
● K 100%

Lightwall Backlit Fabrics(R)

● C 50%
● M 50%
● Y 50%
● K 100%

Lightwall Backlit Fabrics(AS)

● C 78%
● M 85%
● Y 90%
● K 100%

Sticker Vinyl Graphics (R)

● C 50%
● M 50%
● Y 50%
● K 100%

Frequently asked questions

Q: Where can I find information about which printer and material will be used for my graphics so I can apply the correct CMYK values?

A: The "Material" section in the artwork dimensions table provided by our graphic designer specifies exactly which material and printing technology will be used for your graphics. This information allows you to apply the recommended CMYK values for the best print results.

Dimensions and bleed

Our graphic designer will provide a specification sheet containing the required artwork dimensions, visible areas and material details for each graphic.

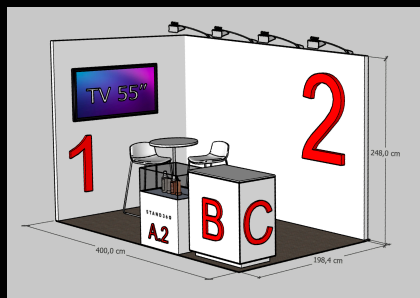
You will also receive numbered reference views of all printable surfaces overlaid on the stand layout, allowing you to easily match each artwork file to the correct stand element.

Each file must be named exactly as specified. If the artwork is prepared to scale, please indicate the scale in the file name. **e.g. Klient XXX_1_scale1:10.pdf**

This is the visible area of the graphic. Keep important content 5-10 cm away from the edges (safe area).

Prepare your artwork at exactly this size.

Klient XXX Nazwa targów + rok							
Required file name Wymagalna nazwa pliku	Visible area Wymiar widoczny		File Dimensions Wymiar pliku graficznego		INFO	Graphic number Numer grafiki	Material Materiał
	Width mm Szerokość mm	Height mm Wysokość mm	Width mm Szerokość mm	Height mm Wysokość mm			
Klient XXX 1	3224	4464	3284	4524		1	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX 2	2456	4464	2516	4524		2	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX 3	873	2406	933	2466		3	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX 4	2356	4464	2416	4524		4	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX A	1000	1000	1060	1060		A	Light Wall Backlit Fabrics (R) samba Tkaniny do konstrukcji Light Wall (AS)
Klient XXX A.1	500	500	530	530		A.1	Sticker / Vinyl Graphics AA Naklejka / Nadruk na folii AA



Once you know the material selected for your graphic, you can refer to the relevant section of these Artwork Guidelines and apply the recommended Rich Black CMYK values for that specific material.

Klient XXX Nazwa targów + rok							
Required file name Wymagalna nazwa pliku	Visible area Wymiar widoczny		File Dimensions Wymiar pliku graficznego		INFO	Graphic number Numer grafiki	Material Materiał
	Width mm Szerokość mm	Height mm Wysokość mm	Width mm Szerokość mm	Height mm Wysokość mm			
Klient XXX 1	3224	4464	3284	4524		1	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX 2	2456	4464	2516	4524		2	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX 3	873	2406	933	2466		3	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX 4	2356	4464	2416	4524		4	GoFRAME System Fabrics(R) Tkaniny do konstrukcji GoFRAME(R)
Klient XXX A	1000	1000	1060	1060		A	Light Wall Backlit Fabrics (R) samba Tkaniny do konstrukcji Light Wall (AS)
Klient XXX A.1	500	500	530	530		A.1	Sticker / Vinyl Graphics AA Naklejka / Nadruk na folii AA

Frequently asked questions

Q: I want white fabric graphics. Do I need to supply artwork files?

A: No. White fabric does not require printing. Simply let us know that the graphic should remain white so our graphic designer knows this is intentional and not the result of a missing artwork file.

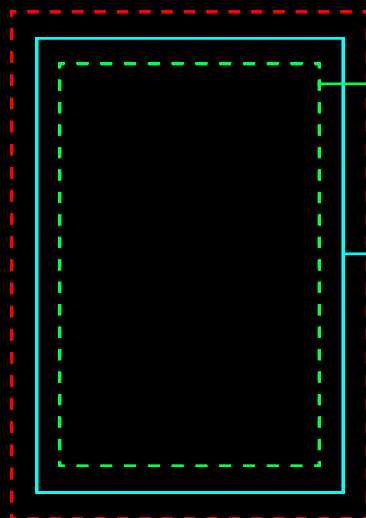
Q: I want black fabric graphics. Do I need to supply artwork files?

A: Yes. Any colour other than white requires printing. Please prepare and supply artwork files according to the dimensions provided by our graphic designer.

Q: I only want to place my logo on a white background. Can I send just the logo file?

A: No. We require artwork prepared to the full dimensions of the graphic area. Alternatively, we can prepare the artwork for you (additional charge) based on the logo file you provide.

Dimension guide



Safe area

Keep important content at least 10 cm inside the visible area to prevent it from being obscured by the frame, finishing, or installation tolerances.

Visible area

The area that will remain fully visible after installation.

File Dimensions

The required artwork dimensions at 1:1 scale or 1:10 scale for graphics larger than 400 cm.



Keep some breathing space

Do not place text or other important content too close to the edges. Leaving sufficient breathing space is essential in large-format graphics to achieve a clean, balanced and professional appearance.

Printed fabrics for GoFRAME system



GoFRAME

Fabric graphics for a wide range of exhibition stand elements, including walls, storage areas, hanging signs, counters and displays.

Blockout fabric with SEG finish

We print on blockout fabric, which prevents light transmission, and finish it with a silicone edge (SEG) that allows the graphic to be fitted into the frame system.



Custom-shaped graphics

Prepare artwork for the full wall size and we will take care of trimming and fitting the graphic to the final shape of the wall.

Fabric cut-out around doors

You will receive the dimensions of the entire graphic area. Do not mark the door cut-out, create cutting lines, or add any other production marks. The artwork will be printed exactly as supplied.

If you plan to place text, logos or other important content near a door opening, please request a cut-out drawing with visible dimensions. This will allow you to position the artwork at a safe distance from the cut-out area.



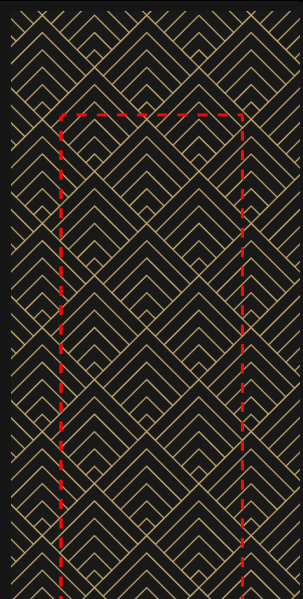
Artwork requiring alignment

Visible misalignment and uneven continuation of artwork elements.



Gap incorporated into the artwork

Misalignment becomes far less noticeable when a gap matching the background colour is incorporated into the artwork.



Artwork continuity across seams

Printed fabrics are highly stretchable materials. Therefore, artwork requiring precise alignment across seams (such as lines, patterns or other continuous graphic elements) carries a higher risk of visible misalignment.

Safe artwork continuity



Risky artwork continuity



I need artwork continuity across seams

How can I minimise visible seams?



Align artwork within the “visible area”

Never align artwork using the **File Dimensions**. Always use the **Visible Area** as the reference point for artwork continuity across seams.

Frequently asked questions

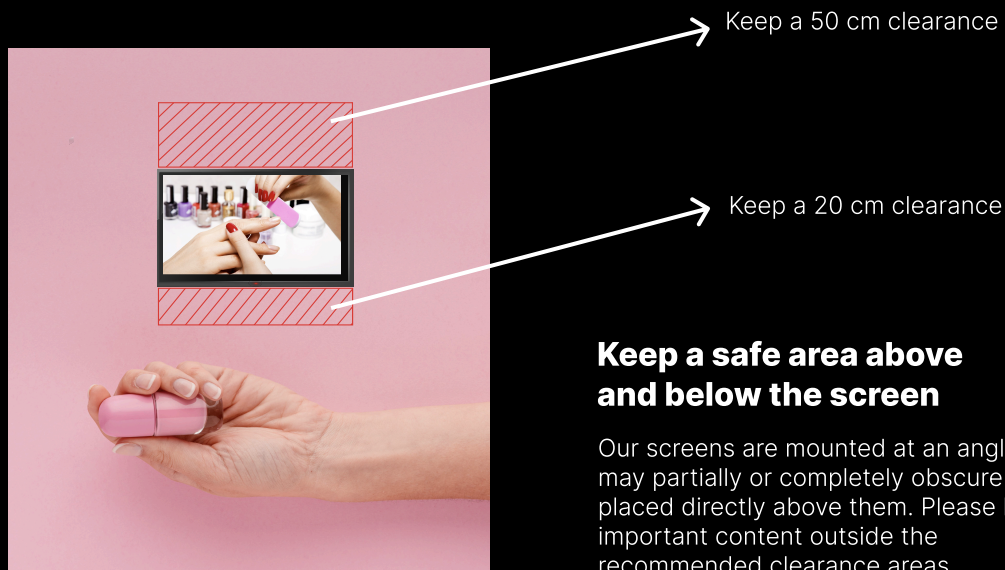
Q: I placed artwork on a door panel with a cut-out. Do I also need to provide a separate artwork file for the door?

A: Yes. The door is a separate frame and requires its own fabric graphic and artwork file. We do not extract door graphics from the artwork supplied for the surrounding wall.

Q: I would like to submit a single AI file with the complete wall artwork instead of separate PDFs to ensure perfect artwork continuity between panels.

A: We can prepare production-ready artwork files and perform test prints, but this requires additional graphic design work, test printing and frame assembly, and is therefore subject to additional charges.

Wall-mounted screens



Approximate screen dimensions



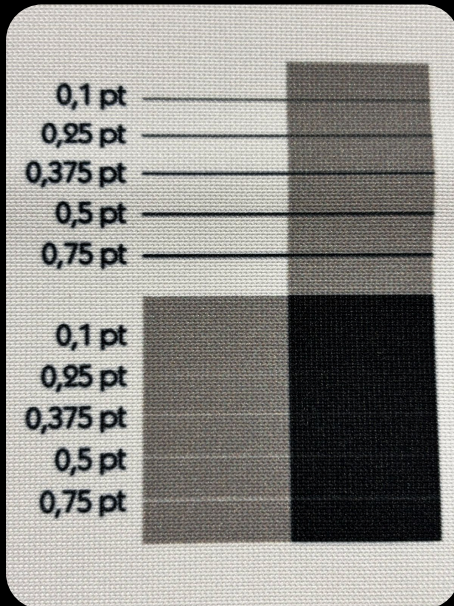
Frequently asked questions

Q: Can I choose the TV position anywhere on the graphic wall?

A: In many cases, yes. However, the TV position must be agreed with the stand designer in advance. Artwork files are prepared solely for printing purposes and do not take into account the 3D stand design or equipment layout. Relocating a TV may require structural modifications, and if the artwork has been prepared for an incorrect TV position, reprinting may be necessary at the client's expense. To avoid this, please either keep important content clear of potential TV locations or confirm the TV position before preparing the artwork.

Min. line widths & font sizes

Keep in mind that graphics on exhibition stands are typically viewed from a distance. Text and fine details that appear readable on screen may become difficult to see in the final print.



Create artwork that prints clearly

White lines printed on dark backgrounds and black lines printed on light backgrounds can produce very different visual results.

We recommend a minimum line width of 0.5 pt as an absolute minimum for reliable print reproduction.

Whenever possible, use larger font sizes and thicker lines to ensure optimal readability and print quality.

Check readability before printing

As a quick readability test, print a sample of your text on a standard A4 office printer and view it from different distances.

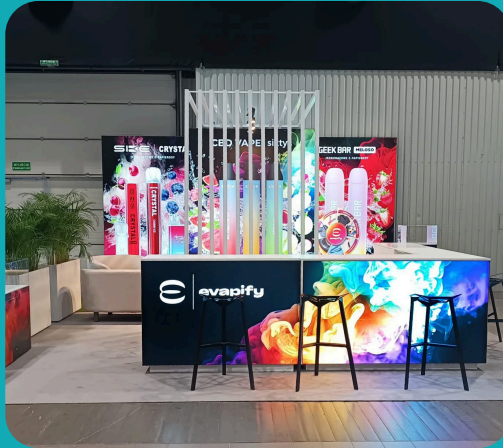


Backlit fabric graphics for Light Wall system

Backlit fabric graphics for lightboxes, walls and LED counters.

Large formats without seams

We can produce graphics up to 500 × 500 cm without any seams, eliminating the need to design around panel joins or artwork continuity.



Vibrant colours

Our backlit fabrics perform best with colourful artwork. The vibrant print reproduction helps large-format graphics stand out and attract attention.

What artwork works best for backlit graphics?

colourful



The most effective results are achieved with colourful artwork covering the entire graphic area.



white



Artwork with large white areas does not take full advantage of the backlit display.

In some cases, the frame profiles may also become slightly more visible.

black



Large areas of rich black will significantly reduce the backlighting effect.

Only non-black elements will remain illuminated.

LED counters

Each LED counter requires a set of three fabric graphics designed for installation on the front and both side panels of the counter.

The same colour recommendations apply as for full-size backlit walls.



Visible frame profiles on white backgrounds

When no artwork is printed on the fabric, the corner frame profiles may become visible through the illuminated surface.



WOW effect

Vibrant, non-uniform artwork creates a highly eye-catching illuminated display that stands out from a distance.

Black background with a white logo

An attractive effect, but keep in mind that black areas block the backlighting completely. Only the logo and other non-black elements will illuminate.



Vibrant colours

Full-colour artwork with vibrant colours creates a highly visible illuminated display that attracts attention from a distance.

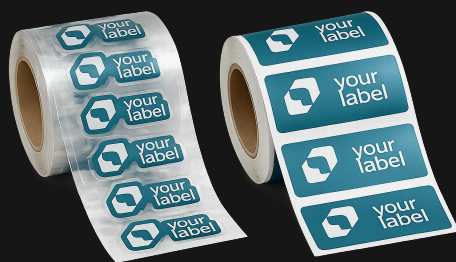
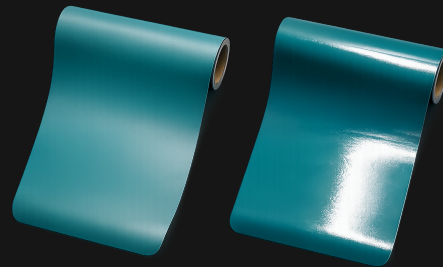
Vinyl graphics & cut vinyl lettering

Printed vinyl graphics, plotter-cut lettering and shapes, Easy Dot, matt and gloss finishes.

Matt is standard

Unless otherwise specified when submitting your artwork files, all vinyl graphics will be produced with a matt finish, which is our standard option.

If you require a gloss finish, please let us know when submitting your artwork files by emailing graphic@stand360.pl



White background vs cut vinyl

If the white background is not intended to be part of the artwork and you require plotter-cut vinyl, please:

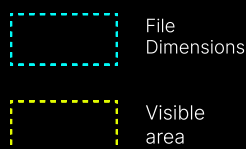
- a) let us know when submitting the artwork file,
- b) provide all cut elements in vector format.

Unless specifically requested otherwise, vinyl graphics are produced with the white background included exactly as shown in the supplied artwork file.

Extra area for trimming

The artwork size provided by our graphic designer is usually 1-2 cm larger than the visible graphic area.

This extra area is not a bleed. It will be trimmed off during installation.



Align the artwork to the top-left corner

Vinyl graphics are installed starting from the top-left corner. Any excess material is trimmed from the right and bottom edges.

For this reason, the artwork should be aligned to the **top-left corner of the visible area.**

STAND 36 ↗

Need help?

Contact our graphics team:
graphic@stand360.pl