



## ART SUBMISSION GUIDELINES

### Accepted Print-Ready File Formats

Please submit artwork in one of the following formats:

- ✓ .ai
- ✓ .eps
- ✓ .pdf
- ✓ .jpg

### Unsupported File Types

We do **not** accept artwork submitted in:

- ✗ Word, Excel or Works
  - ✗ Quark
  - ✗ CorelDRAW
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Export files from **Adobe Illustrator, Photoshop, or InDesign** with:

- All fonts converted to outlines
- All high-resolution images embedded

### Important Notes

- Ziflow does **not** accept zipped files.
  - If your files are too large to upload, please use a file-transfer service such as WeTransfer.
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## ARTWORK REQUIREMENTS

### Color Mode

- All artwork must be created in **CMYK color mode**.

### Color Matching

- We can attempt to match **PMS colors** - please include PMS specifications in your submission instructions.
- Digital printing cannot always reproduce PMS spot colors exactly; we will color-correct artwork to achieve the closest possible match.
- If PMS matching is required, files **must be submitted as an Illustrator PDF**.  
(*Flattened Photoshop files cannot be adjusted for PMS color matching.*)

### Artwork Size & Resolution

- Resolution: **150–200 dpi at 100% final scale**
- Include **1 inch bleed** on all sides beyond the artboard
- **Do not include crop marks**

## Images

- All raster images must be **embedded** in the artwork.
- If an image does not appear sharp at 100% size on your screen, it will not print clearly.

## File Naming Convention

Please include: Sponsor level\_Company name\_Panel identification

**Example:** Gold\_CompanyName\_PanelA\_xxx

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## Final Submission Checklist

Before submitting, please confirm:

- ✓ Files are print-ready
- ✓ CMYK color mode
- ✓ Minimum 150 dpi resolution
- ✓ Artwork at 100% scale
- ✓ Fonts converted to outlines
- ✓ All images embedded
- ✓ 1" bleeds included
- ✓ No crop marks