UPLOADING GRAPHICS 101
ADDING FILES TO THE FTP.

All graphic files for ordered products should be uploaded to our FTP site. Please see Graphic Guidelines page for detailed file specifications.

Before Sending Files

1. Please name your files for easy identification using the following format:
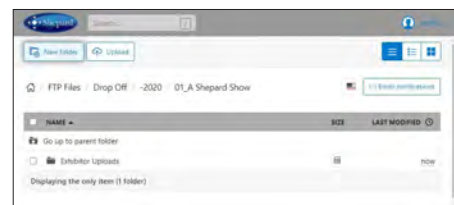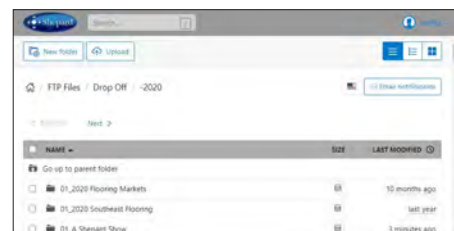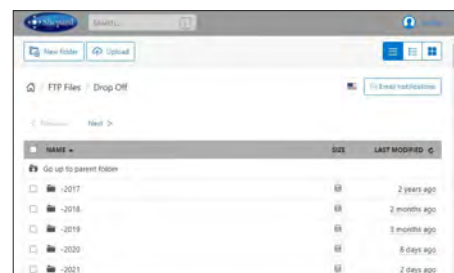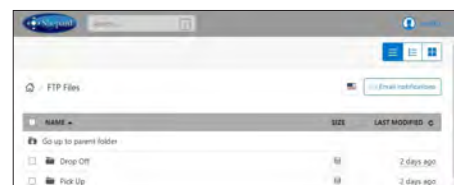
   Company Name_Booth#_Panel Letter
   example: Shepard_Booth1905_Panel A.pdf

2. Packaged files should be compressed (.zip) and include document, fonts and images needed.

Submitting Your Files

1. Go to: **files.shepardes.com**.

2. Login to the FTP site.
   User Name = sesftp
   Password = ftpftp

3. Click the [Go to Files] button.

4. Select the "Drop Off" folder.

5. Navigate to the show folder using the following path:
   Year → Month → Show Name → Exhibitor Uploads
   example: 2020 → 01_Shepard Show → Exhibitor Uploads

6. Upload files by drag and drop OR by selecting the [Upload] button and browse to the files you want to upload.

   NOTE: You can create additional folders using the New Folder button to help with organizing uploads. Be careful when doing this, as you can not delete these.

7. When upload is complete, email the name of your files to:
   orders@shepardes.com with the subject line: "Show Name" FTP Upload.

Failure to follow these steps could result in delayed graphics.

SHEPARD GRAPHIC GUIDELINES
DIRECT TO SUBSTRATE PRINTING.

Ensure your brand is professionally showcased.
With Shepard, You Can.

Our talented, in-house design team provides graphic layout services to ensure a seamless transfer of files for print and production. If files are being provided, please provide these guidelines to your designer to use as a roadmap for designing and submitting graphics.

Document Size & Specs

- All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format.
  examples: 50% at 300 dpi OR 25% at 600 dpi

- Please mark artwork size if scaled down.
  example: DESIGNED AT 50%

- All content should be kept within the live area, leave approximately 2" all the way around artwork to ensure sign holder or structure metal does not cut off content.

- When working between Adobe programs, DO NOT copy & paste objects from Illustrator to InDesign files. This causes objects to not print correctly. Save elements from Illustrator and place them in InDesign.

Acceptable File Formats

Shepard uses the most current version of Adobe Creative Cloud®. If providing native files from another version, please also provide an .idml file. **WE DO NOT ACCEPT:** Microsoft® Word®, Excel®, or PowerPoint® files.

PROGRAM	FILE EXTENSION	SPECIAL CONSIDERATIONS
Acrobat	.pdf	Must be high resolution with fonts embedded.
InDesign	.indd or .idml	Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
Illustrator	.ai or .eps	Vector artwork. Images embedded and fonts changed to outlines or send a packaged file with fonts and images.
Photoshop	.psd	.tiff .jpeg	.eps	Raster artwork. Must be built in CMYK color space.

Color

- Artwork must be created in the **CMYK color space**.

- If **PMS color matching** is required during the printing process, please **use Pantone®+ Solid Coated swatches** in your artwork.

- Converting color from RGB to CMYK will change the vibrancy and the look of some effects, DO NOT design artwork in RGB. Colors may vary due to output devices.

RGB Color Space.   CMYK Color Space.

Fonts & Links

If creating artwork in Adobe® InDesign® or Illustrator® there are two options when supplying fonts.

- **Change fonts to outlines.** This prevents fonts defaulting or being substituted throughout the layout and production process. *REMEMBER: if creating outlines, text is no longer editable.*

- **Package the fonts.** From InDesign or Illustrator select File → Package → Check "Copy Fonts" and submit PC format TTF fonts or OTF fonts with your artwork.

- **Package the links.** From InDesign or Illustrator select File → Package → Check "Copy Linked Graphics" and submit all images with your artwork.

Artwork can be created in several ways. Here are some things to consider.

Vector

- Vector-based artwork is resolution independent and can be enlarged or reduced without loss of quality.
- This is the preferred file type and is most often created in Illustrator and used for creation of logos and icons.

Raster

- Raster-based artwork is resolution dependent and will reproduce poorly if the appropriate file resolution is not supplied correctly.
- If supplying raster art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150 dpi or higher. Lower resolutions (1MB or smaller) will result in reduced image quality. File size should not exceed 200MB (if possible).
- Raster images are most often created in Photoshop and is most often used for photographic images.

Vector Logo at 100% scale.

Vector Logo at 200% scale.

Raster Logo at 100% scale.

Raster Logo at 200% scale.

Resolution

- Artwork should scale to 150 dpi at 100% scale to ensure the artwork remains high resolution when printed at full size. See examples and samples below.

  examples: *1:1 or 100% - resolution no less than 150 dpi*
  2:1 or 50% - resolution no less than 300 dpi
  4:1 or 25% - resolution no less than 600 dpi

- Images pulled from the Internet are NOT suitable for high quality, large format printing. These images are low resolution and will not reproduce well.
- Verify resolution by viewing artwork on the screen at full size in high definition. Observe image from different distances away, artwork is typically view from a couple feet away.

Before Sending Files

- Please name your files appropriately for easy identification.

  examples: *Poster_22x28.pdf*
  Panel A_1920x898_Qty3.pdf
  Shepard_Booth1905_Panel A.pdf

- Clients should compress information that they transfer electronically (.zip).

  NOTE: Please provide a JPEG thumbnail or low resolution PDF of the graphic for the Account Executive to view, this helps when creating/entering orders in our system.

Submitting Your Files

- **FTP.** Ask your Account Executive to create a folder in the "Dropoff Folder." Packaged files should be compressed (.zip).

Website:	**files.shepardes.com**
Login:	**sesftp**
Password:	**ftpftp**

- **Email Attachment.** MAXIMUM SIZE: 10MB
- **Large File Transfer Site.** DropBox, YouSendIt, WeTransfer, Hightail, etc.