

# DIGITAL ARTWORK SPECIFICATION SHEET

**Exploit Every Opportunity**

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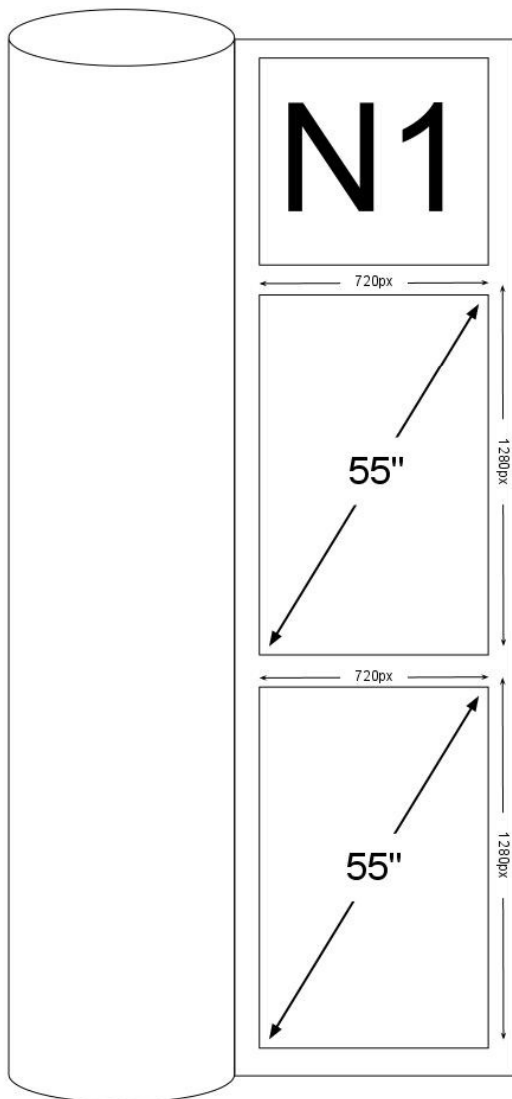
# Hints & Tips



- ExCeL London is a beautifully sleek, modern venue and bright, bold advertising works really effectively.
- Try to avoid white backgrounds or expanses as they can lose impact and be lost against the setting (this is even more true for backlit sites).
- Keep messages simple. Too much text will make the viewer lose interest.
- Try something quirky, everybody remembers something that makes them smile.
- If advertising in more than one site, keep a theme or prominent logo. This will subliminally sink in with the viewer (whether they like it or not).
- If advertising at an event and using your stand number on the advertising be sure to check the number with the event organiser before submitting your final artwork (these can change while an event floorplan is still being finalised).
- Avoid anything offensive / illegal as this may result in your advertising not being displayed.
- Lastly, don't hesitate to contact a member of the Invision team for advice / assistance.

## Hall Entrance Totems

- **Size** Screen Viewable area = 798mm wide x 1320mm high
- **Artwork Upload** 1



← Your artwork will appear on the top screens on either side

# Notes



## Artwork Upload:

FTP Address: ftp://www.incidium.net

FTP Username: excel-signage

FTP Password: artw0rk

If uploading to the FTP please create a folder in the name of the exhibitor and e-mail confirmation to [katieleebarker@excel-london.co.uk](mailto:katieleebarker@excel-london.co.uk), [rebeccaharlow@excel-london.co.uk](mailto:rebeccaharlow@excel-london.co.uk) or [lynnfelton@excel-london.co.uk](mailto:lynnfelton@excel-london.co.uk) once the artwork is fully uploaded.

## Acceptable Programmes

We require final approved artwork in:-

- Adobe Illustrator CS5
- Adobe Photoshop CS5
- Adobe Flash CS5

## Floorplans

Please provide in .eps or other vector format. If this is unavailable please provide an uncompressed pdf.

## Fonts

Please ensure all fonts used (both screen and printer fonts) are included. Where possible convert fonts to paths / outlines, particularly for PC generated files. Fonts must be compressed ('stuffed' or 'zipped') prior to dispatch or corruption can occur. Acceptable font formats are Windows OpenType or TrueType.

## Photographic Images

Photographic artwork to be provided at 300dpi (min) which is at least as large in pixel width/height as the intended output size.

Portrait: 720x1280px

Landscape: 1280x720px

## Logos & Vector File Formats

Logo artwork to be supplied solely as vector graphics. If vector logo artwork is unavailable or artwork contains a mixture of vector and bitmap artwork, please supply as a 300dpi (min) jpg file which is at least as large in pixel width/height as the intended output size. Files should be in eps or Adobe Illustrator (CS5 or lower) format. All eps files should be true vector files and not bitmaps saved as .eps files. If Illustrator files are unavailable please provide an uncompressed pdf. Uncompiled Flash files are also acceptable (CS5 or lower). All live text in vector artwork should be converted to outlines and/or the font(s) used to be supplied with the graphics.

## Bitmap Graphic Formats

Bitmap file formats can be 24 bit png, psd (CS5 or lower), tiff, uncompressed jpg or bmp. Preferred format is png or psd (with a transparent background/alpha channel if applicable)

## Copy Text

All copy text used on Digital Signage to be supplied in unformatted plain unicode text files or standard spreadsheets (.xls or .ods). Not Microsoft Word (.doc) or formatted text files.

## Colours

Please provide colour references for all artwork as hex or RGB (please NOT print spec. NO Pantone or CMYK values).