IMAGING

Lambda
Guidelines

*With our advanced color management system,
it's easy to get superior color from the Lambda.*

Do's

- Use RGB images and colors in digital files

- Scans should be done at 100 dpi resolution, final size or higher

- Supply 1/2" bleed to ALL digital files

- Create soft drop shadows in Photoshop

- Provide the unflattened layered PSD file for correction purposes

- Create one single page for booth layouts

- Provide color samples of solid colors in digital file (if possible)

Don'ts

- DO NOT use CMYK images and colors

- DO NOT create soft drop shadows in Illustrator (causes outlines of boxes to appear where the shadows are placed)

- DO NOT save tiff files with LZW compression checked

- DO NOT create individual pages for each panel of a booth graphic

- DO NOT use Quark if final output exceeds 16 feet (no bleed available - largest page size is 48 inches, thus at 400% max, equals 16 feet)

- DO NOT use stylized fonts in layout programs - ex) use the bold font, not a regular font bolded within the program