

Not just a pretty face...

We can design the most beautiful, most expensive and elaborate stand that one has ever seen but without the right graphics, all our efforts will be in vain. We are of course here to help you through the process and make it as easy as possible for you to end up with a fully integrated, impactful stand solution that brings your brand and messaging to life!

There are a few technical (and not so technical) considerations to take into account when planning the layout of graphics for your stand. What is your corporate brand, do you have a visual style, specific fonts and colours? Are you planning to use photographic imagery or are you thinking more in the lines of infographics? What other elements are you incorporating into your visitor's experience? Are you planning to give out any handout material that needs to integrate with your stand's messaging or couple your efforts with a social media campaign?

It is crucial for you to start asking yourself these questions, and even exploring the world wide web for ideas in terms of what you like and what you don't like...

Because we're all about making your easier, we thought you might find this guide useful when designing the graphics for your stand, so let's jump right into it!

GETTING STARTED...

OBJECTIVES OBJECTIVES OBJECTIVES



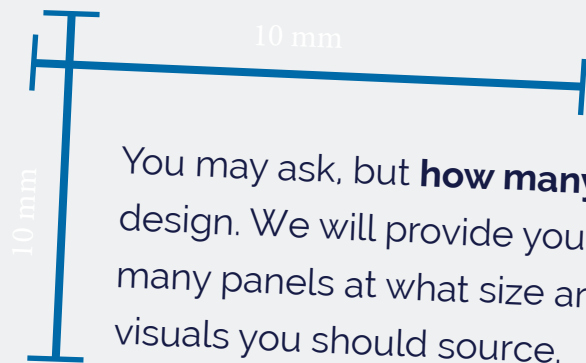
Before you switch in to first gear and get rolling on your graphic ideas, make sure you jot down what it is you **want to achieve** from your participation at the event. This will ensure that you do not waste unnecessary time and money with design reverts, and will also enable you to **effectively measure** the return on your investment!

SPEAK UP! WHAT DO YOU WANT TO SAY?

Figure out what you want to say to your visitors that would help you achieve your objectives. We recommend that you limit the amount of text used on the stand, but sometimes **the right message in the right place** can be very effective! Find out if your company has any current advertising campaigns running that could be integrated into the stand messaging.



PICK THE RIGHT PICS!



STAND PANEL / GRAPHIC REQUIREMENTS

You may ask, but **how many images** do I need? Well, that would depend on your stand's design. We will provide you with all the graphic specifications and dimensions - i.e. how many panels at what size are required. This will help you plan your layout and how many visuals you should source.

SIZE MATTERS!

We cannot emphasise enough how important it is to **choose images that are high enough in resolution**. Your company may have an image library, or alternatively you can browse through stock image sites and purchase images that best suit your objectives and messaging. Remember, you cannot download an image from Google Images, as most of the images are copyright protected!



LET'S PLAY!

You are now almost ready for the fun part - the layout and design of your stand! Make sure to go through your company's corporate brand identity and this **checklist** before designing the layout or briefing your graphic designer:

- ✓ Company logo in high resolution / vector format
- ✓ Messaging / text written, proof-read and approved
- ✓ High resolution images ready (if you'd like the designer to source images, a brief or mood board is required)
- ✓ Company font files at hand (request this from your brand department)
- ✓ Company colour palette at hand (with CMYK and Pantone break-down)

DIY OR PROFESSIONAL?

You can opt to design the graphics for your stand yourself, brief your design agency, or brief our super talented design team to bring your message to life!

Should you want to go DIY - it is important to take careful note of our technical design specifications. (Unfortunately PowerPoint and Word won't make the cut as your final artwork won't be high res enough!)

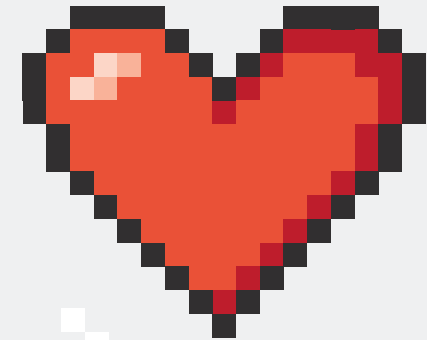
FINAL ARTWORK SPECS:

- Graphics to be supplied in PC (not Apple Mac) format in high resolution.
- Vector format is the preferred format (software supported include Photoshop; EPS; Jpeg; Corel Draw, PDF, Illustrator. Small website images, MS Word, MS PowerPoint etc. is not suitable for large format printing.
- All artwork to be supplied in CMYK format for printing. A colour swatch or Pantone reference must be supplied to enable accurate colour matching.
- Artwork to be set up at a minimum of 20% of full size.
- All text to be converted to curves.
- Artwork to allow for +/- 10mm bleed, but exact bleed specs may vary depending on the stand design.
- Remember to confirm the exact graphic dimensions before commencing any design work.
- Take into consideration any aluminium panel dividers for shell-scheme stands, as this may influence the layout (e.g. do not let a word display over two panels that has a divider).

FINAL TIPS... (You're welcome)

YOU WON'T BE LOVED

Remember the very first PC games? And the pixelated graphics? Well, unless you're an ancient game developer, you might not want your graphics to look this way on your stand! This is why it's so important to source **images that are high res enough!**



Stand artwork v10 final final really final.pdf

Before sending on your final print ready artwork, make sure you've **proof read** it a million times, get your neighbour to read it, and proof read it again! There might not always be time to reprint artwork at the last minute and it can be a costly exercise!



AND THAT'S ALL FOR TODAY

Whenever you're stuck, we're just a phone call away

Your sales account manager is your first port of call. But you're also welcome to get in touch with us on +27 11 234 0604.

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