

Artwork

submissions



COLLISION

Submitting your artwork

Step by step guide

Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.

1.

Open the keyline template that you have downloaded. The file can only be opened and designed using **Adobe Illustrator**. Please use this template, do not create your own file. Do not edit, resize or change any settings on the provided template.

2.

Add your chosen imagery and text, ensure you are adding it to the layer that is labelled for artwork.

3.

Keep any text or important imagery inside the safe zone, which will be marked on a separate layer in the template.

4.

Ensure your background content reaches all the way to the bleed mark that surrounds the artboard.

5.

Once you are happy with your composition, **outline any text**. To do this, go to the top menu bar and click [Type > Create Outlines](#).

6.

Vectorise logos and embed all images/links. Make sure that any logos or illustrated assets are vectorised (outlined). Please ensure to embed all imagery by going to the top menu bar and clicking [Window > Links](#) to open the links panel. In the links panel select all images, go to the drop down menu at the top corner of the panel and click embed images.

7.

If you purchased a screen and mounting, please follow the instructions on [page 7](#) of this document. Once that is done, proceed to step 8.

If you do not require a screen and mounting, please skip this step.

8.

When saving your file, naming conventions are as follows:

**ConferenceNameYear_
StandSize_PartnerName**
(e.g Collision2020_2x2m_
CompanyXYZ)

9.

Your artwork can then be sent to us for final approval using the keyline graphics form in the [Partner exhibition portal](#).

Please send us the artwork in illustrator (.ai) format.
(.pdfs, .jpgs or any format other than .ai will not be accepted.)

Using our template

The breakdown

Layers

Your downloaded template should include multiple layers:

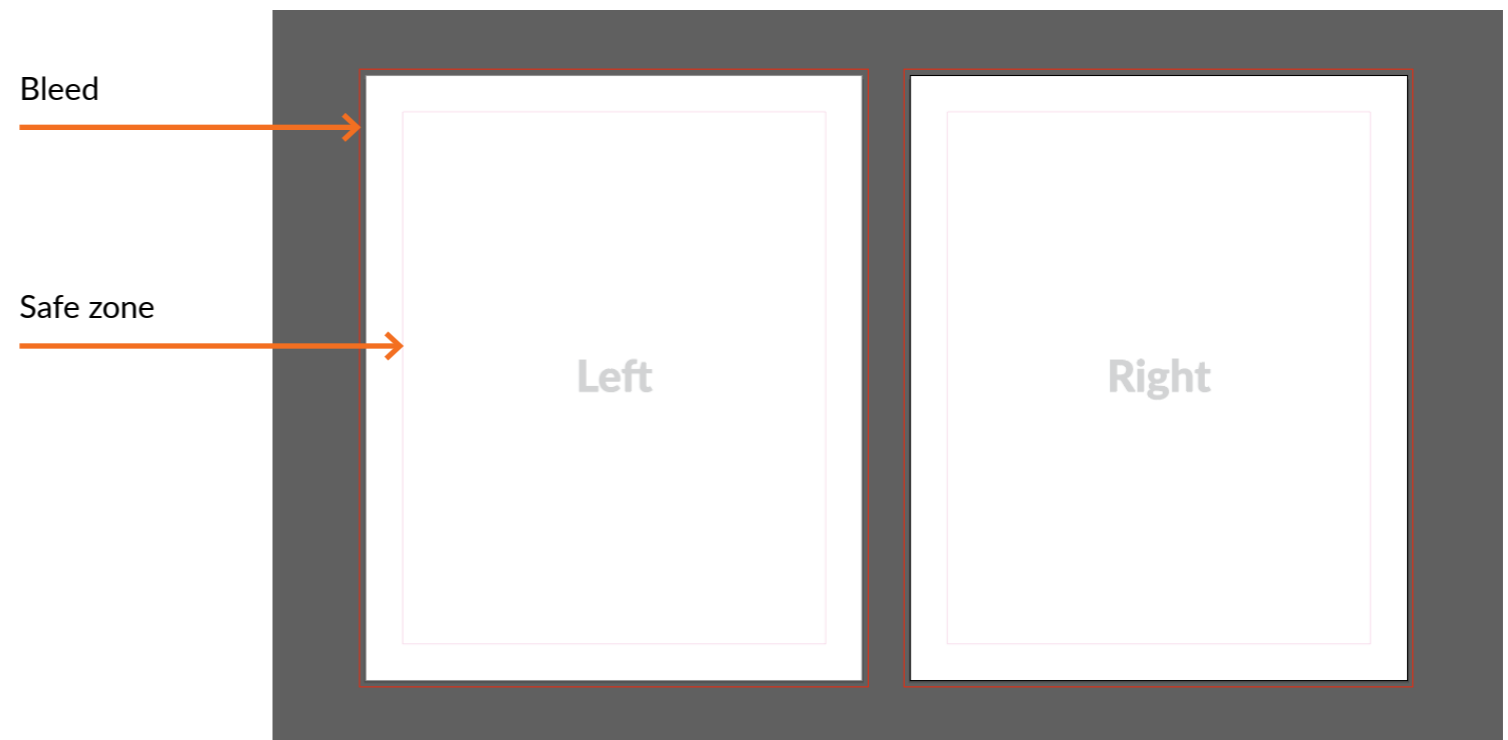
1. Layer one contains a safe area and also designates your left and right wall*.
2. Layer two is for your artwork.

Key steps

As per the steps on the previous page, all stand artwork must be submitted as follows:

- Please don't edit, move or resize any of the templates.
- Please make sure all of your important design elements, like text or logos, are inside the designated safe area.
- All logos need to be **vector files** and fonts need to be outlined in the final artwork.
- If your artwork includes large images, please save them as **CMYK in 150dpi resolution**, and make sure to embed them in the illustrator file.

Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.



Template/keyline of a 2x2m stand, showing left and right walls, along with safe zone and bleed mark lines.

Using our template

Example of the template being used correctly

Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.

Text in **safe zone**,
font size **legible**
and **outlined**

Bleed

Safe zone

Template **not changed**,
artwork reaching all the way to **bleed**

Lorem ipsum dolor sit
amet, consectetur adipi-
scing elit, sed diam
nonummy nibh quat,
amet, consecteturlobortis
nisl ut aliquip ex ea com-
modo con

Vectorised logo
within safe zone

Embedded image
reaching all the way
to bleed marks

Note

Before sending the file to us, please ensure it is in CMYK format. To do this go to the top menu bar and click *File > Document Colour Mode* and select *CMYK* if it is not already selected.

Key

- Template anatomy
- Template explainers

Preparing artwork

Vectorising

Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.

Vectorising your artwork

Firstly, please ensure that any logos or vector-based artwork are vectorised (outlined). If you are unsure, follow the steps below.

How to check

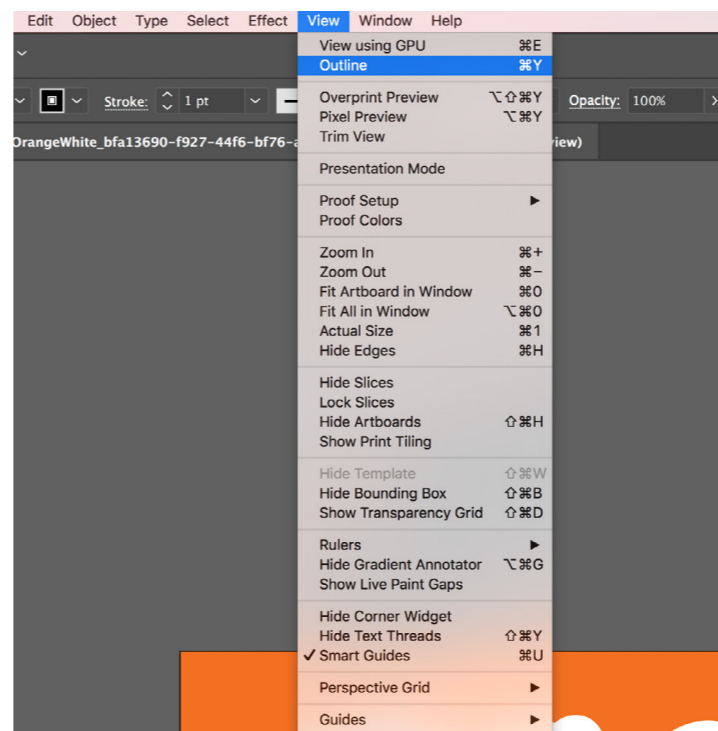
To check this, go to the top menu bar in Illustrator and click **View > Outline** or **cmd Y**. See image **A** on the right. If your vectorised assets are outlined correctly, they should look like the image **B** on the right.

Vectorising your type

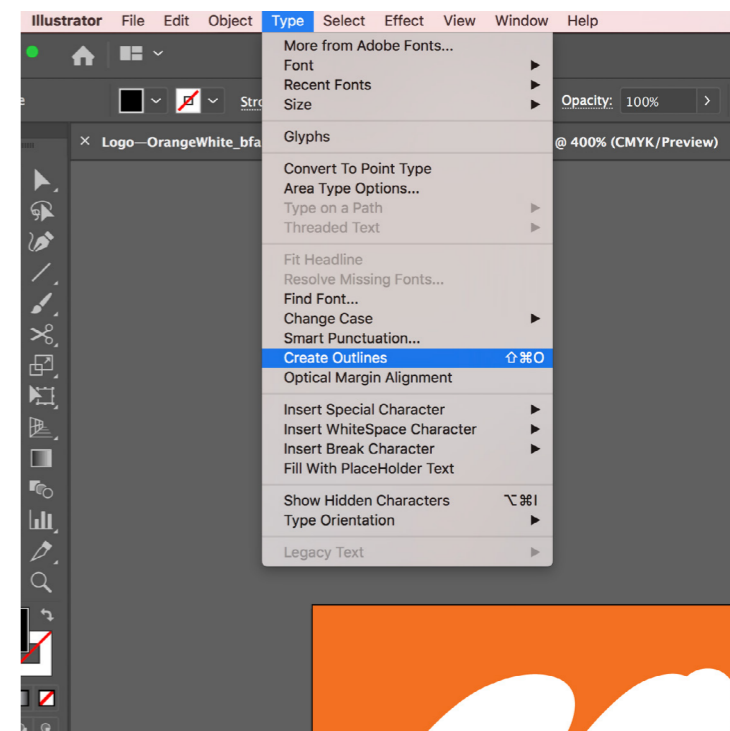
All type on your artboard needs to be outlined before submitting or it will be missing when the artwork is opened by the designers on the other end.

To outline, select type box then go to the top menu bar and click **Type > Create Outlines**. See image **C** on the right.

A



C



B



Collision logo (outline view)

Preparing artwork

Embedding

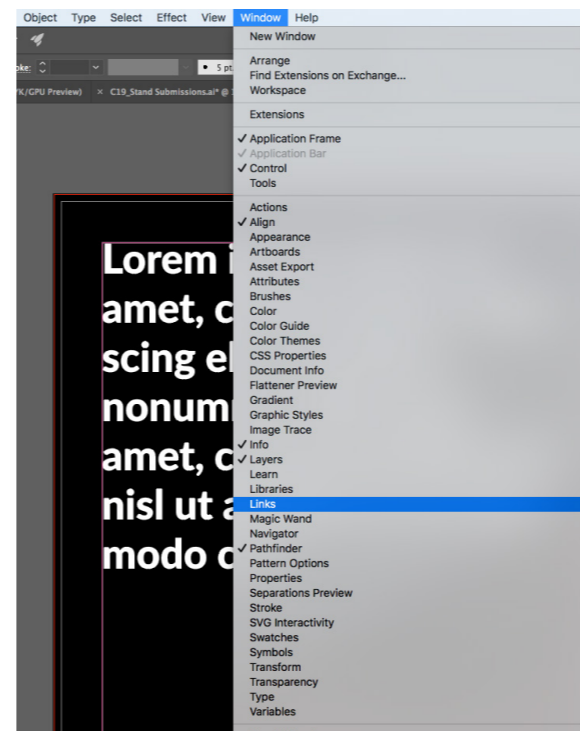
Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.

Embedding your images

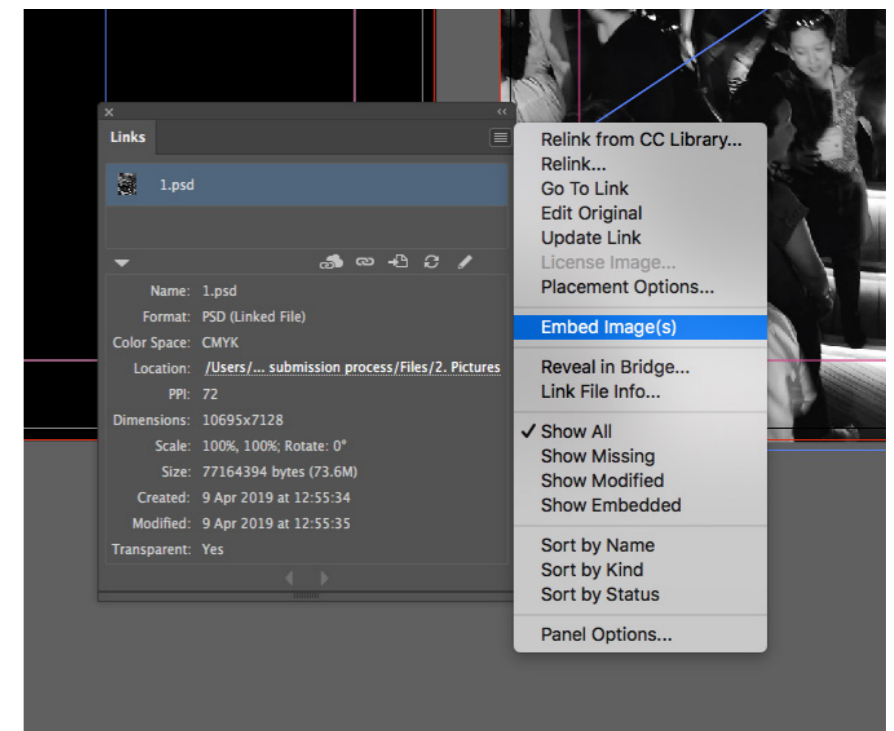
As outlined on page 2, to embed images go to the top menu bar and click **Window > Links** to open the links panel. In the links panel select all images, go to the drop down menu at the top corner of the panel and click **embed images**.

See the images **A** and **B** on the right.

A



B



TV render

Adding TV dimensions to artwork

If you have purchased a screen and mounting, please follow these steps:

1.

Television sizes will vary. To find the dimensions of your screen, go to the product description in the Collision partner store.

2.

Once you have the correct dimensions, create an additional layer in the illustrator file. Using the shape tool, create a rectangular shape with the exact dimensions of your screen.

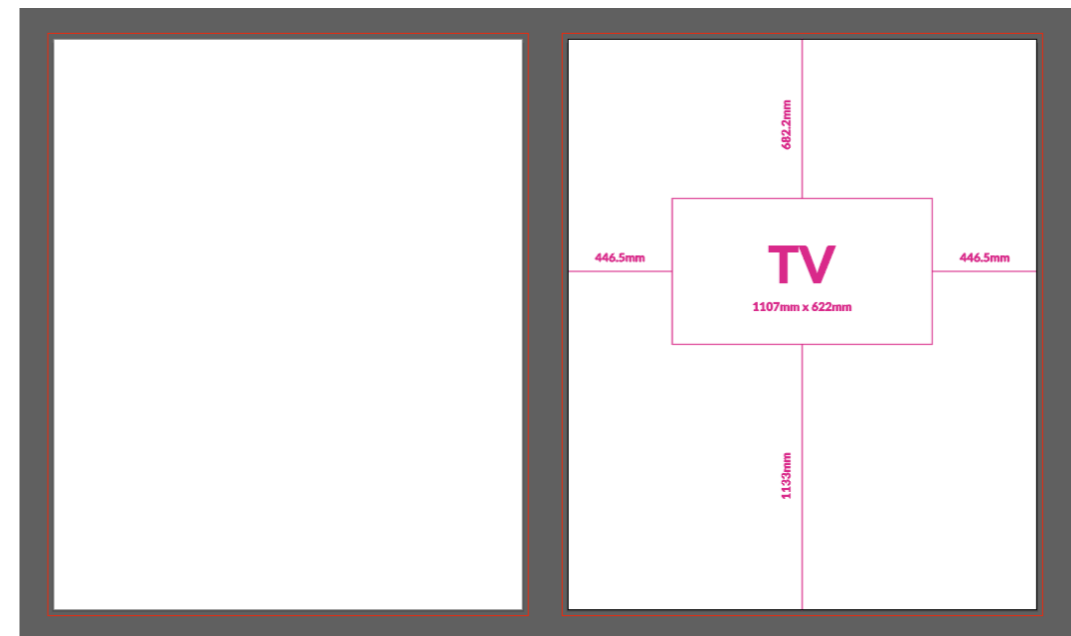
3.

The layer must clearly show the measurements from the edge of the screen to the top, bottom, right and left edge of the artboard. Please ensure the screen measurements are placed over the correct wall (e.g if your screen is to be mounted on the right wall, add the screen layer to this wall).

4.

Once you are happy with placement of the screen, leave all layers switched on before sending to us (we will turn off the appropriate layers once we have reviewed your artwork).

Please watch our [video tutorial](#) when preparing your artwork. It will visually take you through each of the steps that are outlined below.



Example of TV screen render (with artwork layer turned off)



Example of TV screen render (with artwork layer turned on)

Checklist

Please review before submitting artwork

✓ **Template**

Use the provided wall template.

✓ **Bleed**

Ensure your background content reaches all the way to the bleed mark that surrounds the artboard.

✓ **Safe zone**

Keep any text or important imagery inside the safe zone, which will be marked on a separate layer in the template.

✓ **Outline type, logos and illustrated assets**

To do this, go to the top menu bar and click [Type > Create Outlines](#).

✓ **Embed links**

To do this, go to the top menu bar and click [Window > Links](#) to open the links panel. In the links panel select all images, go to the drop down menu at the top corner of the panel and click [embed images](#).

✓ **Screen**

If you have purchased a screen and mounting, please follow the steps on [page 7](#).

✓ **File naming**

[ConferenceNameYear_StandSize_PartnerName](#)
(e.g Collision2020_2x2m_CompanyXYZ).

✓ **File format**

Please send us the artwork in illustrator (.ai) format. .pdfs, .jpgs or any format other than .ai will not be accepted.

The background is a solid blue color. In the top right and bottom left corners, there are white geometric line patterns. These patterns consist of multiple parallel lines that form a series of nested, right-angled shapes, creating a sense of depth and movement. The lines are of uniform thickness and are arranged in a way that they appear to recede into the distance.

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