



## GRAPHIC DESIGN

An exhibition stand has only a few seconds to capture the attention of passing visitors and attendees.

Great stand design sends your target audience a simple but powerful message in a very short amount of time. Designing your stand can be a challenging prospect for even the most experienced graphic designer, but here are a few tricks of the trade that can make the process simpler.

### TIPS AND TRICKS

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1. Graphics are used to create interest, focus attention and tell visitors about your product or service. In just three to five seconds, graphics should communicate who you are, what you do and how customers can benefit. Graphics are often the first impression an attendee has of an exhibitor, so it is important to make the right statement.
2. Consider how to convey your show goals graphically. Aim to grab attention with full-blown, interesting and vibrant graphics. Make graphic images life-size for the greatest impact and ensure your graphics can be viewed at a distance of at least 10 feet or more.
3. Understand what image you want to project: traditional, hi-tech, dependable, etc. Your company's image will dictate choices in typefaces, artwork, colour etc.
4. Design your graphics to your target audience. Focus on customer benefits. Use your graphics to show how your company differs from the competition. Design images to stimulate your viewer's imagination to think beyond the conventional. Avoid designing down to particular audiences, e.g. white for doctors, diagrams for engineers. Convey technical information using good design principles and carefully planned graphics.
5. Plan to use your graphics on other collateral material for a thematic, integrated look. Your colour scheme needs to match well with the rest of your company's exhibition marketing program. For greater memorability, use colour rather than black and white.
6. Attract more attention by using photographs instead of illustrations or other artwork. Photographs attract the eye first, are more believable and better remembered. Make sure images are high-resolution to avoid pixelated or fuzzy output of your graphic files. Stock photography sites, like Shutterstock, are often the best place to find high-quality images.
7. Pull in your audience with graphics coupled with other effects. Attract attention with movement. Consider adding an LED screens with relevant adverts or promotions on a loop.
8. Limit the total amount of copy as people rarely spend time reading a mass of type on a graphic panel. Use simple language. Write copy in short sentences and keep your paragraphs short. Proof-read the copy carefully and ask an impartial third party to do a final read through to pick up any errors.
9. Keep text to a minimum. No one will actually read the text on your stand except to find your company name and a short slogan to remember you by.
10. Design your graphics to avoid conflicts with your accessories. If a monitor will be mounted to the back wall of your display, make sure that important parts of your graphic will not be covered.
11. Always convey messages visually whenever possible. Instead of saying "Our apples are fresh", choose a large, bright picture of a fresh apple and you will achieve the same effect.

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## CONTRACTING PROFESSIONAL EXHIBITION DESIGNERS

Many companies specialise in exhibition stand graphic design, and making use of their services might be a great way to relieve some of the stress associated with designing your own stand. Typically our design fees are around £50 - £75 per hour.

When searching for a professional exhibition design company on the internet, take a look at the

design of the company website. A poorly designed website is a good sign that the company may not have the aesthetic sensibilities that you are looking for. Clean, modern web design is a good indication that your company will receive clean, modern graphic design.

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## ACCEPTED STANDARDS FOR LAYOUT

One of the most common problems with exhibition and display stand graphics is the use of low-quality images. Typically, trade show graphics should be 300dpi when the file is layered out at actual size. If the resolution is any lower, your final output is likely to be pixelated or fuzzy. The best way to determine if your graphics will be fuzzy is to blow up the file to actual size and take a look at it on your computer monitor.

Most printing companies prefer to accept files in CMYK format with bleeds of at least one inch,

as we print most of our graphics on Lambda or Chromira printers; we also need Pantone references for any specific colour that you want us to match. Adobe Photoshop, InDesign, and Illustrator are common programs used to design large format graphic files, but printing companies can also work with PDF and EPS files as well. Your best bet is always to contact your printing company to find out what types of files they prefer.

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## ABOUT QUAD

Quad Design & Display Ltd is one of the UK's leading producers of high quality portable and modular display systems. Innovation design, exceptional quality and a pride in customer service are all trademarks of all Quad's products.

With over 20 years' experience in the industry, we have the knowledge and expertise to find a solution to your requirements. As we have been told by many satisfied returning clients, we are "a safe pair of hands".

### PROJECT MANAGEMENT

If you have an exhibition or event approaching that needs the guidance of an industry expert? We can completely manage the creation of your promotion including choosing the ideal exhibition stands, supplying quality exhibition graphics and helping select all the extras that can turn a good event into fantastic promotion.

Rely on our years of experience to find the right solution for your exhibition. We can help choose from the vast array of exhibition stands on the market, so that you make the

choice that delivers the biggest return on investment.

Our years of experience have given us the opportunity to work on every size of exhibition, promotion and conference. These range from growing companies to household names such as Shell, EDF Energy, Barclays Bank, Sector Treasury, BBC.

We have a wide range of satisfied clients from many different industries including pharmaceuticals, oil and the food and drinks industry. Ask us for examples of testimonials we have received from our clients.