

Artwork Design For Exhibition Stands

Think Big & Bold

Simplicity Is The Key

Less Is More



Design

for an Exhibition Stand requires a different approach to that of artwork for printed literature

It is important to **Visualise Your Stand** before considering the key messages you want to get across to your target audience. The second step is how and where the messages will be conveyed via:

Copy Colour Imagery

Messages

need to be clear at first glance so that people walking past your stand know exactly

Who You Are

What You Do

Who You Do It For

How You Can Help Them

Artwork

should be generated by a graphic designer preferably one that is experienced in exhibition graphic design

Sizing is important for exhibition artwork

Large scale print requires large scale, high resolution files

These files are best supplied to printers via Drop Box or a comparable type of media transfer

DO...

- **Use A Short Tagline** that lets visitors know what you are offering – i.e. “*Luxury Property Portugal*” or “*The Finest Artisan Chocolate*.” Including clear messaging helps you qualify traffic. If a visitor can see from a glance that you offer Luxury Property in Portugal and they still approach you, you can be certain they're interested in your services.
- **Keep Messages Short** to the top of the design on walls and away from obstructions such as high tables, shelves & counters.
- **Put Key Messages And Your Brand On Gangway Wall Ends** This way they are visible from all directions. If budget is limited, for shell scheme stands use the two gangway end wall panels only for graphics.
- **Choose A Small Number Of High Quality, High Resolution Striking Images** to make an instant impression. Using one large high resolution image over a large area will create the greatest impact. Creating new artwork for an exhibition stand can be costly. Using imagery, even if purchased, can be a more cost effective option.
- **Use Bold Colours.** Select 2 or 3 that work well with your corporate / brand colours. Use the selected colours as background to wall graphics artwork and counter fronts and change the colour of the carpet to correspond.
- **Use Large, Clear Fonts** that can be seen from a distance. Try not to use full sentences or drawn-out paragraphs as passers-by won't have enough time to read it all. People tend to read from left to right and top to bottom so make sure the design flows well from their point of view.
- **Plan Your Stand Layout Before Designing Artwork** People, displays and furniture restrict the visibility of designed artwork. Take into consideration placement of items on the stand space and heights of cupboards, tables and chairs. **Artwork design should always be briefed after the layout of the stand has been confirmed.**
- **Use All Branding Opportunities** Walls, floor and visible surfaces provide opportunities for branding. If you require a lockable cupboard put this to the front of the stand with a counter front graphics panel. If you order a storeroom use the storeroom walls and door for branding. Don't ignore the space above your stand. Many exhibitions offer overhead hanging banner sites.
- **Explore Opportunities For 3D Imagery** Graphics to walls and counters can look flat and uninteresting. Raised 3D logo's on walls or counter fronts make a significant impact for a relatively low cost. A TV Screen integrated into wall artwork design adds an extra 3D dimension to stand walls
- **Follow the guidelines for items that should be included in wall artwork design:**
 - Your logo, positioned for visibility from distance
 - A short strapline that explains your offer clearly
 - A concise value proposition
 - A supporting visual that reinforces the message
 - Scan Code that holds all your information and any show offers positioned on a wall end

DO NOT....

- **Use Roll Up Banners** It is tempting to look for the most cost effective option however your stand will look 100% more professional with one or two printed graphics. Never add Roll Up Banners to your stand if you have also invested in professional graphics.
- **Be Tempted To Put Paragraphs Of Copy On Artwork** No one will stop to read lengthy copy. Keep to simple clear one-line messages and remember people read from left to right.
- **Use Small Fonts** Go big and bold with fonts that can be seen from a distance.
- **Select Low Resolution Imagery** Exhibition artwork requires large scale imagery at high resolution. To check resolution increase the pdf view % to 400%. If the image is pixelated (blurred) it is not high resolution. Poor quality low resolution images will blur and distort. Websites such as Shutterstock <https://www.shutterstock.com> are a good source for purchasing stock imagery.
- **DIY Your Stand** Every exhibition attracts exhibitors with paper wall banners and sellotape. The end result of what can be a time consuming and frustrating installation exercise, looks unprofessional. Factor in the cost of making your presence look professional before confirming the stand booking.
- **Go With The First Graphics Design Quotation You Receive** Shop around, adapt designs accordingly dependent on budget and costs. Make your designer aware of artwork deadlines.
- **Design Artwork Across Foamex Graphics Wall Panels** Keep artwork contained within each panel. The shell scheme pole between each panel will distort imagery and copy
- **Assume That You Are On Your Own!** Utilise the help and support of the Organisers and official exhibition service providers. It is better to ask questions at the beginning of the design process than regret the end result at the show.
- **Invest In One Off Exhibition Design** without exploring what existing materials can be adapted to suit your exhibition requirements.
- **Forget Your Suppliers & Customers** they can be a great source for free imagery, testimonials and product.
- **Ignore The Guidelines For Providing Artwork** Most exhibition print companies simply require a high resolution pdf for each piece with the required bleed. Usually 3mm bleed for small panels and 50mm bleed for large scale wall graphics. Charges will apply for originating or redesigning artwork
- **Promote everything you offer** The more options you present, the harder it becomes for visitors to identify whether your products or services are relevant to them. Specific messaging attracts specific visitors. Generic messaging attracts no one in particular.
 - Instead of listing every service, consider:
 - Promoting a flagship offer “*Limited show offer sign up for 30% discount*”
 - Highlighting a key differentiator “*Rated Top x By X*”
 - Focusing on a specific audience segment “*Payment Solutions for Accountants*”
 - Featuring a strong outcome “*Office Branding for Growing SMEs*”

GET IN TOUCH



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