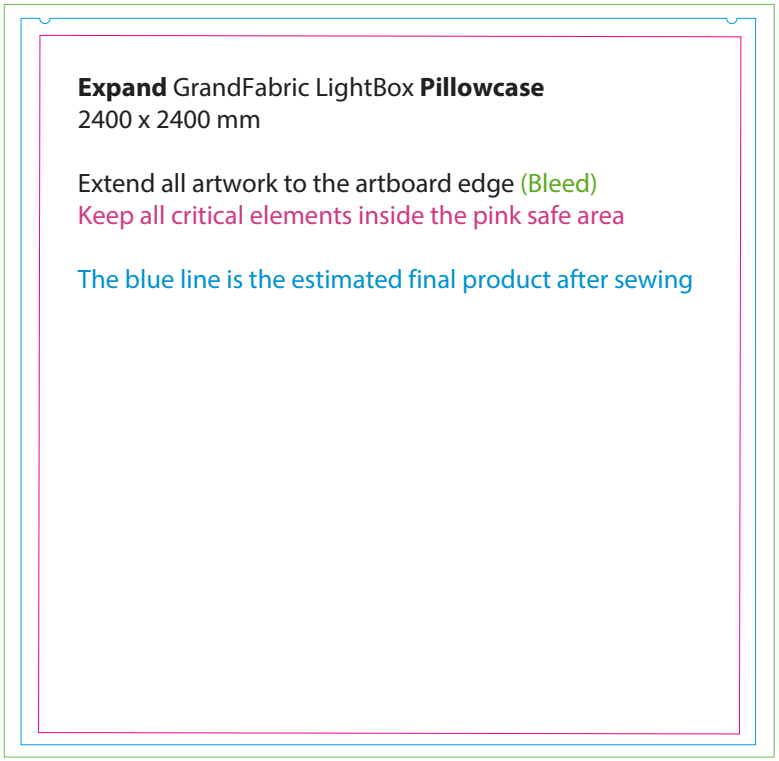
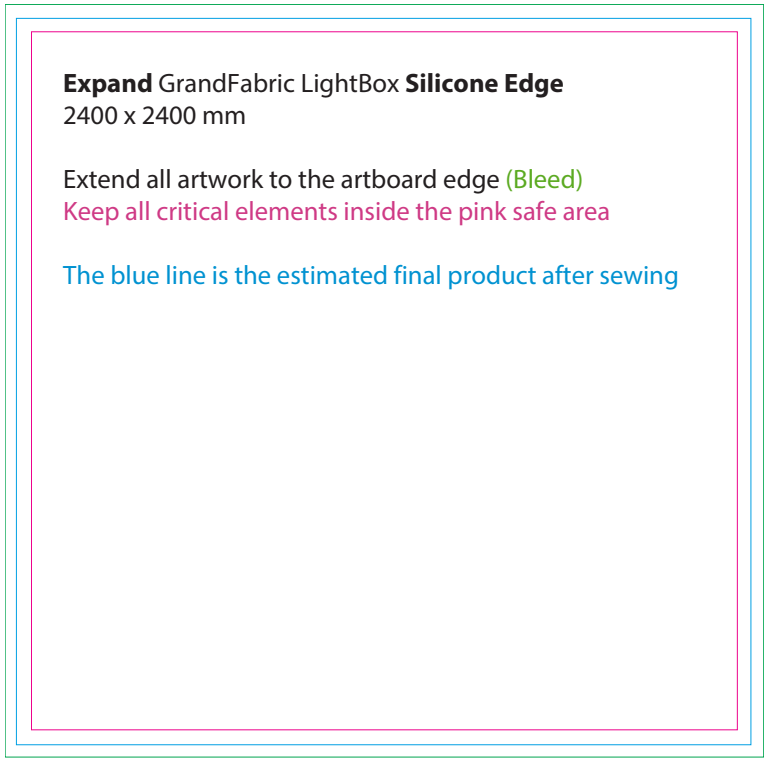
Expand LightBox Design Guidelines

www.expandmedia.com | +46 8 55 6969 00 | info@expandmedia.com

Template Lines





Green Bleed Line
Fabric can be difficult to predict. We require artwork to extend to the **Green Bleed Line** to help ensure unwanted white does not show once finished.

Pink Safe Area
We recommend logos or text remain within the **Pink Safe Area**.
This is to ensure all critical elements are visible on the front of the graphic.

Pillowcase and SEG

Pillowcase LightBox

Silicone (SEG) LightBox

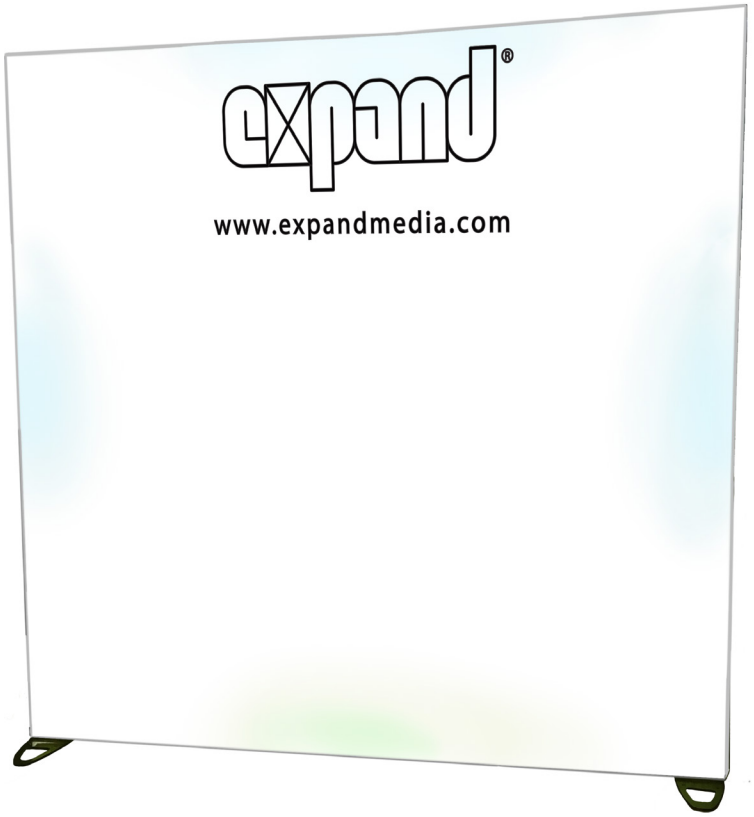
Choose between Expand Easy Stretch fabric that you pull over the frame (like a Pillowcase) then zips on the sides, or a two piece fabric where you insert the silicone edge (called SEG-Silicone Edge Graphic) into the slot in the frame. Both versions are available for single and double sided print.

Use of Color

For best results it is recommended to use colorful images with high contrast. This will help the display stand out better.

Avoid using a lot of white and large solid blocks of color. As when the display is lit up, color could look uneven. Because of the nature of the backlit display, a true black is not 100% achievable. Black colors look richer when used with areas of light color.

Images



On double sided displays, colors may be projected to the back of the display.
This can cause shift in color or uneven color in back.

Use of Color

The colors of a graphic used within a backlit display will look different from the same color graphics within a non-backlit display.

We recommend using different colors between backlit to non-backlit displays.
The contrast can also be adjusted between the two displays.

Using Text

Message should be simple and quick to grasp. Avoid using fine print that may be hard to read on fabric. Large vector type presents well on a display.

Consider the viewing distance of 3 meters when planning a design.

Multiple Frames

The Expand LightBox can work as both a free standing backlit wall or as part of a bigger display. You can choose to integrate it with a booth or mount it with Expand GrandFabric modules in any configuration. It's also possible to connect multiple LightBox frames to each other.

We strongly discourage continuous images across multiple displays.

Images

It is better to submit all images CMYK. Anything submited in RGB will be converted to CMYK.

Consider using separate images in a series. We recommend images have at least 125-150 DPI at full size.
Remember to consider viewing distance of 3 meters when planning a design.