

**Specifications for the 2018 Architecture for Health Gallery  
Complimentary Printing by ASHE for your 1 Project  
Design Proof Due: January 12, 2018**

*Below are some suggestions, rules, and conditions for your 39" x 70" board, which will be displayed at both the 2018 PDC Summit and ASHE Annual Conference and Technical Exhibition.*

**Recommended descriptive information to be included on display board per project:**

- Name and location (city and province) of the project, including the name of the facility owner and an actual or projected completion date
- Credit block for each project that includes the firm name (including project consultants) or logo (credit block should not be more than ½ ft. in height. The credit block should only recognize the specific disciplines provided on the project, and should not be a list of services provided by the firm(s). Do not use the AIA basic services list.

**Recommend do not include the following on display board(s):**

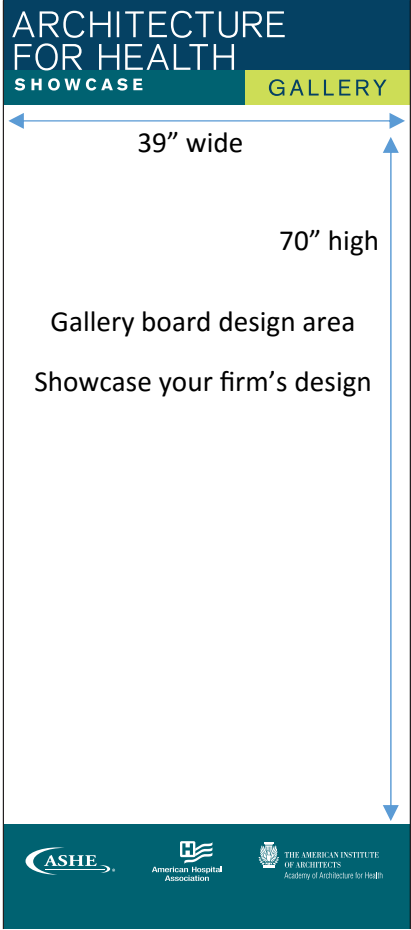
- Street addresses or telephone numbers for firms
- Names or photos of individual partners, designers, etc.
- Testimonials, quotations, certificates, facsimiles, or other comments about a project's worth
- Projections, including letters, or other loose attachments

**Below are recommendations that are highly encouraged to include when designing your gallery board:**

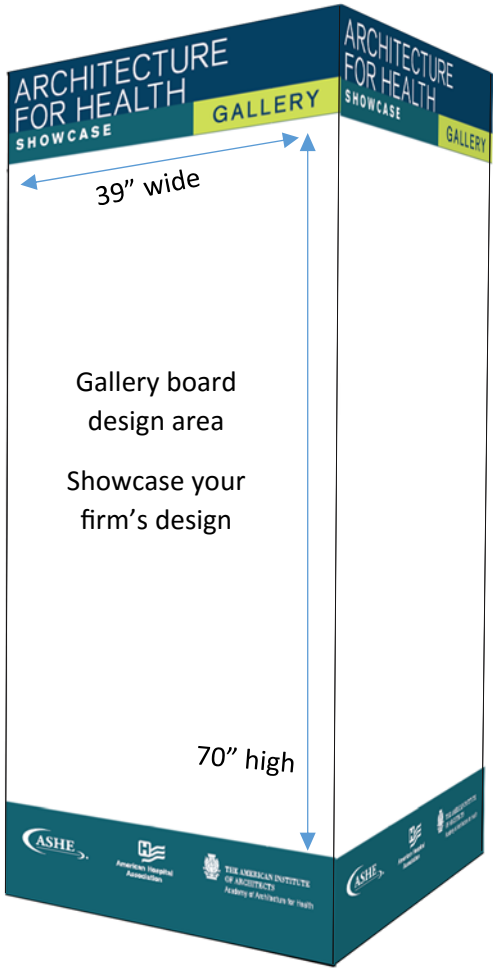
- When writing board copy, focus on the project, and not the firm.
- Use bold or high-contrast lettering for your displays with a minimum type size of 14 points.
- Text should not take up more than 1/3 of the board space.
- Use the following information which will be helpful to Gallery attendees:
  - Technical data
  - Narrative solution description
  - Unique features
  - Special program requirements
  - Construction costs
  - A list of materials selected
  - Bed capacity
  - Unusual conditions of the problem
  - Total gross and net square feet
  - Special equipment

**Please send your gallery board design proof to Son Cao at [scao@aha.org](mailto:scao@aha.org) by January 12, 2018.**

**2018 Arch Showcase Gallery Board Specifications**  
**Design Proof Due: January 12, 2018**



**Each project will take one side of a three-sided display tower.**



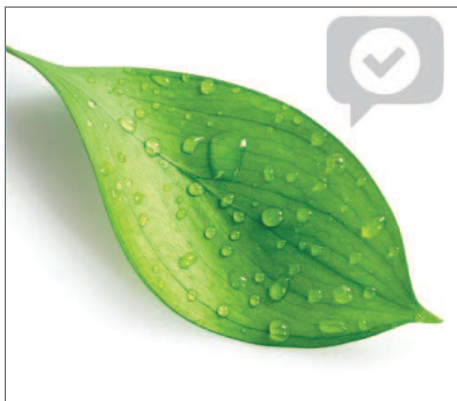
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# How should I send my artwork?

These guidelines are vital so we ensure your graphics look the very best!

1. All logos must be in a vector format, saved in Adobe Illustrator or as an EPS file. Raster images will not be accepted - this includes .jpg, .png or .gif files copied directly from a website.
2. All text should be converted to outlines or with the fonts provided. PC fonts only. All fonts must be embedded.
3. Photographic images should be 300 dpi at the final size in the layout in either JPG or TIF file format. Sorry, Internet images will not be used.
  - How an image is originally acquired will determine its resolution, and thus the size it can print at for clear and crisp printing.
  - Resolution and size (dimensions) are inversely proportional to each other. If you enlarge an image, you lower its resolution.
4. You must provide either a printed proof or a PDF proof when submitting artwork. This allows us to check the files for the font, color problems, missing links and more.

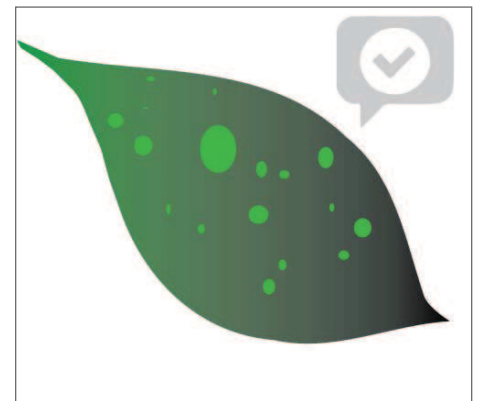
Good quality photo  
clean edges



Low resolution photo  
jagged edges



Vector Art  
Art that can be scaled up or  
down without losing quality



### Thank you perfect!

.ai - Adobe Illustrator  
.eps - Encapsulated Post Script  
.tiff or tif ( refer to #3 )  
.jpg ( refer to #3 )  
.doc - Word Document - text only  
.psd - Photoshop Document  
.zip - Windows Compression Format

### Sorry these will not work.

.ind - In Design  
.qud - QuarkXpress  
.ppt - PowerPoint  
.art - AOL compressed image or clip art file  
.gif - Graphic Interchange Format  
.vsd - Vision Drawing File  
.png - Portable Network Graphics