

HLTH & Venetian Artwork Guidelines:

Please take note of the mandatory items that must be adhered to and/or included in the final artwork.

- Artwork can only be the logo of the sponsor company, the name of the show, and/or booth number (if the company is an exhibitor)
 - Tag lines and imagery will not be approved for any group
- Include one (1) HLTH logo in this folder [HERE](#)
 - The HLTH logo must be sized large enough to remain clearly legible on the key card and should not be reduced below its minimum approved size (maintain aspect ratio)

CR80 Artwork Specifications:

Electronic artwork must be created in Adobe Illustrator CC, Photoshop CC, Indesign CC, or Quark Xpress. Hard copies of artwork must be high-resolution, photo-quality, and scannable. Do not fax artwork.

- It is preferred that Photoshop and Illustrator files be sent as layered documents rather than sending the composite/flattened image. Bitmap (rasterized) images must be at least 400 dpi and CMYK format. (Total ink should not exceed 320%). Vectored artwork should be saved as an EPS
- Include fonts/TM/Registered trademark when applicable
- No knockouts where mag stripe will appear
- All black type must overprint
- Artwork must extend to the outer dimension (bleed size), do not round corners
- Critical artwork and information must be at least 1/8 inch from edge of card (lettering, borders, etc.)
- Spot color jobs should be created in Illustrator or other vector-based programs and saved in an eps format. If you send rasterized or bitmap images, they will have to be recreated at an extra cost to you. If you use Photoshop, special steps are required to create a spot color job
- Color mode must be set to CMYK or Pantone
- Fonts must be outlined

Artwork Dimensions:

- Artwork/key card dimensions: [CLICK HERE TO DOWNLOAD](#)
- Please see the key card example from HLTH USA 2025 (to the right)

