

# Artwork Guide

please follow these instructions carefully

## File Formats

Your print data must be delivered as PDF files.

PDF files must comply with the PDF/X-4:2008 standard. You can upload PDF files both with one page only or several pages.

You may also upload your files as compressed ZIP or RAR file.

## Page size / Scaling

Please always prepare your documents at a ratio of 1:1. If this should be impossible, choose optionally a ratio of 1:2 or 1:10.

Please also take into account of the ratio to the resolution (dots per inch / dpi).

## Bleed

Please find the required bleed allowance in the relevant data sheet. Please observe the safety margins for all products acc. to the relevant data sheets. Please do not enter any registration marks, trim marks or print control strips.

Observe your document size in the aspect ratio: 0.2" bleed 1:1 result in a 0.02" bleed 1:10.

## Fonts

Please convert all fonts used in the document to paths or curves or completely embed them into the print file.

## Colour Space / ICC

Please create your print data in the CMYK colour space (Fogra 39, Isocoated v2 based).

RGB colours as well as special colours will be converted into the CMYK colour space before starting the printing process. Please take into account that the conversion may result in colour shifts between the colour spaces.

In order to avoid undesirable printing results special colour and transparencies combinations in the print data are not permitted.

When ordering very large quantities we recommend our Premium Data Check. You will receive a DIN A4 colour press-proof by post for approval. Please make sure that all ICC colour profiles are completely embedded.

## How to correctly create Black

Black  
Cyan 0%, Magenta 0%,  
Yellow 0%, Black 100%

Deep Black  
Cyan 60%, Magenta 60%,  
Yellow 60%, Black 100%

## Templates

Please use the template for our flags and pop up tents without changing the document size.

It is absolutely necessary to delete the control paths from the layout template.

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## Images, Resolution and Data Volume

Please just use high resolution image data and not downsized internet images or logos.

All images should have a minimum resolution of 100 dpi for a size of 100% (1:1). The optimal resolution is 120-180 dpi (at 100%).

Please note: Check your print file (final print size) on the screen for possible blurring or „jaggies“.

Please note that the resolution has to be appropriately increased when using another proportion. When using a ratio 1:2 the resolution should be e. g. twice.

The data volume per file should not exceed 500 MB. Otherwise the data are difficult to handle.

Example for a document size 1:2 or 50%:  
 $150 \text{ dpi} \times 2 = 300 \text{ dpi}$  at 50% document size.  
This corresponds to 150 dpi at 100% final print size.

Example for a document size 1:10 or 10%:  
 $150 \text{ dpi} \times 10 = 1500 \text{ dpi}$  at 10% document size.  
This corresponds to 150 dpi at 100% final print size.

For very large sizes the resolution can be appropriately smaller. The correct ratio of print size and viewing distance provided.

## Important Notice

We assume no guarantee and liability for the timeliness, correctness or completeness of your text and image contents. Please previously and exactly check your data for any possible spelling errors. We do assume no responsibility for any time lag due to insufficiently marked data.