

## Production of printing originals and artworks

### File formats:

- AI (Adobe Illustrator)
- PSD (Photoshop)
- PS / EPS-files
- PDF (Adobe Acrobat) - preferred format
- JPG / JPEG\*, TIF / TIFF\*, BMP\*, GIF \* (\*use for further processing is limited)

### Data creation:

- **Vektor data** (e.g. Adobe Illustrator) are preferred.
- **Typefaces** must be converted into vector paths or must be included, the font size should be not smaller than 7 pt.
- A **line width** of 1 pt is at last required.
- **Pixel formats** should have a resolution of minimum 400 dpi in the original size (e.g. JPEG or TIFF).
- One-colour pixel data formats should have a resolution of minimum 1200 dpi in the original size (to avoid a strongly serrated contour).
- **Pixel data** should be embedded in hybrid-files and / or sent separately.
- **Coulour definitions** should be defined in full-tone colour (Pantone or HKS not RGB / CMYK).
- **The colour white** must be defined as separate full-tone colour.
- **File names** should not contain special characters (just letters and numbers).

*For any technical questions, please let us know your contact person with telephone number and email address.*

