

How to create your artwork

This is important for a good printing result

Dear customers,

Please create your artwork according to our requirements described below. Unfortunately, in case they are not observed we cannot assume any liability for the printing result.

Possible file formats

Please send your artwork either as PDF, TIF or JPG file. Please send your artwork in chronological order either as PDF, TIF or JPG file, starting with the first page (1, 2, 3, 4 etc.).

Exception: Magazines with adhesive binding

For this product please create your artwork as multipage PDF file.
JPG and TIF files can be converted for an additional charge.

Artwork created with image editing programmes

Artwork that has been created with an image editing programme such as Photoshop can only be sent as TIF or JPG file. Furthermore, please also observe the following:

- reduce to background layer
- no alpha channels
- no clipping paths

This also applies to Photoshop files which have been placed in a layout programme.

TIF

- reduce to background layer
- alpha channels are not allowed
- clipping paths are not allowed
- save without compression, pixel array interleaved

JPG

- only use standard JPG format, e.g. not JPG 2000
- save with maximum quality and baseline (standard)

PDF

You can upload single files as well as a multipage PDF file.

Please note that it is not possible to send a multipage PDF file for the following products:

- business cards and postcards as set
- products with black back side 4/1 double-sided print (full colour)
- products with special colour 2/1 double sided print (HKS+black)
- products with flat hot foil stamping, partial UV varnish, relief varnish
- multipage calendars

You are allowed to send multipage PDF files for our magazines with saddle stitching and fold-out page, but please send one PDF file for the cover and a another PDF for the inner part, because the cover of this product has got another format than the inner part.

PDF files have to correspond to **PDF/X-3:2002** standard. Please observe the following requirements:

- PDF version must be 1.3
- transparencies are not allowed
- transparency reduction must be chosen in such way that text and vectors are not converted into image data (specification: high quality/resolution; the term can vary from software to software)
- coloured tiles/tiled patterns are not allowed
- comments and form fields are not allowed
- encodings (e.g. password protection) are not allowed
- OPI-comments are not allowed
- transfer curves are not allowed
- an Output-Intent has to be specified

In addition to the PDF/X-3:2002 standard settings please also note:

- convert all fonts in curves and paths
- layers are not allowed
- do not rotate your PDF file

Additional information regarding PDF/X-3:2002 can be found on www.pdf3.org.

Please note that PDF/X-4 is necessary for printed clothing. The following standards apply:

- no coloured sample cells/tile patterns are not allowed
- comments and form fields are not allowed
- encodings (e.g. password protection) are not allowed
- OPI-comments are not allowed
- transfer curves are not allowed
- an Output-Intent has to be specified

Artwork format/Bleed

- please create your artwork according to the respective data sheet.
 - since all files are placed central the motif has to be central on the file
 - a TrimBox (finished format frame) in a PDF file is identified during placement and is positioned centric.
 - allow safety area for any objects or text as indicated in the data sheet
 - when creating frames or outlines around your artwork, please consider a minimum frame line distance of 4mm to the data format end.
 - please do not create folding or cutting marks within the artwork format
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Resolution

- large-sized products (A2 and larger): 100 to 150 dpi
 - self-adhesive/permanently adhesive film (exception A3): 150 to 200 dpi
 - posters (digital print, exception A3): 150 to 200 dpi
 - self-inking rubber stamp: at least 600 dpi
 - event wristbands: at least 356 dpi
 - all other products: 300 to 356 dpi
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Colour

Colour mode

CMYK or grey scales, 8 Bit/Channel

Maximum colour saturation

100% for napkins

260 % for overnight and express orders

300 % for standard

Minumum colour saturation

with a colour saturation of less than 10% the colour can appear very light when printed.
10 % yellow appear lighter than 10 % cyan.

Colour profile

ISO Coated v2 300% (ECI), available on www.eci.org

- in a PDF file the colour profile can only be specified as Output-Intent
- for advertising products and posters 1-30 copies please use the colour profile "Europe ISO Coated FOGRA27".

Self-inking rubber stamps

colour 100% K (black/white), no grey scales/screens

Special colours

Do not create spot and special colours for full colour products, as well as no alternative colour spaces in CMYK, as this ultimately leads to misinterpretations in colouring.

Balls incl. print

colour 100% K (black/white), no grey scales/screens

How to create black

Black and grey objects

like e.g. fonts or lines must always be created in pure black.

Example

cyan 0%, magenta 0%, yellow 0%, black 60%

or

cyan 0%, magenta 0%, yellow 0%, black 100%

Deep black

For black areas a deep black can be achieved by adding colour components.

Example: cyan 60%, magenta 40%, yellow 20%, black 100%

Colour components can be added until the maximum colour saturation is reached.
This is not recommendable for fonts and lines, because inaccuracies can occur..

How to create a printable qr code

- qr codes must be created in 100% black (C=0, M=0, Y=0, K=100)
 - ensure a good size of the qr code. The smaller the qr code, the harder to read.
 - resolution: 300 to 356 dpi
 - positive line width (dark line on light background) must be at least 0.25 pt (0.09 mm)
 - negative line width (light line on dark background) must be at least 0.5 pt (0.18 mm)
 - even with smaller graphics, the line width must not go below the above mentioned dimensions
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Type sizes/Line widths

Type sizes of less than 6 pt should be avoided

General line widths (please take note of the following specifications):

- Positive lines (dark lines on bright background) a width of at least 0.25 pt (0.09 mm) should be used
- Negative lines (bright lines on dark background) a line width of at least 0.5 pt (0.18 mm) should be used

Also when minimizing a graphic please make sure that the lines do not turn out too thin.

Gold- and silver colours

Line width of design lines: at least 1 pt (0.4 mm)

Flat hot foil stamping

Create type size with at least 14 pt; the thinnest type line must be at least 1 mm thick

Create line width with at least 3 pt (1.06 mm)

Flat hot foil stamping (plastic cards)

Create type size with at least 8 pt, the thinnest line must be at least 0.5 mm thick

Create line width with at least 3 pt (1.06 mm)

Partial UV varnish

Create type size with at least 12 pt; the thinnest line must be at least 0.7 mm thick

Create positive lines and fonts (varnish is applied on that line) with at least 2 pt (0.7 mm)

Create negative lines and fonts (varnish is applied around line area) with at least 3 pt (1 mm)

Relief varnish

Create type size with at least 12 pt; the thinnest line must be at least 1 mm thick

Create positive lines and fonts (varnish is applied on that line) with at least 3 pt (1 mm)

Create negative lines and fonts (varnish is applied around line area) with at least 6 pt (2 mm)

Opaque white (Private label drinks)

Create type size with at least 6 pt; the thinnest line must be at least 0.4 mm thick

Create positive lines or fonts (white line) with at least 1 pt (0.4 mm)

Create negative lines or fonts (line contour/white fonts) with at least 2 pt (0.7 mm)

Rubber stamps

Type size: at least 7 pt; the thinnest line must be at least 0.4 mm thick
Line width of design lines: at least 1 pt (0.4 mm)

Event wristbands

Create type size with at least 10 pt; the thinnest line must be at least 0.18 mm thick
Create line width with at least 0.5 pt (0.18 mm)

Paperclips

Font size: at least 3 pt, font height at least 0.6 mm for lower letters
Line width of designing lines: at least 0.25 pt (0.1 mm)

Napkins

Create positive lines (dark line on bright underground) with at least 0.5 pt (0.2 mm).
Create negative lines (bright line on dark underground) with at least 1 pt (0.4 mm).

Letterheads and Pads

Our recommendation for millimetre paper (letterheads or notepads):
Line width at least 0.25 pt
create consistent lines; dashed or dotted lines can lead to misinterpretation
Colour: Cyan or black with a colour saturation between 15% and 30% produce a good result