

## GUIDELINES FOR PRINT DATA

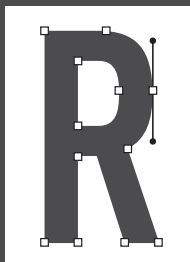
### FILE FORMATS

- + Adobe Illustrator (AI)
- + Adobe Acrobat (PDF)
- + Adobe Photoshop (PSD)
- + Adobe InDesign (INDD)
- + EPS-Dateien
- + TIF, JPG, BMP, GIF

### TECHNICAL REQUIREMENTS

- + **Vector data** offers maximum editing options, any scaling and a clean print result
- + **Text elements** should be converted into paths
- + **Color image data** should have a resolution of at least 400 dpi in the final format
- + **Single color picture data** should have a resolution of 1200 dpi in the final format
- + **Embedded images** must be supplied separately
- + **Gradients** should retain their original color properties (= gradient swatches) and not be converted into objects
- + **Line widths** of at least 0.4 pt (= approx. 0.15 mm) must be maintained.
- + **Colors** should be specified as full tones (Pantone/ HKS/RAL). CMYK or RGB color specifications are converted and can lead to color deviations
- + **White print elements** should be identified and declared as individual full tone colors

### VECTOR FILE



- + Objects are described as vectors
- + Low data volume
- + Randomly scalable

### PIXEL FILES



- + Objects are made up of pixels
- + Data volume and scalability depend on resolution (dpi/ppi)