

Guideline for supplying digital files for production of prints:



1. Submission

Submit your (digital) documents to your contact.

- Stating your Company Name and Stand Number
- Either, via WeTransfer (max. 2GB)
- Or, directly via email (max. 10MB)

2. Resolution

The lay out should be in actual size (1:1). If the software application does not allow this, make the layout in 10% of the actual size. If possible, please use vector instead of pixel.

Recommended DPI (at actual size 1:1):

- 75 dpi Standard; Medium quality; sufficient in most cases
- 150 dpi Good quality; recommended

3. Cut out graphics

These should always be submitted as a vector file in AI or PDF only. When submitting these files be sure you have converted all fonts to outlines. Please list any vinyl colour numbers if you have these available.

4. Colour handling

Very important; if applicable **always use Pantone swatches**. Do not convert to CMYK or RGB.

All files to be supplied in Pantone and/or CMYK colour format. If files are submitted in RGB we will need to convert those to CMYK. In that case please notice that colour shifting may take place.

- For plain colour areas we require a PMS colour number
- Supply a proof

Use CMYK colour profile

- Coated FOGRA 27 (ISO)/Euroscale Coated V2

If it is necessary to work in RB mode, please use

- Adobe RGB 1998 / SRGB IEC6-1966 2.1 / RAW

5. File types

To assist you in providing the correct artwork, please find a list of file formats we accept below:

- PDF (preferably)
- PSD , TIFF or JPEG (in highest quality)

6. Bleed

For format outputs, please provide a minimum of 30mm bleed on all sides. Place bleed outside art-board or page. Use crop marks.

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