



Data guidelines for digital printing

1. File format

- ▶ PDF since version 1.5 (.pdf)
- ▶ Adobe Illustrator (.ai) as packed data (incl. fonts, images and links)
- ▶ Adobe InDesign (.ind) as packed data (incl. fonts, images and links)
- ▶ Esko ArtPro (.ap)

2. Image format and resolution

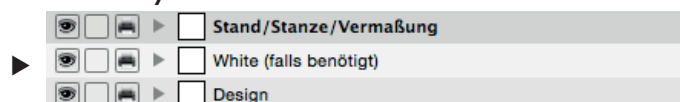
- ▶ Tiff
- ▶ PSD
- ▶ Image resolution 300 dpi (original size), linked respectively in Adobe or Esko ArtPro and provided as Tiff or PSD

3. Fonts

- ▶ All fonts must be provided in paths or marked paths (please note that no text corrections can be carried out)
- ▶ All fonts are provided with the files (here text corrections are possible)

4. Dimensions, Layers and trim

- ▶ The final format, incl. dimensions of all fields must be specified (a dimensional drawing, placed in the data is helpful)
- ▶ The design should be provided with at least 3mm bleed
- ▶ The provided design should, if possible, be provided in layers



5. Colors

- ▶ digital printing with maximum 7 colors (cyan, magenta, yellow, black, purple, orange and white)
- ▶ please separate spot colors into Pantone Solid Coated, they will be simulated
- ▶ All other types of spot colors have to be clearly identified (a printed sample or color book is necessary in this case)
- ▶ please separate white layer as a spot color
- ▶ metallic inks will be simulated

6. Barcode

- ▶ please send barcode information for quality check (numbers, size (minimum SC0), etc.)

7. Eye-marks

- ▶ Eye-marks should be placed at least 1 mm from the end format
- ▶ Dimensions, format and position have to be clearly defined and labelled

8. Data delivery

- ▶ Medium (CD or DVD)
- ▶ FTP or downloadlink (browser based)
- ▶ E-Mail

9. Color Samples

- ▶ Proof ISO Coated FOGRA 39 (ISO 12647-2:2004) color profile
- ▶ printed samples