# ARTWORK Guideline reprints

# Reprint for outdoorflag "Feather"

all sizes

# How to create your print file



# File settings

**Format:** final format or scaled (e.g. 1:2) **Resolution:** ratio 1:1 96-150 dpi

ratio 1:2 192-300 dpi ratio 1:10 960-1500 dpi

Bleed: no Crop marks: no

**Overprint:** deactivated

Fonts: embedded or converted to paths

Do not use: clipping paths, alpha channels, masks in PSD



# **File formats**

#### Digital- and large format printing:

- PDF X-3\*, TIFF, JPG

#### \*important notice

The file formats can be created with different programs with various attributes. That can cause numerous errors, e.g. deviation of colours, missing or incorrect fonts, missing elements etc.

To avoid such problems please create your data as a ready to print file in PDF / X-3:2002. To prevent incorrect printing, please feel free to send or upload your original file's preview (JPG) for comparison.



# Colors

Color mode: CMYK

Color profile: ISO Coated v2, Coated Fogra 27/39

# Do not use:

RGB and spot colors such as Pantone, HKS and RAL. They will be converted / simulated to CMYK. We cannot guarantee for color differences caused by conversion.

#### Proof

It is not possible to do color adjustments in the RIP software or at the printer. If color accuracy has high priority, we recommend you a proof beforehand.

The file can be created with several different versions of the color (e.g. small squares with the corresponding CMYK values). We produce a colorbinding proof on the original material with the original colors. If necessary, you have the opportunity to adjust your file before print.



#### **Notes**

- We print and produce with a tolerance up to 0,25%, so the size could differ.
- We could not garantee precisely sizes by millimeter.
- According to the file format, color anomalies may occur.



# **Design templates**

Please use our **design templates** (AI, EPS), which can be found directly with the product or as download here.

# Important note

The Outdoor-flag is printed single-sided but your artwork shows through (on the other side) mirror-inverted.

#### File upload



#### upload to our server

Please register in our onlineshop: www.werbecenter-onlineshop.de When you finished the ordering process, you can upload your artwork directly in our upload-center.



#### e-mail

daten@werbecenter-berlin de