

## LAYOUT



## Guidelines On Motif Design and Print Data Compilation

### Please keep in mind the following important points when compiling the data:

- For the layout design, we will be happy to provide you with the required outline data as a PDF template. Please let us know in case you prefer a different data format.
- Please provide us with complete and binding data in 1:1 original size for position, text and colour.
- Pay attention to an accurate definition of the colours and halftone values (e.g. Pantone 248 C or 50% Pantone 248 C).
- Ideally, your data will be supplemented by a preview PDF file for verification and/or a binding proof. Ordinary hard copies printed on a conventional office-printer cannot be used.
- If HKS or Pantone colour numbers are specified, printing will take place with the currently valid colour values. Customised special colours are printed on request.
- To protect them from changes, all fonts should basically be converted to paths/vectors.
- If a function is not available, it is compulsory to completely make available all elements used (pictures, fonts, etc.) (for instance Adobe InDesign: Package, Preflight+Package)
- Selected font sizes may not be smaller than 6pt and line width not less than 0,2 mm.
- Bled-off motifs only after prior agreement; please create 3 mm trim allowance.
- Keep min. distance of 5 mm from motif to material edges, trimmed edges and creasing lines (except for sheet-fed offset printing).
- To ensure a perfect printing quality, use images with min. 300 dpi, ideally 600 dpi.
- Line art with min. 600 dpi, ideally 1,200 dpi or vector data.
- Picture and graphical elements used must be embedded, where necessary enclose an additional separate copy
- Parts of motifs that are not required must generally be completely removed, not just covered for example
- Do not use highly compressed or low resolution image data (e.g. GIF, PNG, small JPG, pictures from web pages).
- Create print data in CMYK colour mode; do not use RGB mode.
- Always create spot colours (HKS, Pantone, etc.) separately as solid/full-tone colours.
- MS Office files or similar will not be accepted or will possibly be reworked to ensure printability at cost.
- Associated files must be created in a directory.
- Always prepare e-mail attachments by means of a compression programme (e.g. ZIP) to avoid possible coding/decoding errors of single files caused by e-mail programmes.
- Submit all data in copy only. All provided data without repeat order will be irrevocably deleted after a period of 12 months. Long-time archiving on request.
- The customer has to check himself sender's instructions and postage-paid impression with regard to up-to-dateness and specifications of the respective service providers. These will not be checked by us.
- Restrictions of the motif design with regard to area coverage and motif bleed at the edges apply in particular for subsequent printing on finished goods: Large-scale motifs must be avoided to minimise a possible build-up and transfer of printing ink or a set-off of the printing ink. Please feel free to contact us to discuss your design requirements.
- The data provided we use to compile a PDF file for verification and approval with regard to design, size, position, text and colour spectrum. This approved master copy will then be binding for production.
- In case of transmission of data which deviate from the above guidelines and lead to additional work, any costs arising for post-processing ordered will be separately calculated at cost. The costs for data setup and changes will be invoiced separately.
- By request, we also compile available individual data into an overall layout. Calculation at cost.
- We will be happy to offer further layout work on request.

### Our shared aim

Please compile your data with due care and clarity. Only printing files that have been thoroughly prepared guarantee a maximum in process reliability when preparing for printing and maximum quality for the print result - our shared aim.

Thank you very much for your support.

Pohl-Scandia GmbH

# LAYOUT



## Guidelines On Motif Design and Print Data Compilation

### Preferred applications and data formats

|                            |   |
|----------------------------|---|
| Operating system:          | MAC OS X  |
| Data formats:              | PDF, AI, EPS  |
| Applications:              | Adobe Illustrator CC, InDesign CC, PhotoShop CC<br>ESKO ArtPro<br>further applications or versions on request |
| Possibly transfer of data: | e-mail attachment<br>FTP server upload<br>Download link<br>USB removable storage medium<br>CD-/DVD-ROM        |

### Example:

