

## Graphic Data Transfer - Important Information for your File Configuration

It is our objective to provide you with trade-fair artwork of optimum quality. For this purpose, we have drafted a guideline with important information and specifications on the configuration and compilation of your data files. In case your artwork is prepared by an agency, we kindly ask you to forward these guidelines to your business partner.

### General:

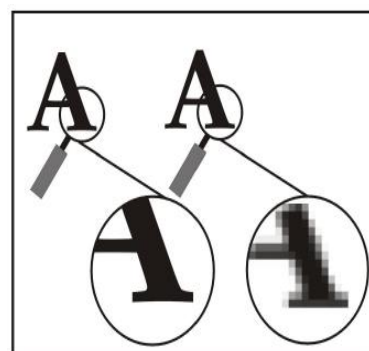
There are basically two file formats:

#### Vector graphics:

These imprint a surface by means of geometric data. Vector graphics can be enlarged as required without loss of quality and are thus ideally suited for film/foils and any kind of printed matter (see illustration on the left).

#### Raster graphics:

These consist of pixels and are unsuitable for film/foils. The quality depends essentially on the resolution of the original file. File enlargement capability is limited (see example on the right).



### This is how we need your graphic data:

- Colours saved in CMYK mode
- Transparent artwork must be flattened
- Text and fonts converted to paths / outlines
- Fills and strokes should NOT be set to "Overprint"
- Images should be embedded and also flattened
- No embedded colour profile
- Original size resolution: min. 72 dpi
- No bleed

### We will accept the following file formats:

Photoshop:	EPS, high-resolution JPG, TIF
Illustrator:	AI, EPS
Acrobat PDF:	print PDF

Please note that MS Office files cannot be used for artwork.  
If you have .cdr files please have them exported to .eps.

### When do we need your artwork?

If possible, please send us your ready-to-print data no later than 4 weeks prior to the start of event.

### Data transmission:

We kindly ask you to make your data and layouts available to us for download via the following transfer link:

<https://meplan.wetransfer.com/>



**Additional information:**

Colours:

So that we can best reproduce your corporate identity colour values, we need accurate colour information, e.g. HKS, Pantone or RAL values. Or you can send us a master colour proof. If no hardproof is provided, the exact colour reproduction cannot be guaranteed.

Font spacing:

For large-format printing, fonts must have a sufficiently wide margin to the border. Especially for banner production with hemstitch seam and eyelets, enough margin space is required so the print does not spread across it.