

# Data Sheet Graphic

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international

leader in digital printing

## Computer Programs

Data should be produced with one of the following programs:

Illustrator CS4, Photoshop CS4, InDesign CS4, QuarkXPress 7.2, FreeHand MX

Data produced in earlier program versions can also be utilized as per agreement with vertical vision's graphic department.

Possible data formats: eps, PDF X3, tif, ai, indd, fh, qxd

## Format

Data formats must have the same proportions as the end formats to be produced.

## Fonts

Fonts must be integrated into the data and images must be attached as a separate image/font file.

## Logo / Signets

Logos should ideally appear as vector data to ensure any loss of quality through data transfer. Otherwise the requirements are the same as for images (see below).

## Colors

Logos should ideally appear as vector data to ensure any loss of quality through data transfer. Otherwise the requirements are the same as for images (see below).

## Images

Images (anything that is imported or scanned) must be saved as a TIFF or EPS with a non-active DCS and in CMYK format. The resolution depending upon the end format to be produced must have a minimum 300 dpi and a maximum 600 dpi. The smaller the format, the higher the resolution required. Especially for interior design, expo prints and shop interiors it is recommended that the images be produced with a high resolution. Data formats produced with 1:2 or 1:10 proportions will result in a loss of quality when projecting to the end printing formats.

### Printing Formats

approx. 1 sqm (e.g. 100 x 100 cm)

approx. 5 sqm (e.g. 100 x 500 cm)

over 5 sqm (e.g. 1000 x 2000 cm)

### Glance Distance

1 - 6 m

6 - 10 m

over 10 m

### Optimal End Resolution

150 - 200 dpi

75 - 100 dpi

28 - 60 dpi

## Special Comments

Prints to be produced in accordance to a specific color-CI or post production orders where a color match is essential, should be accompanied by a color proof upon delivery of the CD / DVD. Only in this manner is it possible to adjust the parameters in pre-production in order to compare the colors and achieve a color match. If necessary a color pre-print can be produced.

Please let us know if you have any questions.

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Despite accurate review of this information, we do not assume liability for the content.

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