# Graphic guidelines

## General graphics guidelines

### Data transfer

Once you have received the 3D drawing prepared for you, you can use the specified dimensions to prepare your printing data
And send it to the Operations Email Adress. Make sure to add your exhibitor name and stand number in the file names
and please avoid using any special characters and blank spaces.

### File formats / PDF version

Do not convert vector files into pixel data! Pure image data can also be delivered in TIFF format. Please use the CMYK colour space in this case.
IMPORTANT: Make sure to send PDF / X3 files only.

- Any fonts and characters used in the document must be embedded or converted into paths
- CMYK and special colours only
- All image data must be embedded
- No transparency, no layers
- The trimbox and bleedbox must be defined correctly

### Trimming

All printing products are processed using a trimming machine. To avoid unwanted gaps or white edges in the final product,
you should add a bleed margin. This means that the image for printing should be bigger than the trimmed final format. The
required bleed allowance for each product is specified as part of the data requirements in these instructions.

### Colours

We accept Euroscale CMYK. We will convert any special colours such as HKS or Pantone into CMYK for digital
printing. Please talk to our sales staff members if you are interested in offset products with special colours.
Please use the following CMYK profile: ISOcoated_v2_bas.ICC

### Avoiding mistakes

- White is set to overprinting (white text is not left out on the background)
- Black is not set to overprinting (e.g. text on background: the background remains visible under the text, giving rise to unwanted gaps)

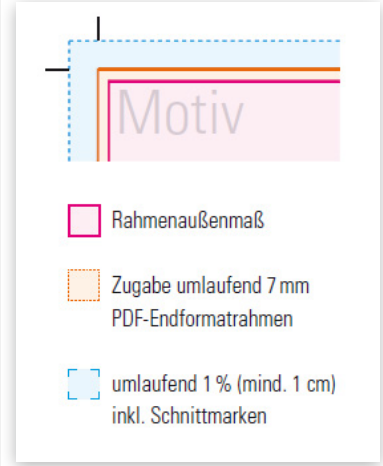
### Correct settings for black

- For any large black areas and black headlines, we recommend an under colour addition for PVC and mesh materials, using the following values: Under colour addition 60% cyan, 50% magenta, 45% yellow, 100% black
- Please make the following settings for black for fabric and textile materials: 100% cyan, 100% magenta, 100% yellow, 100% black Attention: This applies for solid areas only! Midtones and dark areas of images where details should be visible tend to plug up considerably on banner fabric, micro backlightex and decorative fabric! We recommend not leaving the darkest areas at 100% black here, but to reduce them slightly.

# Graphic guidelines

## Wall graphics – guidelines

To ensure that your orders are handled smoothly and on time and to achieve optimised printing results, it is important that you observe the specifications for the product indicated above:




| | | |
|---|---|---|
| **Colors** | • | **4/0 CMYK** |
| **Allowance** | • | **7mm all around** |
| | | *added to the overall frame dimensions* |
| **Trim** | • | **1% all around (at least 1cm)** |
| | | *the final format including trim marks* |
| **Safety margin** | • | **1% all around to the inside (at least 1cm, 30cm to the top)** |
| **Resolution** | • | **120 dpi (1200 dpi at a scale of 1:10)** |

### Particularities

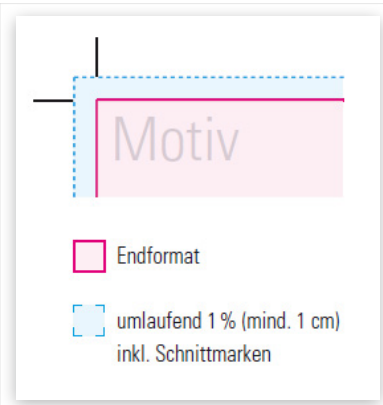
The dimensions that you order are the overall frame dimensions! When printing on banner fabric, decorative fabric and micro backlightex a dimension deviation of up to +/- 1.5% can occur in the final product. For products without dimensional tolerance (e.g. frameless mounting), the tolerance will be compensated via the image. This is why it is not advisable to position any thin borders or text elements near the edge.

**IMPORTANT ADVICE:**
**Prepare wall graphics at a scale of 1:10 in your layout programme. When creating the printing file (usually a PDF file), please make sure that a resolution of at least 1,200 dpi is specified in the image compression window.**

**Do not position any important information (text, logos, etc.) in the top 30cm of the wall graphic.**
**This information would be obstructed by the cover that is mounted to the top. You can still prepare the design for the entire wall graphic.**

## Film printing (furniture) – guidelines

To ensure that your orders are handled smoothly and on time and to achieve optimised printing results, it is important that you observe the specifications for the product indicated above.




| | | |
|---|---|---|
| **Colors** | • | **4/0 CMYK** |
| **Trim** | • | **1% all around (at least 1cm)** |
| | | *the final format including trim marks* |
| **Safety margin** | • | **1% all around to the inside (at least 1cm)** |
| **Resolution** | • | **240 dpi** |

### Particularities

If you would like to attach the films to mounting plates, please remember to order a slightly bigger format to allow for your printed films to be mounted without any trouble!