

July 2008

Artwork Requirements

A) File Transfer Methods

3 possibilities exist for the file transfer:

1) per ISDN Leonardo (Mac)

Leo: 0351/4926041

2) per e-mail: (with a maximum size of 15 MB per mail) to

km@typostudio-buschbeck.de

3) on FTP server <ftp://212.80.229.6>

login: web92f1

password: kmgast

Way of file transfer 1) –ISDN please after reservation by telephone.

For every file transfer please add technical fax to 0351/4926019

(Please indicate phone number for possibly callbacks).

B) Programs:

1) Apple Macintosh

Macromedia Free-Hand until version FX (.fh11)

Adobe Photo-Shop until version CS3 (.psd)

Adobe Illustrator until version CS3 (.ai)

Printable pdf files

2) Windows PC

Macromedia Free-Hand until version 10.0 (.fh10)

Adobe Illustrator until version 10.0 (.ai)

CorelDraw until version 12.0 (.cdr)

Printable pdf files

!! no Microsoft Office files like Word, Excel, Access or Power Point !!

C) Pictures & Text:

1) Pictures

All pictures being used in the document, must be delivered with or sent embedded by EPS (see below type of file). Although coloured and gray rastered pictures must have a minimum resolution of 300 dpi, line drawings with a minimum resolution of 800 dpi.

For outlines the path tolerance should not amount less than 2 pixel.

For 4c imprinting orders (Euroscale) we need CMYK-separated picture files (no RGB).

The pictures should be saved either in **TIFF** or **EPS** format, but **without compression!**

2) Text

All used writings in the document should be supplied and respectively best case transformed in Bezier-curves (vectorization) or embedded in the EPS (see below type of file)

D) Type of file

1) Open files as described below programs

The files will be saved as open file in the corresponding program, all pictures files and writings must be supplied from your side. In this case the files will be controlled from the DTP-department and a proof will occur for printing approval.

2) EPS-files

If no control is necessary (for example: Files come from a graphic studio / agency etc.), the files can also be supplied as "closed" EPS-file. In this case the files will be used without further changes and without warranty for offset printing. Here, pay attention to the fact, that all writings and pictures are embedded in the EPS-file.

3) MAC or Windows files

In general, during file transfer from both platforms one can distinguish:

- a) **MAC:** Before file transfer, the files have to be compressed either with "Stuffit" or to be converted "BinHex".
- b) **Windows:** The files can be, but must not be compressed, nevertheless should meet the requirements below A), B), C) + E)

E) File names (identifier):

1) Files should have clear names as identifier. Thus, not for example "matches", but should contain a corresponding keyword being also imprinted on the matchbox.

2) Enlargement of name: (3 letters after file name and the point)

Either use the mentioned letter identifier below B) or self-used enlargement of name from program during saving of a file. (These 3 letters namely provide information with which program the files were created.)

Dear customer, please be so kind to fulfill the below form and transfer it with your files.

Form Sheet:

- Article-No.:
- Number of imprinted colours:
- Matchcode/ name of the print:
- Please name us the version / file name / extension:
- Picture file (layout file):
- Chromalin desired? Costs therefor 25 € (only possible for Euroscale)
Yes/No (Please cross not appropriate answer)
- Printing approval occurs per pdf file
- Original proof desired? Costs therefor 180 €, duration of sending 3 weeks.
Yes/No (Please cross not appropriate answer)
- Compression – please use
- for Macintosh files: Stuffit
- for DOS files: Zip