DATA SHEET
INSTRUCTIONS FOR CREATING THE PRINT DATA OF YOUR EXHIBITION GRAPHICS

M3 Magdeburger Messebau + Marketing

PRINT DATA

For a good print result/overall image of your trade fair appearance, please observe the following standards when creating your print-ready files:

We only accept print-ready PDF files.

Your design runs over several walls/Frame?
Please create an overall motif. The split is done by us.

When creating your layout, be sure to pay attention to sensitive areas, see also Splits // View „Full-area motifs over several walls" (page 2).

Would you like to create print data for the contour cut? In addition to the motif, your file must contain a cutting contour (100% magenta in 0.25 pt) on a separate layer.

All images and fonts used must be embedded.

FILE SIZE AND IMAGE RESOLUTION

You can create image data on a scale of 1:1.
In the case of page format restrictions (very large formats), create your data with a scale of 1:2 or 1:10.

The resolution at the appropriate scale is:
scale 1:1 = at least 72 dpi,
scale 1:2 = at least 150 dpi,
scale 1:10 = at least 720 dpi.

A lower resolution is possible for large background motifs (depending on the colour, contrast, viewing distance, etc.).

TRIM SIZE

Please always create the print file on the print size specified by us. This includes all the extras!
The visible dimension is only for orientation and to understand the visible area of your design.

Please do not add any additional bleeds and refrain from any printer's marks.

COLOURS

Submit all print files in CMYK color mode. Create the data in the working color space ISO coated v2.

Print data based on binding color specifications must be named separately in the HKS N, Pantone (4/C Process) or RAL color scales. Depending on the material, an approximation to the color models mentioned is possible. This approximation is material dependent.

A color-accurate reproduction in the print can only be guaranteed by means of a proof or press proof.
Since additional costs are incurred here, this must be be commissioned. The corresponding lead times must be factored into the schedule. Data for additional color testing must be received at least 20 working days before the start of the trade fair.

Data without explicit color specifications are always printed as they are created. Color accuracy cannot then be guaranteed.

HINTS

Error tolerances of manufacturers in textile and film printing cannot be ruled out.

Expansions and shrinkages of the materials up to 3% are within the tolerance and cannot be complained about. Therefore, do not place any important content (logo, etc.) too close to the edges so that cuts or packaging do not run through important parts of the image.

The data check by us relates exclusively to the printability, this applies to the color profile and the final format. Content, spelling and errors in the data system are not our responsibility.

Different carrier materials can show color differences in combination within the trade fair appearance.

DATA SHEET
FULL-SURFACE MOTIFS OVER SEVERAL WALLS

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ATTENTION: **ONLY FOR SYSTEM „GILNHAMMER"**

Information on creating a full-surface motif for printing // example illustration.
Please note the later division of your motif within your design.

Unfavorable cuts in the avoid text.

LOGO

Experience nature.
enjoy diversity

LOGO

wall height

1000 mm   1000 mm   1000 mm   1000 mm   500 mm

total wall width

Wall surface individually //
visible area

Avoid unfavorable cuts in the motif.

Place the logo and text with sufficient distance to the edge and to the sub-sequent cutting edges.

Bleed margin // already included in the <u>print size</u> specified by us

(!) PARTICULARITIES

If there are doors in the wall, please make sure the motif is as neutral as possible, especially at the interfaces between door and wall. Offset-free overall images are not guaranteed at these points. The same applies to multi-part textile prints where the motifs continue on the next wall surface.

Lettering, logos and important design elements must be at least 100 mm from the outside be placed at the edge.