



## FRESH BOARD: providing digital files

### Acrobat PDF

Preferably provide a PDF. This has several advantages:

- PDF files are much smaller.
- Individually providing images and fonts is unnecessary.
- The problem with re-linking all elements is no longer necessary.
- PDF files are platform independent.

When providing a PDF file, the following needs to be taken into account:

- Images and die-cutting form must be separated from each other.  
E.g. on page 1 of the PDF only has images; page 2 only has the die-cutting form.
- Correction in a PDF is NOT possible. Corrections must be made in the source file.
- Please always add a low resolution PDF in which images and die-cutting form are in the right position on the SAME page. On the basis of this PDF the images can be put in the right position on the final die-cutting form. Please note that the name of the PDF file should mention that it concerns a low resolution PDF (e.g. 205124\_LR).

### Open files

CS5 (InDesign, Photoshop en Illustrator) and QuarkXPress 7 files can be processed.

### Please note:

- Files can be extremely large (often gigabytes), so production time takes a lot longer.
- All images and fonts must be provided;
- Linking all elements can cause problems.
- Only use the final die-cutting form of Print and Display. This die-cutting form may not be adapted by the customer under any conditions.

Always place die-cutting form in an extra spot colour (no CMYK), in a SEPARATE layer and in overprint.

### General info

Images: 1/1 format - minimum resolution 225 DPI.

1/2 format - minimum resolution 450 DPI.

Colour:

#### CMYK:

All images must be in CMYK mode.

The total ink setting rate may not exceed 300%.

Black should be built up as follows: C 30% - M 30% - Y 30% - K 100%.

Colour profile "Iso Coated V2" to be downloaded via [www.eci.org](http://www.eci.org).

#### RGB:

Do not use RGB images in the layout. RGB images should be converted by the customer (not by Print and Display).

#### PMS:

Only use PMS colours if they also need to be printed.

In the conversion from PMS to CMYK Print and Display is not responsible for any deviations in colour.

Format: all files must be provided on 1/1 or 1/2.

Always provide a bleed of at least 6 mm on 1/1 or 3 mm on 1/2.

Fonts:

Fonts should preferably be vectorised.

If this is not possible, always use Open-type, Type 1 or TrueType fonts.



Please always also send these fonts to Print and Display.

File name: please mention our reference which can be found on the order confirmation, followed by description. E.g. 205124Topkaart + extension (.pdf - .indd - .qxd). Please only use letters, numbers and \_ (underscore) in the file name.

Delivery: via FTP, mail, CD, DVD or USB stick.

Colour test: always provide a colour test according to the specifications ISO 12647-7 (proofing) with colour strip (FOGRA Medienkeil).