Technical specifications

The colours
Our fundamental rule is: always save data in CMYK mode.
That's the colour mode from which printer colours are composed.
RGB colours are only for display on your monitor and can not be reproduced in offset printing.
For black-and-white images, please use the grey-scale mode.
If you want to use true colours (full-tone colours), e.g. for your logo,
please use the HKS colour system if possible.
If you delete all the colours you don't use from the colour menu of your print files,
we can be sure that the files only contain colours you want to use.
The proof version helps us produce a calendar that looks exactly how you want it to.
The proof colours become binding with the Ugra/Fogra digital offset wedge,
including offset wedge evaluation.

The resolution
For a sharp, crisp print result, we need a resolution of your colour images in the original size
of at least 150 dpi, or ideally 300 dpi. Even if your monitor displays pictures with a resolution
of 72 dpi sharply, at least 150 dpi are necessary for high-quality printing.

If your logo or other details of your draft are in the form of line illustrations (bitmap format),
they must have a minimum resolution of 2,400 dpi to ensure an optimal result.

It's important that the final format comes with this resolution as well.
For instance, if the image is to be printed in a 10 x 15 cm format, the resolution in this size
must also be 150 or 2,400 dpi.

The file formats
Ideally you should use tiff or tif file formats for your images.
Tiff stands for Tagged Image File Format. This means the picture contains a lot of information
we need for further processing.

Images in jpg format are compressed, which can result in unwanted effects (jpeg artefacts).
Thorough quality control is necessary here. jpg compression creates data losses,
making it unsuitable for an optimal print result.

eps is another file format for pictures and logos which is very easy to work with.
The Encapsulated Post Script format also stores a great deal of information
which helps make a good calendar. However, our preferred format for logos and illustrations
is the vector file. The data in these files is optimised for printing, independent of resolution,
and guarantees sharp contours, pixel-free images and the best results. If you have prepared
your design in eps format and have linked images to it, please send us these images with your design.

Please create a 1.4 PDF using Acrobat Distiller so that images and transparencies can be correctly processed.

It's important when generating the PDF to use the basic setting PRINTER OPTIMISED and to embed all the fonts. Remember that PDF files are protected, and we can no longer make any changes or corrections to them.

The fonts
It's important that you send us the font vault together with your files. If you use different font types such as "bold" or "italics", they must be generated with the corresponding typeface. Do not alter them manually.

If you create your graphics using a vector program (e.g. Illustrator), you have the option of converting the texts into paths. This guarantees we'll be able to open the file, but we won't be able to make any changes to the text.

The operating system and software
We work with Macintosh computers and the following software: Adobe InDesign, QuarkXPress, Adobe Illustrator, Macromedia Freehand and Adobe Photoshop.

The sample file
We recommend you use our sample file for the format of your wall calendar as the basis for your design. That guarantees your design always has the right measurements and we can work optimally with it.
You can find more information on designing your wall calendars on our type file.

Important information on further processing
After printing, our wall calendars are cut to the required size.
That's why it's important to provide trimming lines so that no white edges are left.

Important elements (e.g. text) should be at a minimum distance of 3–5 mm from the cut edge (not including the space for trimming).

We're confident you'll be very happy with your new wall calendars, and wish you every success with them.