



## INSTRUCTIONS FOR SUPPLYING LOGOS AND PRINTING PLATES

### Without design costs:

#### General:

- You want only text and you choose a font from the enclosed list of available fonts.
- You want a text and/or logo which you supply in illustrator.ai, illustrator.eps or Corel Draw.ai, converted into letter contours (this goes for text as well as for the logos).

#### In case of foil printing (cf. your order form):

- The digital file must be suitable for monochrome foil printing.
- It has to be a simple design and it should not contain rasters.

#### In case of silk screen (cf. your order form):

- This printing technique allows the printing of more complex logos, although you must bear in mind that there are limits to the precision with which logos, texts and rasters can be printed. For instance, the raster of one image or texts cannot superpose the raster of another image or texts.
- State all necessary Pantone colour numbers (PMS colours). The result print will come close to that colour.

### Scans, images/photographs will not be accepted.

#### If you need any help, please contact your printer or designer.

(In 90% of the cases they have your ready-to-use digital assets on file.)

### With design costs:

In all cases except the ones mentioned above, design costs will be invoiced. The minimum design cost is € 37,50 excl. VAT. In case the design cost would exceed that amount you will receive our price offer beforehand.

You will also receive a proof including all data of your order. We don't start printing before you have approved of the proofs.