

Information

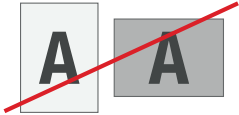
Portrait

|                  |  |  |  |  |  |
|------------------|--|--|--|--|--|
| Ihr Produkt      |  |  |  |  |  |
| Datenanlieferung |  |  |  |  |  |

Landscape

|                  |  |  |  |  |  |
|------------------|--|--|--|--|--|
| Ihr Produkt      |  |  |  |  |  |
| Datenanlieferung |  |  |  |  |  |

❗ The format orientation needs to be created in the design program – please do not rotate any of the pages in the print PDF!



Format orientation:  
It is not possible to mix portrait and landscape.

Please create backgrounds and images with edges up to the edge of the data format in order to avoid white borders.

# Spot Colour

info\_spot\_colour\_WHITE\_sk

The spot color is created using a full-tone colour.

To create full-tone colours, a graphic design software is necessary.  
Do not use MS Office software to create these print files.

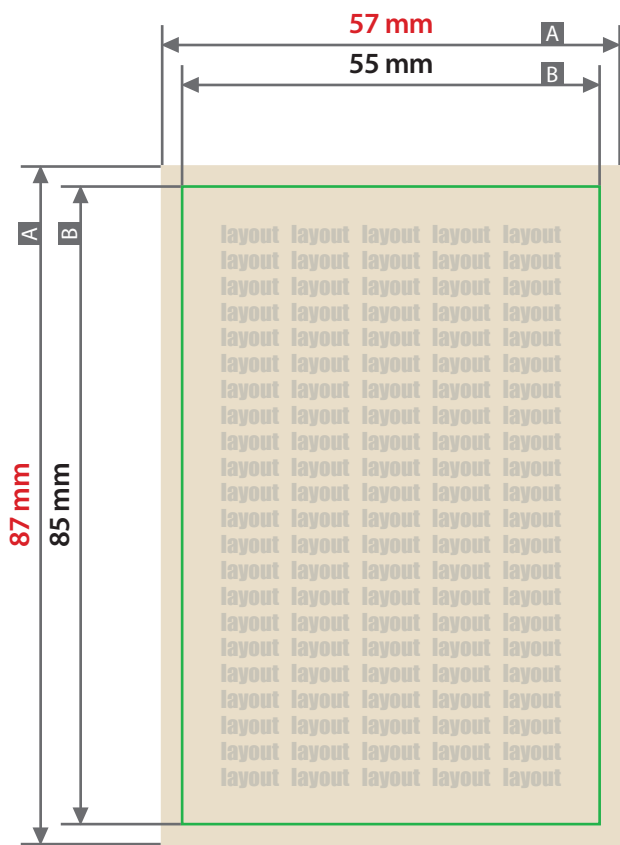
## Instructions

- ☐ Create a full-tone colour and name it "WHITE".  
Please be aware of the spelling.
- ☐ This full-tone colour can be chosen at random;  
we recommend using magenta.
- ☐ Fill the elements with the full-tone colour "WHITE".

## Checklists

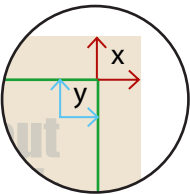
- ☐ Your design may only contain one full-tone colour
- ☐ Use vector files only for embossed elements
- ☐ Tonal value has to be 100% - do not use colour grids or half-tone values
- ☐ Do not use any graphic effects such as distortions, transparencies,  
cast shadows etc.
- ☐ Font size at least 12 point, regular or bold - please use sans serif fonts
- ☐ Positive lines at least 3 point size (1 mm)
- ☐ Negative lines at least 6 point size (2 mm)
- ☐ Distance between single elements at least 6 point size (2 mm)

Business card  
without folding, vertical format



Sketches are not to scale

Bleed (x)  
**1 mm**  
Safety distance (y)  
**3 mm**



A = Artwork format  
B = Finished format