



Sticker GUIDELINE

Format:	final format or scaled
Resolution:	ratio 1:1, 96-150 dpi ratio 1:10, 300 dpi
Bleed:	3 mm (mind the ratio)
Crop marks:	no
Overprint:	deactivated
Fonts:	embedded or converted to paths
Do not use:	alpha channels, clipping paths, masks
Data format:	from PDF/X-3. With transparencies, gradients, raster, drop shadow necessarily in PDF/X-4
File upload:	Printing data can be uploaded in the online shop.

Color mode:	CMYK
Color profile:	ISO Coated v2, Coated Fogra 27/39
Color space:	printing is done in CMYK. RGB and special colours such as Pantone and HKS will be converted to CMYK and color deviations occur.
Proof:	We recommend a proof in advance if color reproduction is of high priority.
Notes:	Print and production tolerance is 0,25 %. Depending on file format and print material colour deviations may occur during printing.

Notes for special stickers

Window stickers

Please do not mirror the printing motif in advance. Due to the production process this will be done by us.

Transparent stickers

Transparent stickers are produced with white printing as standard. For this purpose, the file must be created accordingly. You can find a video tutorial [here](#).

Perforated window film sticker

Your motif will be printed on a perforated foil (hole diameter: 1.55 mm), therefore we recommend the following min. line strengths: line thickness for text and lines: 4 mm; versal height for fonts: 15 mm to improve readability, we also recommend using colours with contrasts.

Backlit

Add 5mm to the final format to avoid white flash in the frame, plus 3mm bleed all around, if the film is to be mounted in a light box. Installation note: We recommend that you always use a pressure roller to apply the backlit film. Otherwise, the laminate may strip.

Foil lettering

No printing, single coloured foil will be processed with cutting plotter.

One file is required per colour. Please create contours only. Bleed is not necessary.

Font height: min. 10 mm with serifs, min. 8 mm without serifs, line thickness: min. 1.5 mm.

A colour chart is available on request at info@werbcenter-berlin.de

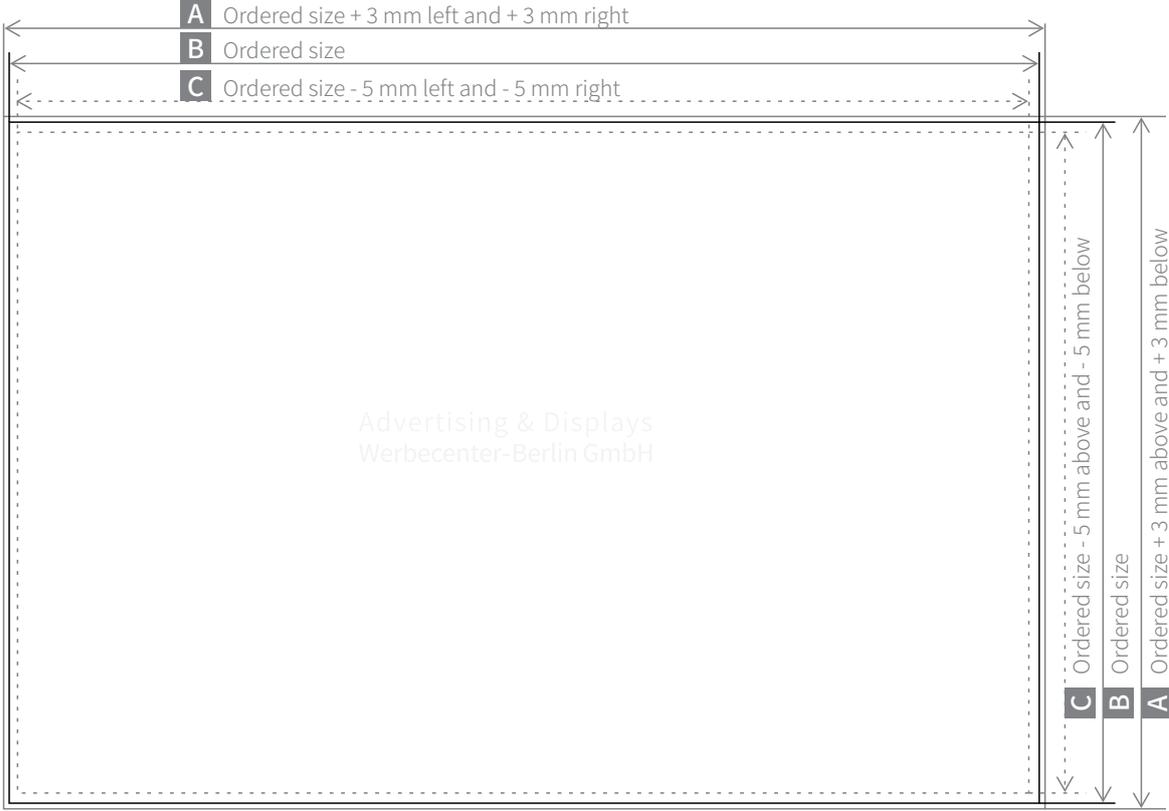


Sticker - up to 110 cm (short side)

Example sketch

- A** = File format
- B** = Final format after confection
- C** = Safe area for logo and text 5mm

Rectangular sticker
up to 110 cm (of the short side)
produced in one piece



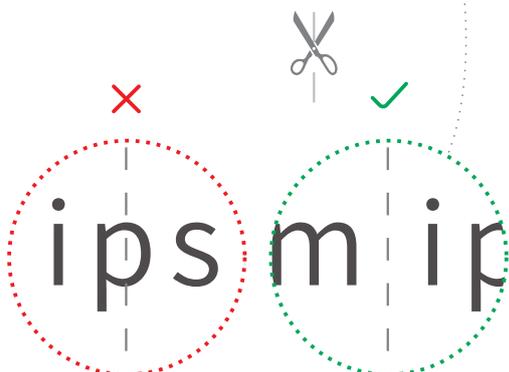
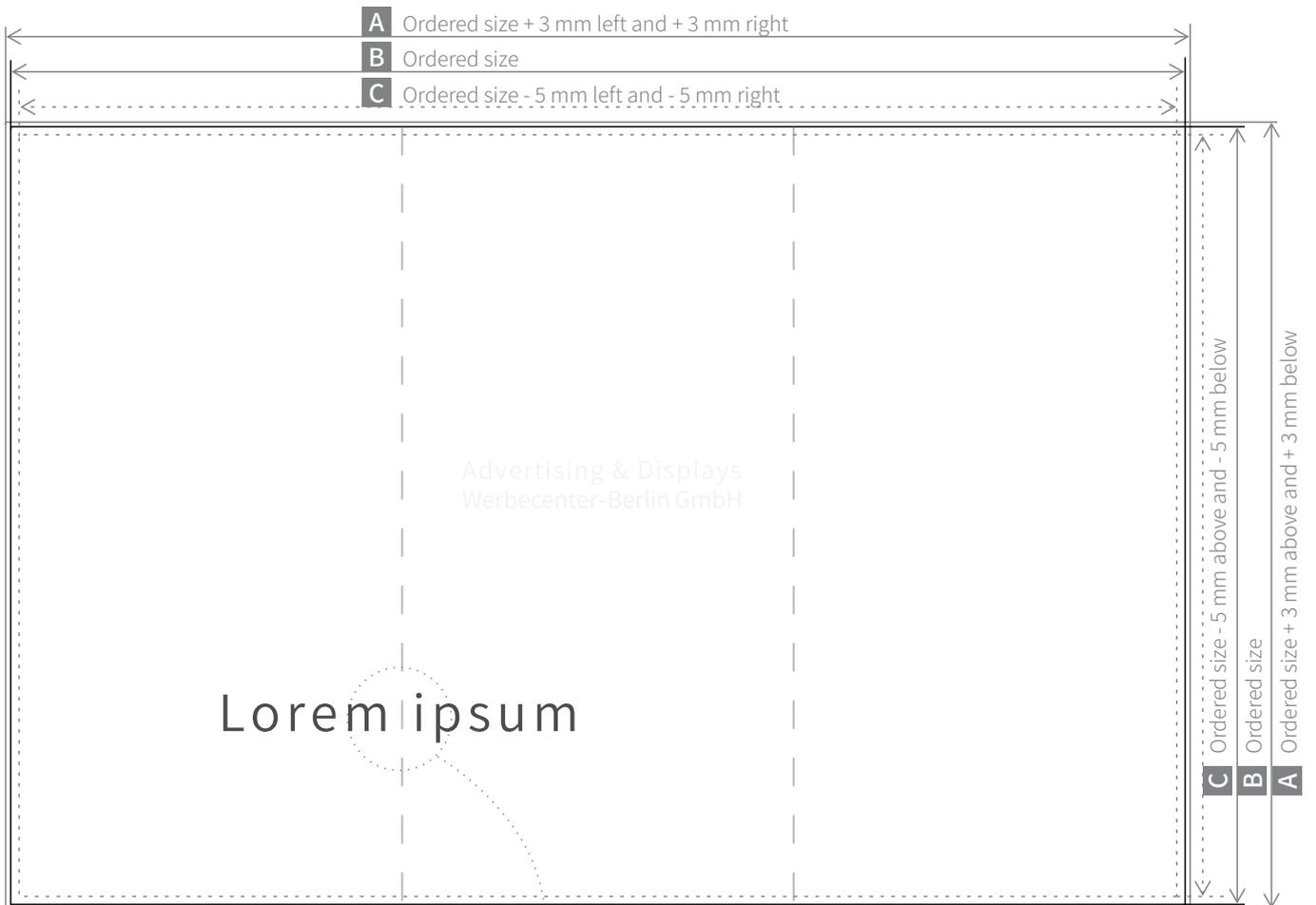
Sticker - over 110 cm (short side)

Example sketch

The division is made into equal parts (as far as possible). **We** produce the parts with **5 mm overlap** for easier application. The division will be made **vertically**. Please consider when ordering and creating files. If custom division is required, please order the segments individually and create print data accordingly. If desired, include 5 mm overlap all around.

- A** = File format
- B** = Final format after confection
- C** = Safe area for logo and text 5mm

Rectangular sticker over 110 cm (of the short side) produced with division



Avoid placing fonts and graphics in the intersecting areas of the panels. This way an optimal overall image can be created.

The division of the panels goes directly through the lettering, so there is no seamless transition. There may be some misalignment of the letters during construction.



Sticker - with Contour Cut

Example sketch

Cut contour (cutting line)

The cut outline must be created as a **closed vector path** (do not overlay multiple paths). Please select **100% magenta spot color** and name it **"Cut"** (please do not use any other spot colors in a file).

Additional costs

Depending on the complexity and number, additional costs will be charged. These will be communicated to you before the production starts or can be requested in advance.

! Please create file in 1:1 ratio.

A = File format

B = Final format after confection = **Cut Outline**

C = Safe area for logo and text 5mm

Print file



Result



For **video tutorial**
please click the button