

# DATA DELIVERY

## VINYL PLOT

Data format: .ai, .eps  
Programs: Illustrator CS 2, Freehand MX

- Data should be delivered as vector graphics
- Graphic data that is vectorized by us will be charged according to complexity
- Text should be converted to curves or be accompanied by relevant fonts
- Colour codes in HKS, Pantone or RAL

**Please note** that vinyl colours may not be exactly the same as print colours.  
If possible, please indicate vinyl colour. We mainly work with Oracal and X-Film.

## DIGITAL PRINT

Data format: .ai, .eps, .jpg, .tif, .qxd, .pdf  
Programs: Photoshop CS 2, Illustrator CS 2, Freehand MX, Indesign CS 2, QuarkXPress 6.5

- Data does not have to be 1:1 but should be in ratio
- Graphic < 1 m<sup>2</sup> min. 120 dpi / max. 300 dpi, Graphic > 1 m<sup>2</sup> min. 75 dpi / max. 200 dpi
- Data should always be saved as CMYK
- Data that should still be altered by us should be delivered as an open data

**Please note** that there are numerous programs with unclear versions, which does often lead to complications when data has to be converted.

To reduce the possibilities of this problem occurring, please deliver the digital print data as follows:

**The print data is to be delivered as a printable pdf, eps or tif!**

## DATA DELIVERY

per CD, DVD or per E-Mail (Address below).

## INFORMATION COLORMANAGEMENT

We would like to point out that the colours of the digital print are not always the same as the colours displayed on the monitor. Should we receive an original colour sample, then this will assist us in producing the colours much closer to the original. Colour results can only be produced as close to original as possible.

**Please note:** Should it not be possible to send a colour print due to time restrictions, then a black and white print should be faxed to us or a PDF document sent. This way at least the layout can be guaranteed.

M&S accepts no responsibility for defective prints or plotting results that may occur, should these requirements not be adhered to.

M&S Messebau und Service GmbH  
Albstraße 9  
73765 Neuhausen auf den Fildern  
T. +49 7158 9024 0  
F. +49 7158 9024 26

[www.ms-messebau.de](http://www.ms-messebau.de)  
[info@ms-messebau.de](mailto:info@ms-messebau.de)

Geschäftsführende Gesellschafter:  
Manfred Strauß, Maria-Elena Hauber  
Geschäftsführer:  
Frank Hoffmann, Fritz Höger

HRB 211851 | Amtsgericht Stuttgart  
USt-ID-Nr: 145 350 736

Bankverbindungen:  
BW-Bank | BIC: SOLADEST  
IBAN: DE12 6005 0101 0001 0805 17

Stuttgarter Volksbank | BIC: VOBADESS  
IBAN: DE22 6009 0100 0243 4660 05