

Print and Sign File Specifications

Digital Printing

Images, photographs and graphics for digital printing.

Vinyl Cutting

Logos, lettering and vector graphics for vinyl lettering and signage in black, white or colour.

File Formats

- Please provide logos and lettering as vector files whenever possible.
- Fonts should either be supplied together with the font files used or converted to vector outlines (paths/curves) before export.
- Colour images should preferably be supplied in CMYK colour mode, while black-and-white images should be provided in grayscale.

Preferred File Formats

- Print-ready PDF/X-4 files (for print production)
- SVG or EPS files (for vector graphics)

Other editable file formats upon request

- Adobe Illustrator (.ai)
- Adobe Photoshop (.psd)

Bleed

- Please include a minimum bleed allowance of 3 mm.
- For large-format applications or special productions, a bleed of 5–10 mm is recommended.
- Important text, logos and design elements should be positioned within a safe margin from the final trim size.

Image Resolution

- Images at final size (1:1): minimum 300 dpi
- Large-format prints: 150–300 dpi, depending on the viewing distance.

File Transfer

- Email (for small files)
- WeTransfer/ Swisstransfer
- Dropbox
- OneDrive

- Google Drive
- USB flash drive

Colour Control

To achieve the most accurate colour reproduction possible, we recommend providing:

- Colour proofs
- Reference samples
- Precise colour specifications (e.g. Pantone)

PDF Files

Please supply your artwork as a print-ready PDF/X-4 file with all fonts and images embedded. The document should be created at the final trim size, including the required bleed allowance.

PDF/X-4 is the recommended standard for professional print production and ensures reliable processing of your print files.

Before submitting your files, please check the following:

- Page size and final trim size
- Bleed allowance
- Image resolution
- Colour mode (CMYK or Grayscale)
- Embedded fonts or fonts converted to outlines
- All linked images and graphics are included
- Print-ready PDF file with no errors

Additional Information

If your project includes a Corporate Design (CD) guide or a Corporate Identity (CI) manual, please provide these as well. Colour specifications, fonts and design guidelines help us reproduce your brand identity as accurately as possible.

