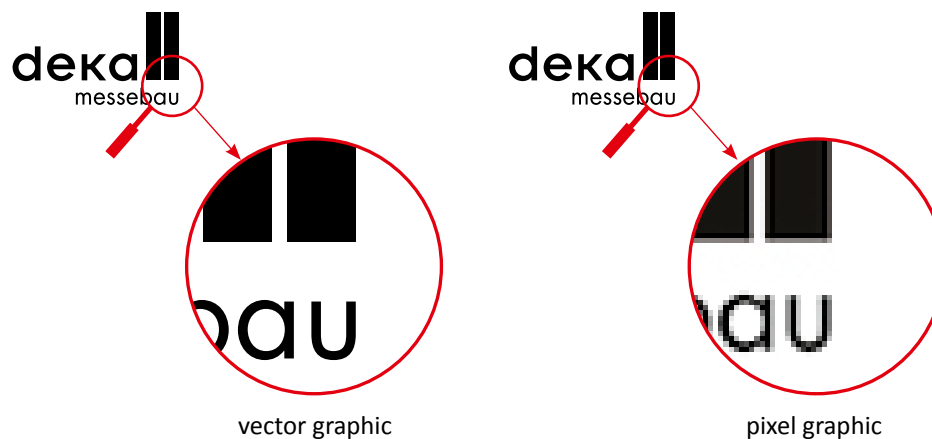


## DATA FORMAT

- For the production of logos, text, etc. in foil lettering we need vector graphics, such as eps- or ai-files. Vector graphics can be enlarged without loss of quality.
- **Not suitable** are pixel graphics such as jpg, tif, gif, and data from Word, PowerPoint and Excel.
- In certain circumstances PDFs are suitable. In these are often vector graphics embedded which we can use.

deka messebau gmbh  
Karl-Nolan-Str. 5  
86157 Augsburg  
Germany  
Tel. +49 821 43 000-0  
Fax +49 821 43 000-24  
info@deka-messebau.de  
www.deka-messebau.de

## Difference between vector and pixel graphics:



## COLORS

- Foil logos, texts, etc. are cut out of colored foil and not printed. For the most colors, there is a corresponding foil implementation. If known, please forward us the foil color (e.g. oracal). Otherwise we determine the foil color in our sole discretion based on the data / color values supplied by you.
- Colors for which there is no matching foil implementation as well as (logo) elements, which contain effects such as shadows or color gradients, will be first printed on foil and then cut out. This method is more complex than cutting lettering out of colored foil and will be billed at cost (price on request).

## FONTS

- Fonts within a logo must be converted to paths.

## DATA TRANSFER

- CD, DVD, USB stick or by e-mail (data volumes up to 15 MB) to your deka contact person.
- You can also use any publicly available transfer tool. Many of our customers use, for example, „WeTransfer“: <https://www.wetransfer.com/>  
Enter as recipient the e-mail address of your deka contact person.  
Once we have downloaded the data you will automatically receive a message.