GRAPHIC GUIDELINES

Dear Customer,

to help you avoid additional costs and enable us to process your enquiry as efficiently as possible, we would ask you to bear the following guidelines in mind:

REQUIREMENTS FOR YOUR LOGO

We process files from the following programmes:

- Illustrator
- Indesign

in the following formats:

- .ai (Adobe Illustrator)
- .eps
- .pdf
- .svg (Scaleable Vector Graphics)

Please note
Please do not send any files in .jpg format.
These are only used for special digital printing solutions.



DATA GENERATION

- All elements of the logo file must be vectorised.
- The fonts must be converted to paths or be available as open-source fonts; if it is a corporate font, it must be supplied.
- Logo colours should be clearly defined, specifying Pantone Solid Coated colours or 4-colour process with CMYK values.

If you are unable to provide us with print-ready image files, we would be happy to vectorise your logo on request for a fee of €60 per hour.

Other print files
For example, final artwork, letterheads, stickers and photographs can only be processed in exceptional circumstances and following consultation.

DATA TRANSMISSION

Please email all files, templates and information regarding logos (e.g. captions and elements), print positions or colour requirements for single-colour printing to **logo@fhb.de**.

If you wish to send several individual files or if your files are larger than 10 MB, please compress them into a ZIP file or make them available to us as a download.

If you have any further questions, please do not hesitate to contact us. You can reach us:

logo@fhb.de **+49 5225 8764 925**