

MARKANT mediaBASE

"Image files" requirement profile

(last updated 05/15)

1 Size/resolution

Minimum size and resolution

- ▶ Product images (motif) **at least 15 cm on the longest side** (corresponds to 1772 pixels)
- ▶ 300 dpi resolution

2 Colour space

RGB image files

- ▶ **ECI RGB V2**, other colour spaces will be converted accordingly

Logos

- ▶ CMYK (classic print area)
- ▶ Special colours/RGB (taken over without any changes made)

3 File format

Preferred file format: JPG


- ▶ **JPG format** with maximum quality (Photoshop stage 12) incl. clipping path

Preferred logo formats

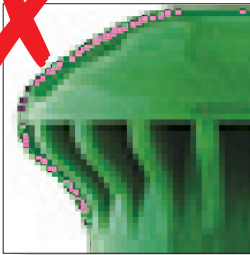
- ▶ Vector formats (Illustrator)
- ▶ Illustrator ".eps" or ".ai"
- ▶ Fonts must be converted into paths
- ▶ Images must be embedded

4 Knock-outs (clipping path)

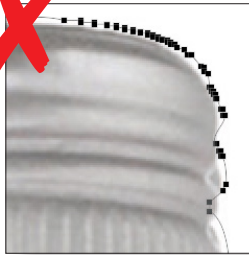
▶ The product image may only have **one** clipping path



Clipping path
Ideal



Clipping path
Poor
(created from selection)



Clipping path
Poor
(inaccurate, misses product)

5 File name

- ▶ The file name must include the item's **GTIN (EAN)**

6 Image quality

- ▶ No distortions, e.g. wide angle images, moiré
- ▶ Pay attention to the neutral backgrounds on transparent packaging
- ▶ Optimum image definition
- ▶ No pixel formation

i Additional information

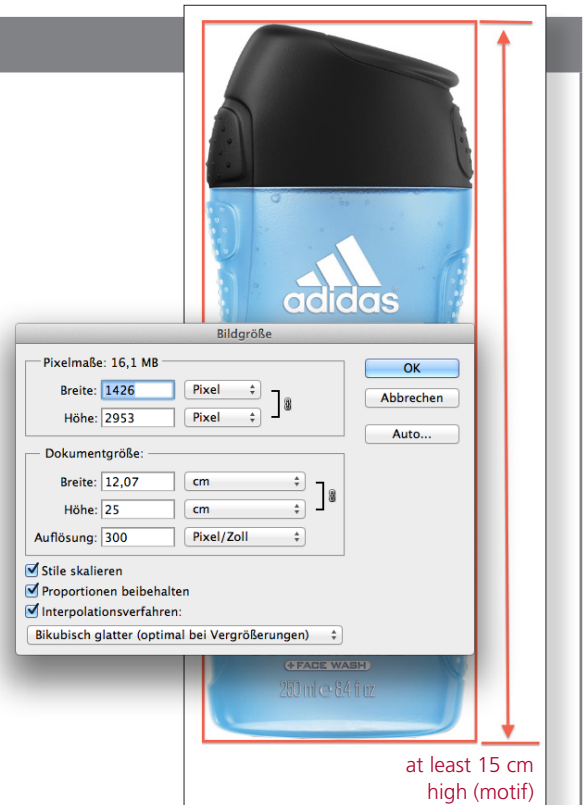
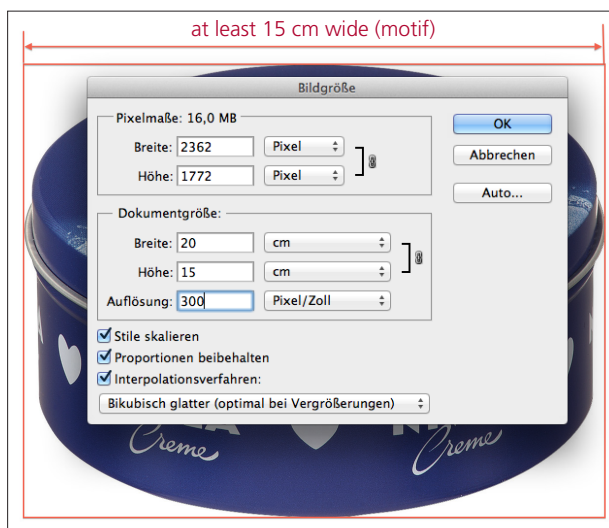
- ▶ Example: "Drugstore" presentation
↓ www.markant.com/ap2a-en
- ▶ Example: "General" presentation
↓ www.markant.com/ap3a-en
- ▶ Creating knock-outs
↓ www.markant.com/ap4a-en
- ▶ Photo briefing
↓ www.markant.com/ap5a-en

Additional information concerning the requirement profile

re 1 Size/Resolution

Minimum size and resolution

- ▶ Product images (motif)
at least 15 cm on the longest side
(corresponds to 1772 pixels)
- ▶ 300 dpi resolution



re 2 Colour Space

RGB image files

- ▶ **ECI RGB V2**,
Standardised RGB colour space of ECI (European Colour Initiative). Recommended as the working colour space for the professional processing of images.

re 4 Knock-outs

Clipping path

- ▶ Only **one** clipping path
- ▶ "Path 1" recommended as clipping path designation
- ▶ Curve tolerance value "of no value"
- ▶ Maximum of 10,000 single values recommended
- ▶ Use and creation only with path tool (drawing pen)
- ▶ Path must be closed
- ▶ Check: In path window, path name in outlined lettering
- ▶ Path outline always within the knock-out objects (avoid white gaps)

re 3 File Format

Preferred image format:

JPG (incl. clipping path)

- ▶ **JPG format** with maximum quality (Photoshop stage 12)

Further image formats

(incl. clipping path)

- ▶ TIF format (LZW compression)
- ▶ EPS format (JPG compression, maximum quality)

Preferred logo formats

- ▶ Vector formats (Illustrator)
- ▶ Illustrator ".eps" or ".ai"
- ▶ Fonts must be converted into paths
- ▶ Images must be embedded

re 5 File Name

- ▶ The file name must include the item's **GTIN (EAN)** (Global Trade Item Number (**GTIN**) = internationally valid numbering structure for the clear identification of products and services)