

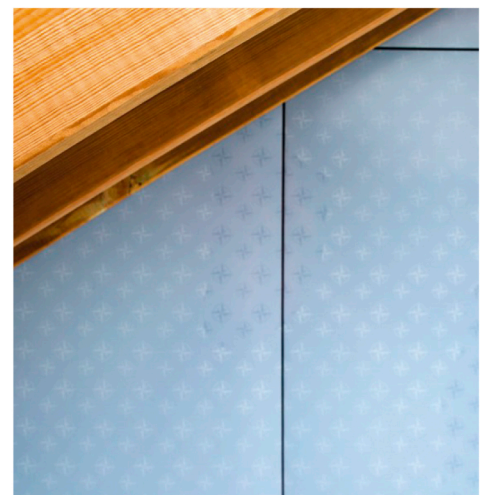
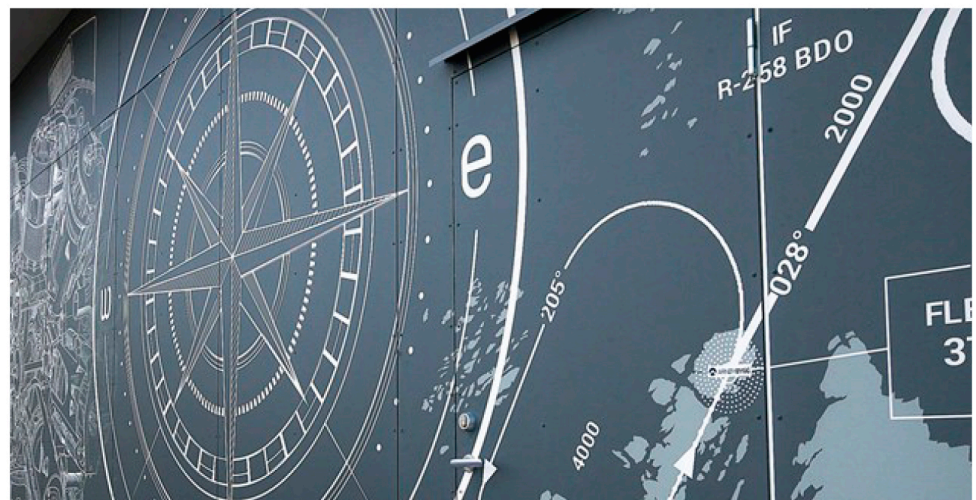
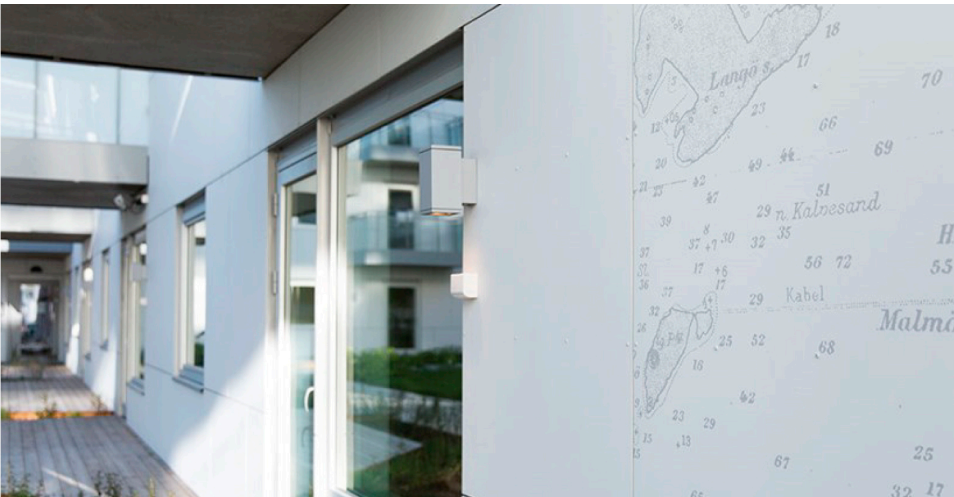


LASTING EXPRESSIONS

# GUIDELINES

## Steni Vision Custom

Version 1.3





LASTING EXPRESSIONS

This document provides process-, product- and color-information for Steni Vision Custom, and guidelines on how to create and supply quality image files for printing Steni Vision Custom.

Part 3 in this document is for the customer who is experienced in the use of Adobe graphical design software. We recommend all customers not familiar with Steni Vision Custom to contact your local Steni sales rep. prior to starting a new project. To be processed, all projects need to be registered by your local Steni sales rep.

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This information is relevant to a project manager.

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This information is relevant to a file manager.

"Guidelines Steni Vision Custom" is a living document, which STENI will update and improve when required. We reserve the right to change this document without prior notice.

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## PART 1: Process

### 1.1 Support

Your local sales rep. and the local vision specialist will be your first points of contact and will handle the project until the details of the design are finally agreed and ready for Steni production planning. When this is done, our Customer Support Department (CSD) will register the order and handle the rest of the process.

### 1.2 Key points in design process

#### 1.2.1 Visualizing

Customer creates and develops their own design for print by using graphic design software.

#### **Colors and print sample**

We use CMYK (cyan, magenta, yellow, black) color system in our advanced Steni Vision printing line. Please be aware that color adjustments may be challenging in cases where the customer wants the CMYK colors to match specified NCS, RAL or BS codes. In case of color adjustments, a printed sample from Steni must be approved in writing by the customer before production may start.

#### 1.2.2 Image split

Images can be split onto several panels to cover a part (of) or a whole facade. The customer prepares and supply the print files, one file for each panel, in 1:1 scale with bleed and crop marks as described in part 3, table 1.

Depending on choice of products, panel formats and the complexity of the project, new information might surface that is relevant for the file manager. Therefore, make sure that the list of panel formats is approved before you start splitting an image into multiple panels.

## PART 2: Practical product- and color information

### 2.1 Surface color of the panel

Due to its pixelated printed surface, Steni Vision will appear differently and act differently during different light conditions, compared to a homogeneous color surface (like Steni Colour).

### 2.2 Study of print sample

The colors in a print sample will appear differently under different lighting conditions. We recommend you study the print sample in lighting conditions similar to where the finished product will be installed. (i.e. go outside if the product will be installed outside.) The same applies when comparing a print sample to a color in a NCS color-fan. To measure the deviation between two colors scientifically, a D65 (6500K) standard light source is used to eliminate the light as a variable. A computer is then used to compare the two samples. For all practical purposes, however, just use your eyes and normal daylight.

### 2.3 The edges of the panel

The edges of the panel are standard light grey. Dark color edges paint may be ordered.

### 2.4 Standard fixing systems

We offer screws for steel and wood as standard fixing system. The screw head colors must be defined by the customer. We recommend you look at the print-sample before choosing screw-head color.

## PART 3: Image file requirements

### 3.1 Image file requirements

#### 3.1.1 Supplying images:

- File sharing service: [www.wetransfer.com](http://www.wetransfer.com), [www.dropbox.com](http://www.dropbox.com), [www.jottacloud.com](http://www.jottacloud.com) or similar.

*Images can be sent to your local sales rep.*

If image files need to be revised after Steni takes delivery, the new files must be provided separately together with a comprehensive list showing which file(s) have been revised and which file(s) are replaced.

The new file(s) cannot have the same file name as the file(s) replaced. Version-control must be implemented to reduce the risk of printing the wrong file.

**Note:** we do not rework your print file but print it as we received it.

#### 3.1.2 Programs:

- Files can be prepared with any Adobe program. (Photoshop, Illustrator, InDesign)

#### 3.1.3 Files

##### A. Valid file extensions:

- **Preferred format: pdf**
- Other possibilities: tiff, (JPG), eps.
- Vector, save the data as a pdf or (Adobe Illustrator) eps file.

**dwg files will not be processed**

##### B. PDF files

- It is necessary to transform all the colors, the images and the graphics in CMYK.
- The images must have a resolution of 150 dpi minimum, scale 1:1 (see point F).
- All the texts should be embedded.

If a non-standard font is used, this font must be supplied with the image.

##### C. Colors and color management

All custom files should be supplied as **CMYK**. If you supply files as RGB, there will be color changes when files are converted to CMYK.

We use, and recommend our customer to use ICC profiles developed by ECI (The European Color Initiative).

Our printer uses color profile: "**ISO Coated V2 ECI**".

For download, click [here](http://www.eci.org/en/downloads) (<http://www.eci.org/en/downloads>)

##### D. Large images

Images larger than full panel size (1195x3190 mm) needs to be split into multiple panels. Supply one file for each panel. Normally the panels are fixed with a 5 mm joint, vertically and horizontally. This must be considered when images are spilt.

E. Bleed and cut marks

For all submitted files, it is necessary to include bleed and crop marks. See table:

Dimensions (STENI Panel)		Bleed	Cut Marks			
Width (mm)	Length (mm)		File format		Shape	Line thickness*
1195	1700 – 3190	3 ± 0 mm	.eps (Adobe Illustrator) with transparent background	Yes		0,7 ± 0 mm
			All other file formats	No		
1195	850 – 1699	1,4 ± 0 mm	All file formats	Yes		0,7 ± 0 mm
196 – 1194	850 – 3190	1,4 ± 0 mm	All file formats	Yes		

Table 1

\* 0,7mm inside image boundary. See detail below

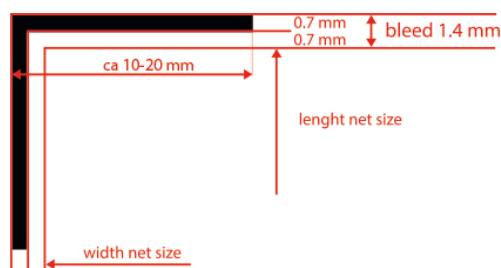


Figure 1 Detail shape and placement of cut-mark and bleed  
3 mm bleed is also used according to Table 1

Steni will provide a comprehensive list containing all information necessary to create correctly sized image-files with bleed and cut-marks for each panel. This list will only be provided once the panel-list is finalized. The list can be used as a check list by the customer. Steni will also use the list when we check the image files prior to printing. **Be aware that Steni will not check every single file, only a random selection. Errors in the image files not detected by Steni is still the customers responsibility Any errors detected will result in rejection and the image files will be returned to the customer for correction.**

* Cut-mark shape and placement is described in the latest guideline (v 1.2)														
Panel-size as ordered				Image-size incl. bleed				File control customer			File control STENI			
Line no	Count	Panel-width	Panel-length	Panel no/Filename	Bleed	Image-width	Image-length	Cut-mark*	Image size	Bleed	Cut-mark	Image size	Bleed	Cut-mark
4	10000	1	1195	2995	1	3	1201	3001	No*					
5	20000	1	1195	995	2	1,4	1197,8	997,8	Yes					
6	30000	1	595	1195	3	1,4	597,8	1197,8	Yes					

Figure 2 Sample from the checklist

F. Image resolution

- Images must have a minimum resolution of 150 dpi and 1:1 scale. We cannot guarantee a good result with files in lower resolution.
- Vector, create your data 1:1 in its final size.

**Note:** If you image has a lower dpi than required above, a greater viewing distance can give acceptable results. The viewing distances below gives a rough estimate. A visual control is always necessary in these cases.

- Viewing distance less than 5 m: 150 dpi
- Viewing distance 5 m to 25 m: 100-70 dpi
- Viewing distance more than 25 m: 50-20 dpi

G. Attachments

It is necessary to enclose a pdf that show the full drawing to be printed.

3.1.4 Copyrights

The customer is responsible for acquiring copyrights to the images necessary for printing. Steni AS has no responsibility for controlling ownership/rights for supplied images/graphics.

3.1.5 File Checklist

- Image: Resolution: 150 dpi or more. Create your image in 1:1 scale
- Bleed: 3 mm or 1.4 mm (depending on panel size) See Table 1.
- Crop Marks: Yes/No
- Color profile: ISO Coated v2
- Image files: Only one image per file. Image must fit the corresponding panel size.
- Filename: Maximum 6 characters long, no special char or space allowed.