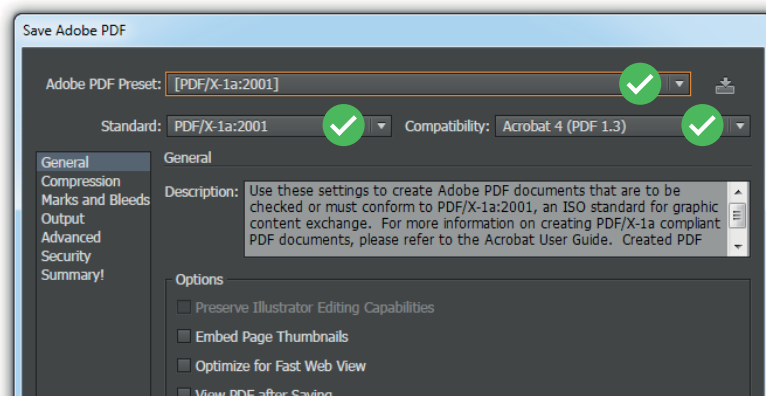


Manual for preparing a file for printing

This manual will help you prepare the file for printing using familiar software. If you are still experiencing difficulties, our customer service will be happy to help you prepare the file so that the finished printed products fully meet your expectations and needs!

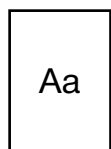
1 File format

Your layout must be saved in PDF format standard (standard) PDF / X-1a: 2001, compatibility level (compatibility) Acrobat 4 (PDF 1.3)



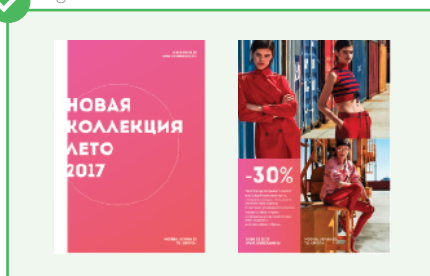
2 Orientation

All PDF pages should have the same orientation (horizontally or vertically)

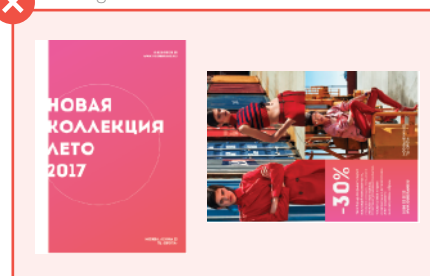


Book orientation

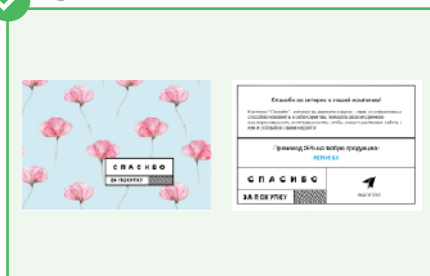
✓ right



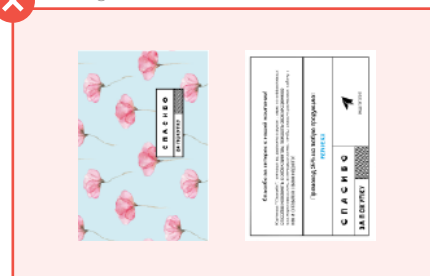
✗ wrong



✓ right



✗ wrong



3 Resolution and sum of colors

The recommended resolution for printing high-quality images is 300 dpi (bitmap). The amount of colors on CMYK should not exceed 300. (Vector images and text).

4 Color Mode

All files must be saved in CMYK color mode, with a Fogra 39 color profile. (Note that the bitmaps in your layout are in CMYK)

5 Cropping lines and safe area



Basis (Layout Size)

Make sure that your background image, background color or background elements are from edge to edge Basics. Otherwise, white edges cannot be avoided.



Cropping (Finished Product Size) — 1 mm

This is where we crop the product. The overhang under the cropping edge is 1 mm on each side of the product.



Safe zone — 5 mm

Make sure that important information, such as a logo or text, is inside the Safe Zone. To avoid clipping!

Download the template of your chosen product on our website to avoid mistakes.

6 Fonts

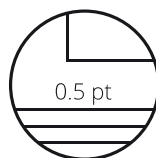
Fonts must be embedded in PDF or converted to curves. The minimum font size (below which we cannot guarantee perfect print quality) is 7 pt.

7 Additional information



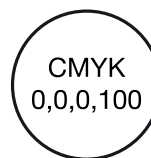
Black background

If you want a rich black background, use this color in the CMYK palette.



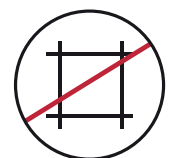
Lines

Clear lines will be if you choose a thickness of 0.5pt and more.



Black text

If you want even clear black text, assign it a color in the CMYK palette.



Cutting marks

Remove all cut marks.

8 Solid fill printing

Avoid large dies filled with 100% black, they can be difficult to print. How to avoid: Add a CMY component to the fill, for example, **C70M30Y30K100** (cold black), or **C60M40Y40K100** (warm black), or **C60M60Y60K100** (superblack).



An example of printing solid fill 100% black

9 Step gradient

In this case, this is the result of converting the gradient from RGB to CMYK followed by color correction. How to avoid: make a gradient in Adobe Illustrator in CMYK mode, rasterize the gradient in CMYK as well. If necessary, change the gradient — draw it again.

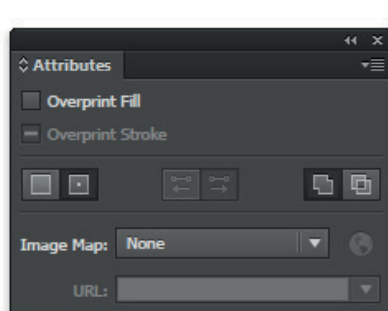


Step gradient print example

10 Overprint

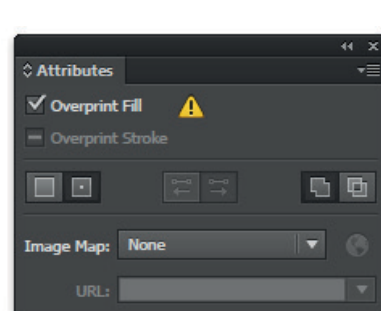
Overprint — the imposition of one color element to another without creating a white pattern under the top element. (reverses). When the "inversion" was formed, then a defect in the misalignment of colors is possible during printing.

Be sure to set an overprint for black font up to 20 pt. It is necessary to set overprint for thin (up to 1 mm) black strokes. To bring up the overprint window in adobe illustrator, press the Ctrl + F11 keys.



Mismatch between
text and background

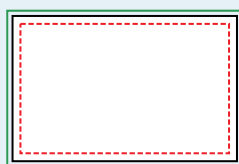
Without overprint



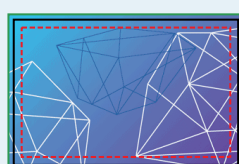
The white text
has disappeared

With overprint

11 How to make a layout without errors?



Download the
template



Place your layout in
our template



Remove cut marks and
secure area



Save the layout to
PDF



PDF



300 dpi



CMYK



FOGRA 39



Black text up to 20 pt with overprint



Curved Text



Remove Cut Marks