

Technical characteristics of print files

General

Files should be produced in **CMYK color space** and **1:1 scale**.

Spot colors should use **standard Pantone names** and there should be no unnecessary spot colors defined.

All additional processes (e.g. foiling, embossing, spot varnishing etc.) have to be represented with separate colors using standard names.

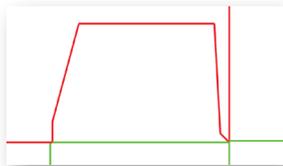
Used images with minimum **DPI of 250**.

Files should have a defined **trim box** according to the final printed size. **Crop marks** may be used, but are not mandatory.

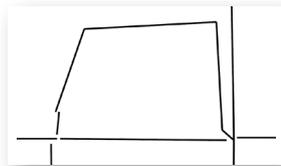
All other printer marks should not be used.

	Foil
	White
	Emboss
	Varnish
	UV
	Cutting
	Creasing
	Perforating
	Glue Assist Perforation

Standardised color names.



Correct drawing of a die-cut tool.



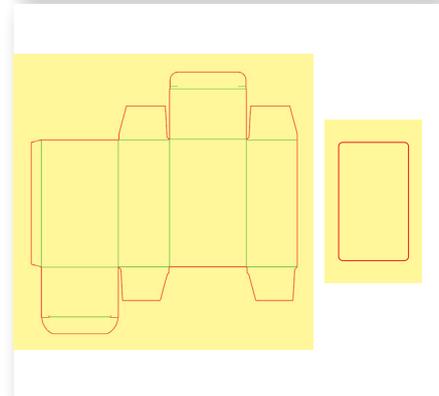
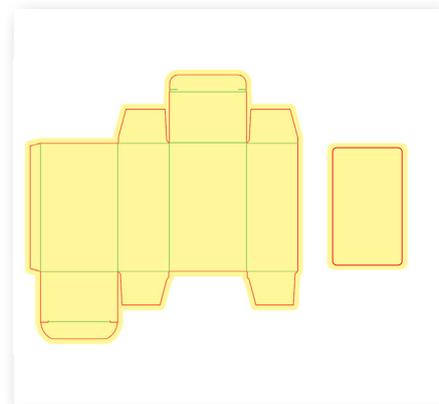
Unusable drawing.

Packaging

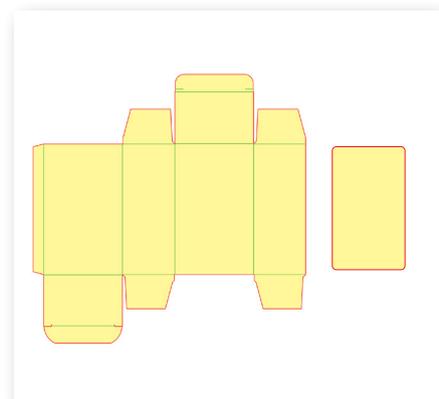
PDF-file should contain **design and die-cut vector drawing** defined using standard names on one page.

Design should have sufficient (min 3 mm) **bleed** on all the edges.

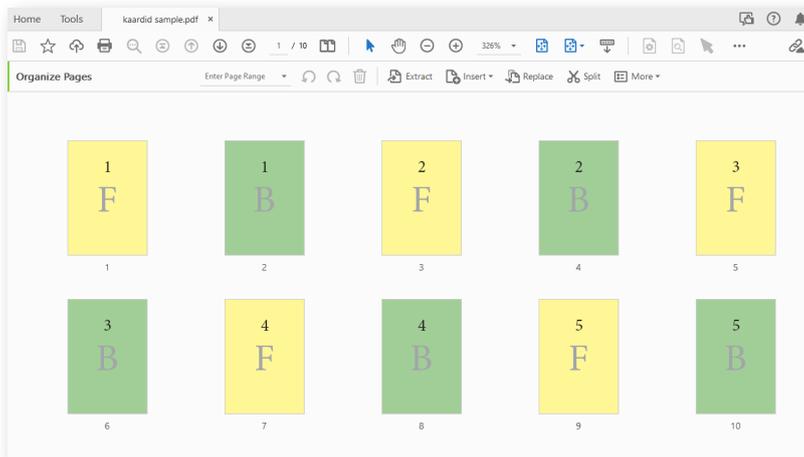
NB! Feasibility and quality of the die-cut drawing will be assessed. Required changes might incur additional costs.



OK – Bleed on all of the edges.



NOT OK – No bleed on some or all of the edges.



Sample file of cards – Front and Back in sequence from first to last card of the set.

Cards

All cards (front and back sides) should be included in **one PDF file** containing every card of a complete set as a separate page. If the set includes several similar cards, they also have to be included in the file as separate pages. In other words – printout of the file has to produce complete set of cards as ordered.

Frames around the edges should be avoided. Leave at least 4 mm safe zone around the edges.

All pages (cards) must be in **uniform size and orientation**.