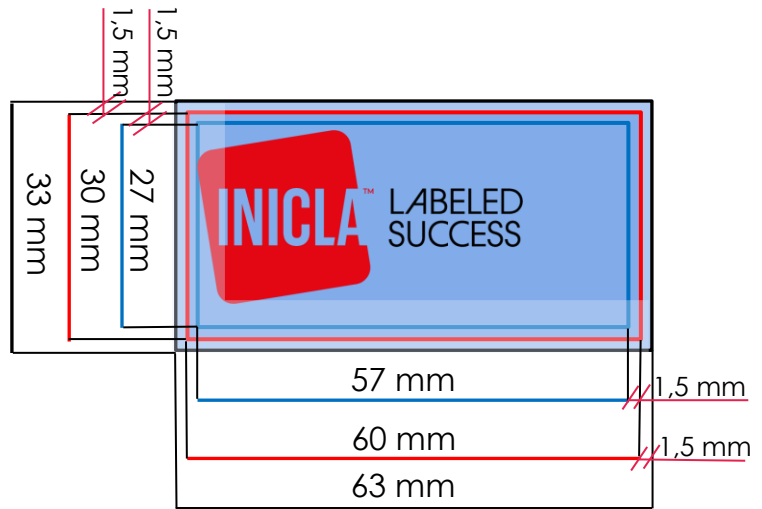


GUIDELINES FOR PREPARING FILES

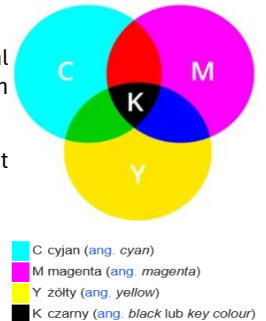
PRINTOUT AREA

- ❑ File prepared for digital printing must contain bleed, which refers to printing that extends off the edge(s) of a printed piece, in other words, the area to be trimmed off (**ART BOARD**).
- ❑ Extend image or artwork beyond where the document will be trimmed.
- ❑ Mark **CUT LINE** and **INNER MARGIN** with clear frame and place on separate layers. **CUT LINE** represents measurement of the ‚ready‘ label (in this case 30x60mm)
- ❑ The **ART BOARD** should have same measurements as the ‚ready‘ label with 1,5 mm bleed on each site.
- ❑ Place all elements like textbox or other graphical pieces **which cannot be cut off** within **INNER MARGIN**.



COLOR SETTINGS

- ❑ Change all PANTON colours into CMYK (five colours mode: CMYK). Moreover change also all additional (spot) colours to primary (process) colours with the exception when additional colour imitates fifth colour, e.g. white. In this case place all elements containing additional colour on separate layer.
- ❑ Do not extend the maximum level of colour content in one point which is 280%. It means for instant values C100%M100%Y70%K10% is still acceptable.



REFINEMENT



- ❑ Include all elements designed for selective refinement on separate layer and adjust the colour to K=100. It refers for example to cold plating, silver plating, varnishing.

FONTS

- ❑ Embed or outline all fonts. Embedding fonts means including the font data in your print-ready file, so that the printer can access and render the fonts correctly. Outlining fonts means converting the font text into vector shapes, so that the printer does not need the font data at all.
- ❑ Black font should have only one element K=100. Minimum acceptable text size is 5 points for K=100 and 7 points for colour font.

FILE FORMAT

- ❑ Save file in PDF format latest version you have. File should be prepared in the vector shapes form, preferably in the ADOBE ILLUSTRATOR.
- ❑ For proper printing flatten the contents, except for the elements to be edited/deleted (e.g. cut lines, variables such as batch numbers, etc.)
- ❑ Set bit maps (e.g. pictures) and provide at the resolution of 300 ppi (colour profile CMYK).
- ❑ Provide **bar codes** according to guidelines „GS1 Polska“. Main elements from the guidelines consider: proper set up of the graphics, K=100, white background. Preparing bar code file is responsibility of the ordering site, we will only test if it works with the scanner.
- ❑ If you require further information or support pls contact us at:

