

## General Design Guidelines and Printing Specifications

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- High Resolution Press-ready **PDF, CDR (up to ver. 17) or Ai (up to ver. CS6)** files are the required file format.
- Press Ready PDFs must be **CMYK** or **Pantone** - to avoid unwanted color shifts that could occur if converted from RGB using our system
- Text should be converted to curves.
- Type should not be smaller than 4 points. Small type - 6 points or smaller should be made up of 1 colour only. Type smaller than 6 points should be reversed out of a 1 colour background only
- Black solids should be 100% black only (C:0, M:0, Y:0, **K:100**). Large black areas should be rich black to ensure better print quality. Rich black values should be (**C:60, M:50, Y:20, K:100**)
- Total Ink Coverage should not exceed **300%**. Total Ink Coverage is the sum of all the ink values in the darkest area of a separation
- A minimum of **300 dpi** input resolution for graphic elements is required (including photos)
- Transparent graphic elements should be **converted** into 300 dpi bitmaps
- The Safe Design Zone is minimum **1,5 mm** area surrounding the inside trim edge of your piece. Keeping your critical content-text, images, graphics-within the safe design zone ensures that nothing will be positioned too close to the edge, where it could be impacted by trimming variances
- We recommend that you build your file with bleed dimensions of minimum extra **2 mm** on each side. Bleed is the amount of printed information which extends beyond the finished size of your piece. It allows us to print your piece slightly oversized and cut it down to its exact size. This gives a final seamless appearance of the image "bleeding" off the edges.