

# How to Prepare Your File for Printing

## Preferred File Format

- PDF (print-ready)

## Color Mode

- CMYK, without embedded color profiles
- If the design includes Pantone colors – convert them to CMYK
- Bitmaps – must be saved in CMYK mode, 8 bits per channel

## Fonts

- All fonts must be converted to outlines (vector objects)

## Resolution

- 150 dpi for templates prepared at a 1 : 1 scale
- For smaller scales (e.g. 1 : 2 or 1 : 4) – 300 dpi

## Template and Layout

- Design must be aligned with the appropriate template – centered and in the full bleed size of the template
- A minimum safe margin of 30 mm must be kept from the cutting line for all important graphic elements or text
- The print-ready file must not contain any template lines

## Typography and Line Thickness

- Minimum font size – 3 mm
- Minimum line thickness – 0.3 pt

## Overprint

- Overprint attribute must be disabled. This is especially important for white elements

## Rich Black

- To achieve a rich black, use the following values: **C100, M100, Y100, K100**

## Embedded Files & Double-Sided Printing

- For files exported from Adobe Illustrator or InDesign – all graphic elements must be embedded
- For double-sided prints – provide a single two-page PDF. If the reverse side should remain blank, page two of the PDF should be a white area

## IMPORTANT

Before sending your file to print, please ensure it meets all of the above specifications.

The print shop is responsible for the correct execution of the order, however it is the client's responsibility to provide a properly prepared file.

Submitting a file that follows this specification reduces lead time for previews and significantly minimizes the risk of errors or complaints.