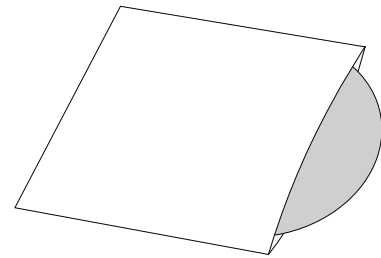


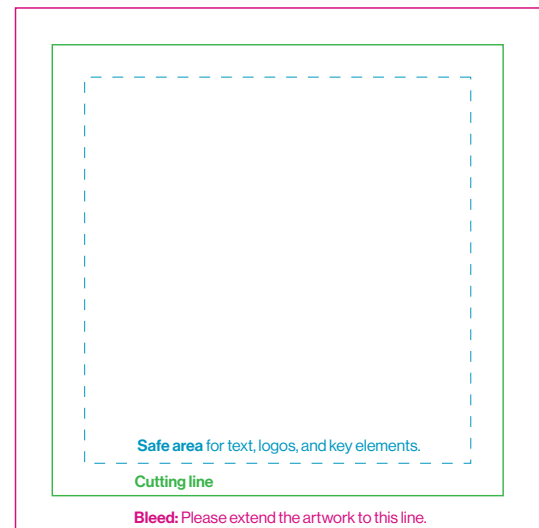
A1

cardboard wallet



PRINT REQUIREMENTS

-  Print file in PDF.
-  Use CMYK colour mode.
-  **DPI** Resolution: 300 dpi, scale 1:1.
-  Delete all template lines from the print file; leave crop marks only.
-  **3MM** Ensure that 3mm bleeds are added around the artwork.
-  **320%** Maximum ink levels: 320%.
-  **260%** For reverse board/uncoated paper, maximum ink levels: 260%.
-  For hot stamping, embossing, and spot UV, use spot color 100% in vector format only.



Crop marks:

They help us align artwork properly to the cutter. This is especially important if the background is white.

TIPS FROM OUR PRINTHOUSE

- ✓ Check the panel orientation! Front, Back, Inside - we are folding covers, so some pages may be upside down on our template.
- ✓ Gray separations: If you want black and white artwork, create grayscale using only the black channel (K).
- ✓ For grayscale enriched with CMYK, remember the proportions of 2x K compared to other inks, for example, C20M20Y20K. This provides better control over colour hue.
- ✓ The minimum ink amount is 6% - values below this threshold won't be visible in print.
- ✓ Remember the contrast in ink between dark elements; what you see on the screen may not be as visible in print.
- ✓ Images on the screen appear brighter than in print (the screen shines, paper doesn't).
- ✓ Be cautious with borders around the edge; the knife may cause uneven frames.
- ✓ Letters should be larger than 6p; below that size, we can't guarantee sharp printed letters, especially for thin or light fonts.
- ✓ Letters look better in vector format rather than bitmap.
- ✓ Black letters will be sharper when made solely of 100%K and set to overprint.
- ✓ Barcodes work best when made solely of 100%K.
- ✓ Keep in mind that finishing processes may slightly alter colours: matte foil reduces contrast, while glossy foil intensifies the depth of dark colours.

BACK

FRONT