

## HOW TO CREATE A PRINT-READY FILE:

### BUSINESS CARDS

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, visit the FAQ section of our website, request a professional File Check or contact customer support.

#### 1 FILE FORMAT

Our systems can only process files in PDF format and in 1:1 scale (not password-protected).

#### 2 COLOURS

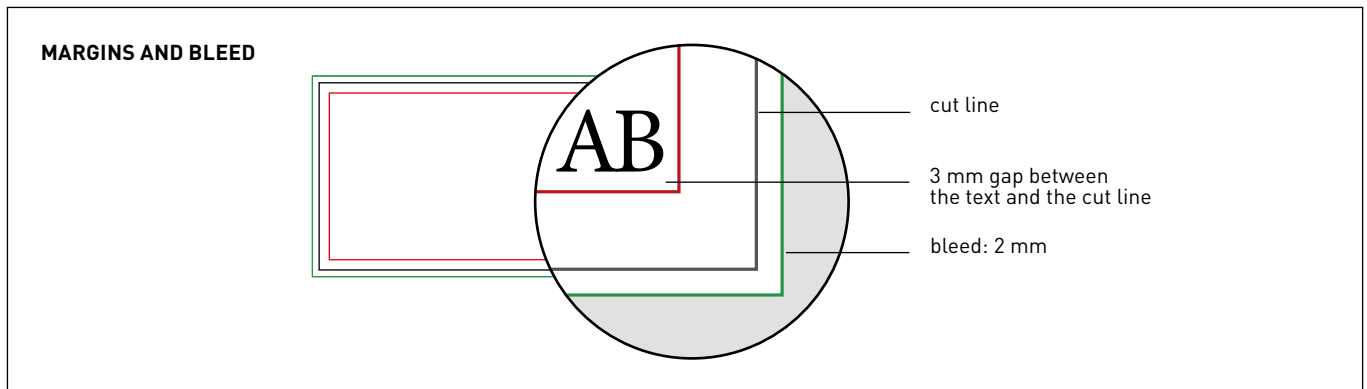
All files should be sent in CMYK (cyan, magenta, yellow, black), with the Fogra 39 colour profile . Images in RGB or with PANTONE colours will be converted automatically using a standard colour separation profile.

#### 3 RESOLUTION

The optimal resolution for the print files is between 250 and 300 dpi.

#### 4 MARGINS AND BLEED

Download the template for the product you have purchased; the required bleed of 2 mm will already be in place. Leave a minimum of 3 mm between the text and the cut line.

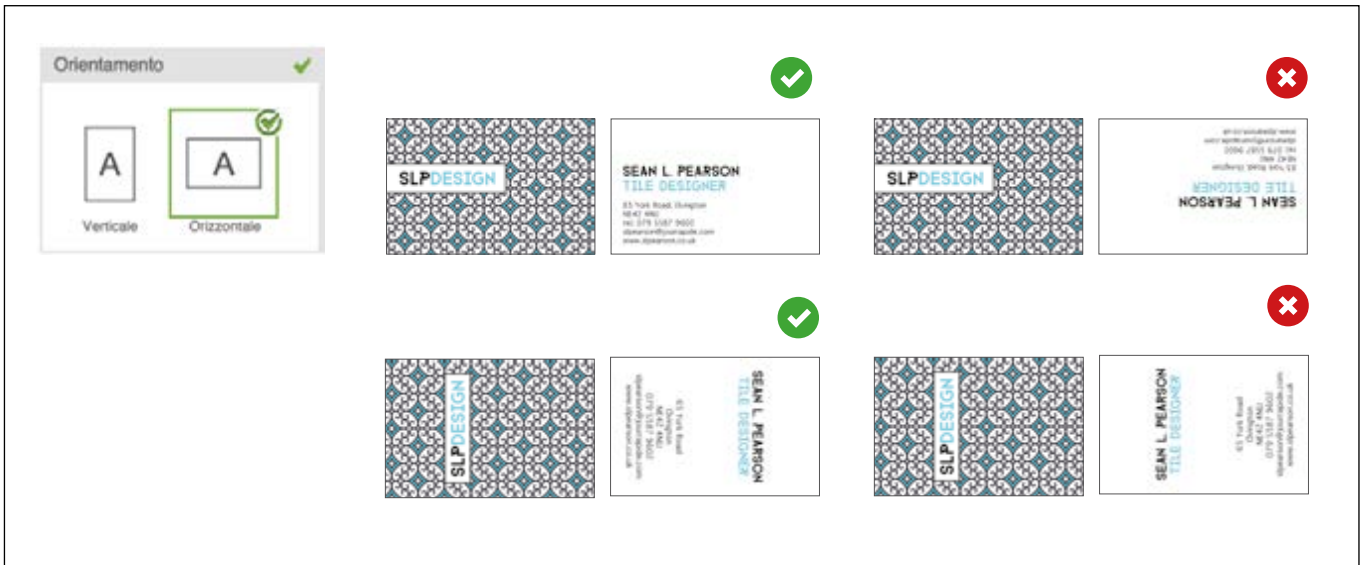


#### 5 FORMAT ORIENTATION

The orientation of the pages of the PDF must match the choice made in your order (horizontal or vertical). Both pages must have the same orientation. Once you have saved the PDF file, ensure you do not rotate the pages using Acrobat.

**PLEASE NOTE:** For double-sided printing, the sheet is rotated around its vertical axis, as if turning the pages of a book: bear this in mind when positioning the text, as well as following the orientation chosen in your order.

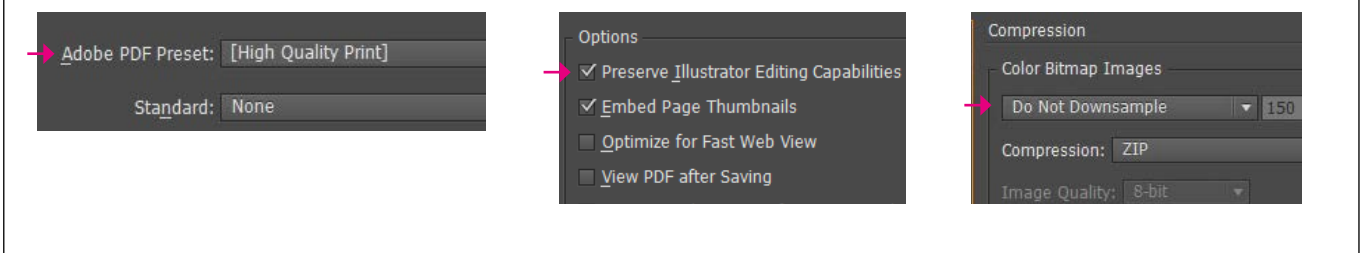




## 6 TEMPLATE

Always download **the template** for the product you purchased from the website and use it as the basis for positioning your artwork: this will make it easier to create a print-ready file. Insert your **artwork on the Artwork layer**. Take care not to alter the dimensions of the artboard and insert your artwork. Finally, **delete all the guidelines** except the bleed line (the green line) and save the file as a PDF, without crop marks.

**SAVE THE PDF IN HIGH QUALITY, WITHOUT DOWNSAMPLING AND KEEPING THE LAYERS SEPARATE.**



## 7 FINISHES

If you have chosen the **3D Varnish**, **Gold Coating** or **Silver Coating options**, remember that the artwork for the finish must be entered on the dedicated **Finishing layer**.

The artwork on the Finishing layer must not contain gradients, halftone screens or transparency, must consist of vector graphics and must use the **Finishing colour swatch**.

You can make the finishes any shape you like, giving you more creative freedom.

The minimum font size is 10 pt, and the minimum line weight is 1 pt.

We recommend avoiding placing finishes over the scoring, to prevent the varnish or coating from breaking.

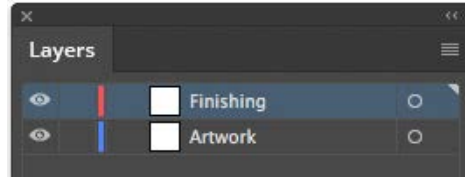
We recommend that you keep a distance of at least **3 mm** between the finish and the cut line.

The template already contains the dedicated tint, named **Finishing**. Alternatively, follow these steps to recreate the correct colour swatch.

**!** The finish can only be applied to one side of the product. It is not possible to order a finish on both sides.

① **LAYERS > CREATE NEW > Finishing**

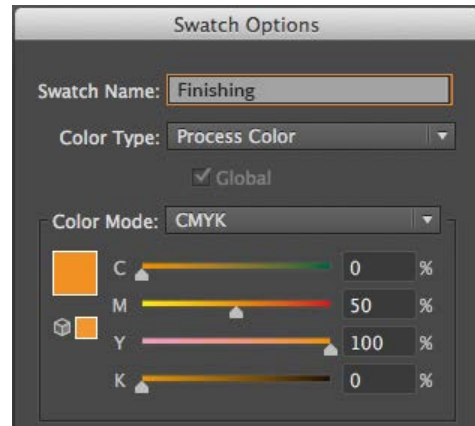
Create a new layer from the **Layers** panel above the Artwork layer, and name it **Finishing**.



② **SWATCHES > CREATE NEW > Finishing**

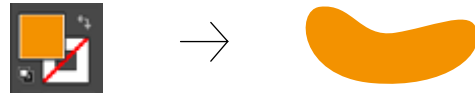
Create a new colour swatch from the **Swatches** panel and name it **Finishing**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 0, 50, 100, 0.

Finishing  
Spot Colour  
CMYK  
C: 0%  
M: 50%  
Y: 100%  
K: 0%

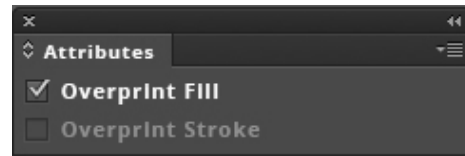


③ **FILL > Finishing**

Create a vector fill on the **Finishing** layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the Finishing spot colour.



Overprint must be selected for all paths on the Finishing layer.



④ Save the PDF, keeping the layers separate.



**For Gold Coating or Silver Coating, we recommend placing the artwork relating to the finish in the Finishing layer only, remembering to delete it from the Artwork layer.**

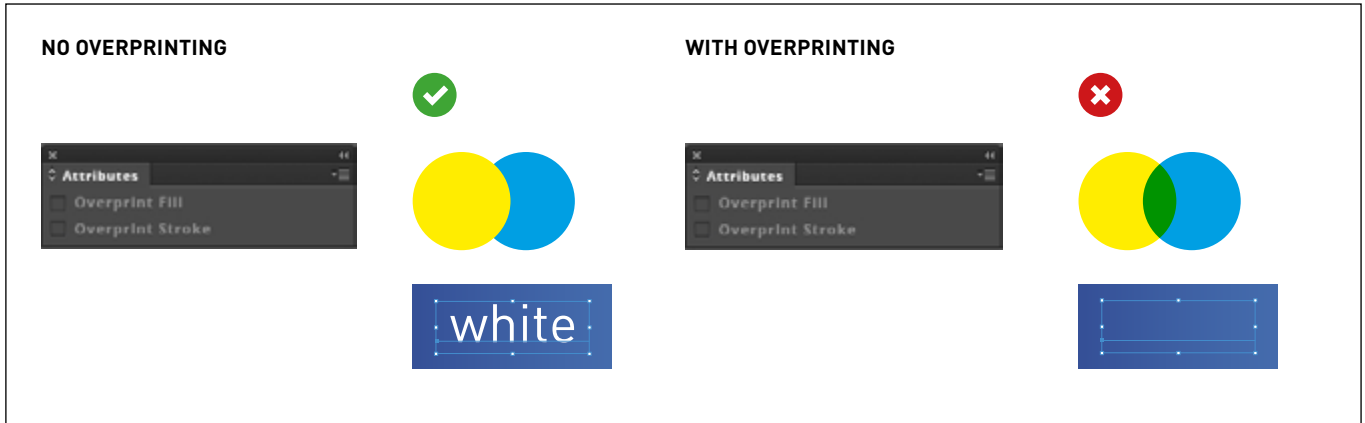
⑧ **FONTS**

Fonts should be **embedded in the PDF or converted into curves/paths**. The minimum font size (below which we cannot guarantee perfect print quality) is 6 pt.

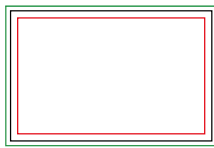
## 9 ADDITIONAL INFORMATION

Vector paths should have a weight of at least **0.25 pt**. We **recommend that you do not place frames or passepartouts too close to the margins**, as the tolerance in the cutting process may produce a slightly uneven result.

By default, when overlapping opaque colours are printed, the top colour knocks out the area underneath. Overprinting prevents knockouts and allows the inks to overlap. To avoid unexpected colour results, **check that your file does not contain overprinted objects or text**.



### PLEASE NOTE - Business cards



DOWNLOAD  
THE TEMPLATE



INSERT  
YOUR ARTWORK  
on the Artwork layer



DELETE ALL GUIDELINES  
except the green line



SAVE THE PDF



PRINTED RESULT



PDF



300 dpi



CMYK



FOGRA 39



2 mm bleed



crop marks