

HOW TO CREATE A PRINT-READY FILE:

Multi-layer 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

Send your file in PDF FORMAT IN 1:1 SCALE (NOT PASSWORD PROTECTED).

2 COLOURS

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

The same colour can appear slightly different on different media.

This is due to the material's physical composition.

3 RESOLUTION

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

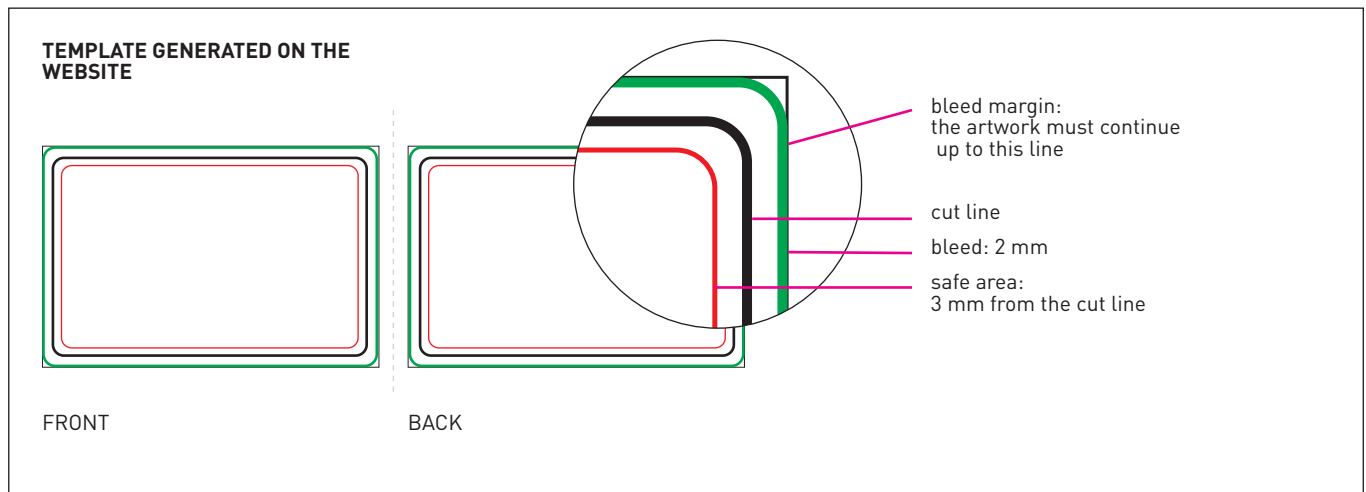
4 FONTS AND PATHS

Fonts should be embedded in the PDF or converted into curves/outlines. The minimum font size (below which we cannot guarantee perfect print quality) is 6 pt. The minimum printable line weight is 0.25 pt.

5 MARGINS AND BLEED

Download the template from the website: **the necessary bleed of 2 mm on each side** will already be set up correctly. Leave a minimum of 3 mm between the text and the cut line.

For business cards with rounded corners, the radius of curvature of the corner is 3 mm.



6 TEMPLATE

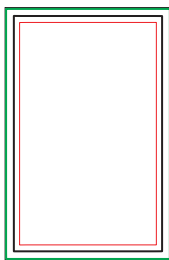
Always download the template for your product from the website and use it as the basis for positioning your artwork: you will find the swatches, guidelines, layers and bleed already set up, making it easier to create a print-ready file.

Enter your **artwork on the Artwork layer**.

Finally, remove all the guidelines except the bleed margin (the green line) and save the file in PDF format without crop marks, with one page for the front and one for the back, ensuring the layers are kept separate.

The PDF must contain two pages, one for the front and one for the back, even for front-only printing. For cards containing only the finish, without the four-colour printing, send us a PDF with just one page.

GOOD TO KNOW - Four-colour digital printing



DOWNLOAD
THE TEMPLATE



INSERT YOUR ARTWORK
on the Artwork layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT

✓ PDF

✓ 250-300 dpi

✓ CMYK

✓ FOGRA 39

7 FINISHES

If you have chosen the **Dry Debossing** or **Gold or Silver Hot Stamping** option, download the template from the website, enter the artwork that you want to have this finish as a **vector path** on the Finishing layer and assign it the Finishing swatch.

The template you will download from the website contains both the 'Finishing' layer and colour.

PLEASE NOTE:

You can give these types of finish any shape you like, giving you more creative freedom.

The minimum printable font size is 20 pt, whilst the minimum printable line weight is 2 pt.

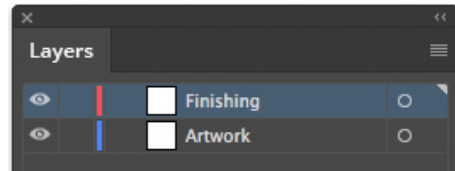
Fonts and paths printed in negative need to be thicker than those printed in positive.

Don't forget that the finish can only be applied to one side of the business card. It is also possible to create a card with only the embossing or hot stamping, without the four-colour printing; in this case, the PDF file must only have one page.

If you have decided not to download the template, follow these instructions:

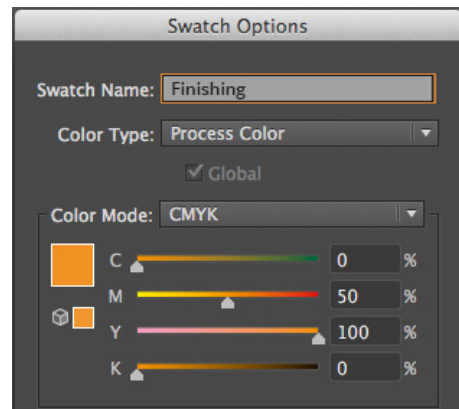
- 1 Enter your artwork on a single layer, and give it the name Artwork.

- 2 **LAYERS > CREATE NEW > Finishing**
Create a new layer from the **Layers** panel above the Artwork layer, and name it **Finishing**.

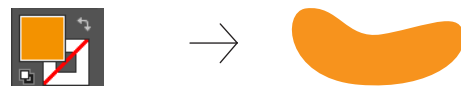


- 3 **SWATCHES > CREATE NEW > Finishing**
Create a new colour swatch from the **Swatches** panel and name it **Finishing**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 0, 50, 100, 0.

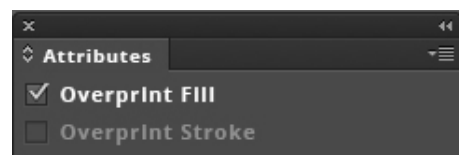
Finishing
Spot Colour
CMYK
C: 0%
M: 50%
Y: 100%
K: 0%



- 4 **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.

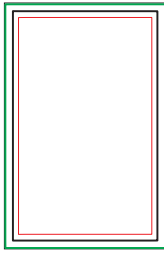


Overprint must be selected for all paths on the Finishing layer.



- 5 Save the PDF, keeping the layers separate.

GOOD TO KNOW- Dry debossing/hot stamping



DOWNLOAD
THE TEMPLATE



INSERT YOUR ARTWORK
on the Artwork layer



INSERT YOUR ARTWORK
on the Finishing layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT



PDF



250-300 dpi



CMYK



FOGRA 39



FURTHER INFORMATION

The Multi-layer Business Cards are partially handmade; they are joined and cut by hand by expert Italian craftsmen. Any small inaccuracies should be considered proof of the handcrafted nature of the product.

Dry debossing and hot stamping are direct printing processes, ideal for printing logos and graphics which are not overly detailed.

This procedure uses a cantilevered punch which is pressed onto the paper, creating the design. The design will be debossed, i.e. pressed into the material.