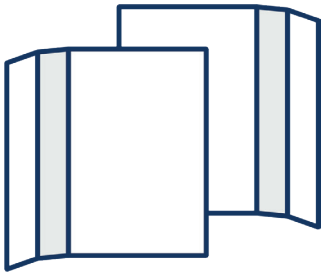
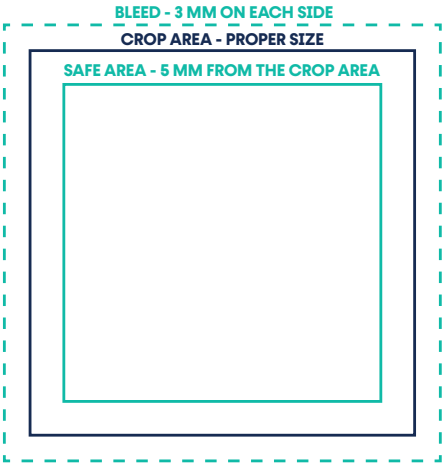
MC-Double-Jcard



HOW TO PREPARE FILES FOR PRINTING – GUIDELINES

- **Acceptable file formats: PDF FLATTENED** – without layers and transparency;
- **Color mode: CMYK**, with no additional profiles embedded (or with preset profile Coated Fogra 39 (ISO 12647-2):2004);
- **Dimensions: 1:1 scale** (in multi-page artworks dimensions are constant for all pages);
- **3 mm bleeds** on each side;
- **Resolution: 300 dpi**. For color and grayscale images with a resolution higher than 350 dpi, we will automatically reduce them to 300 dpi. Sending artwork with a lower resolution than the minimum means accepting a reduction in the quality of reproduction of a given photo;
- **Grayscale:** For black and white graphics, create a grayscale using only the **black channel (K)**;
- **For greyscale** enriched with **CMYK**, remember the proportions of **2x K** compared to other inks, e.g.: **C=20**, **M=20**, **Y=20**, **K=40**.
- If the artwork contains **PANTONE colors**: they must be prepared as a **separate additional color** in the project or in a separate file with dimensions identical to the project file;
- **Maximum ink levels** for coated paper **320%**, for reverse board or uncoated paper **250%**;
- **The minimum ink level is 6%** – below this value, objects will not be visible in print;
- **Typography:** minimum value for single-element typeface is **6 pt**; for two-element typeface is **7 pt**. Below that size, we can't guarantee sharp printed letters, especially for light fonts;
- Placement of important graphic elements and texts – **5 mm** from the cutting line;
- **Production files should not** contain additional information, template lines or cutting marks;
- **All pages** should be generated using **the same settings**;
- Recommended LZW compression;



ADDITIONAL ELEMENTS: SPOT UV VARNISH, HOT-STAMP, EMBOSSING

- **they must be** prepared as a separate **additional spot color (100%)** in the artwork or in a separate file with dimensions identical to the project file;
- objects representing spot UV, hot-stamping, embossing in artwork **must have an overprint attribute** and should be in **vector format only**;
- the minimum thickness of the object/line in spot UV is **0.5 mm** (negative – **1 mm**);
- **hot-stamping** – minimum line thickness – **0.3 mm**, spacing between lines is minimum – **0.4 mm**;
- **embossing** – objects should be larger than **2 mm**;
- the elements must be moved away from the cutting/creasing line by at least **5 mm** for hot stamping and embossing, and **1 mm** for spot UV varnish.

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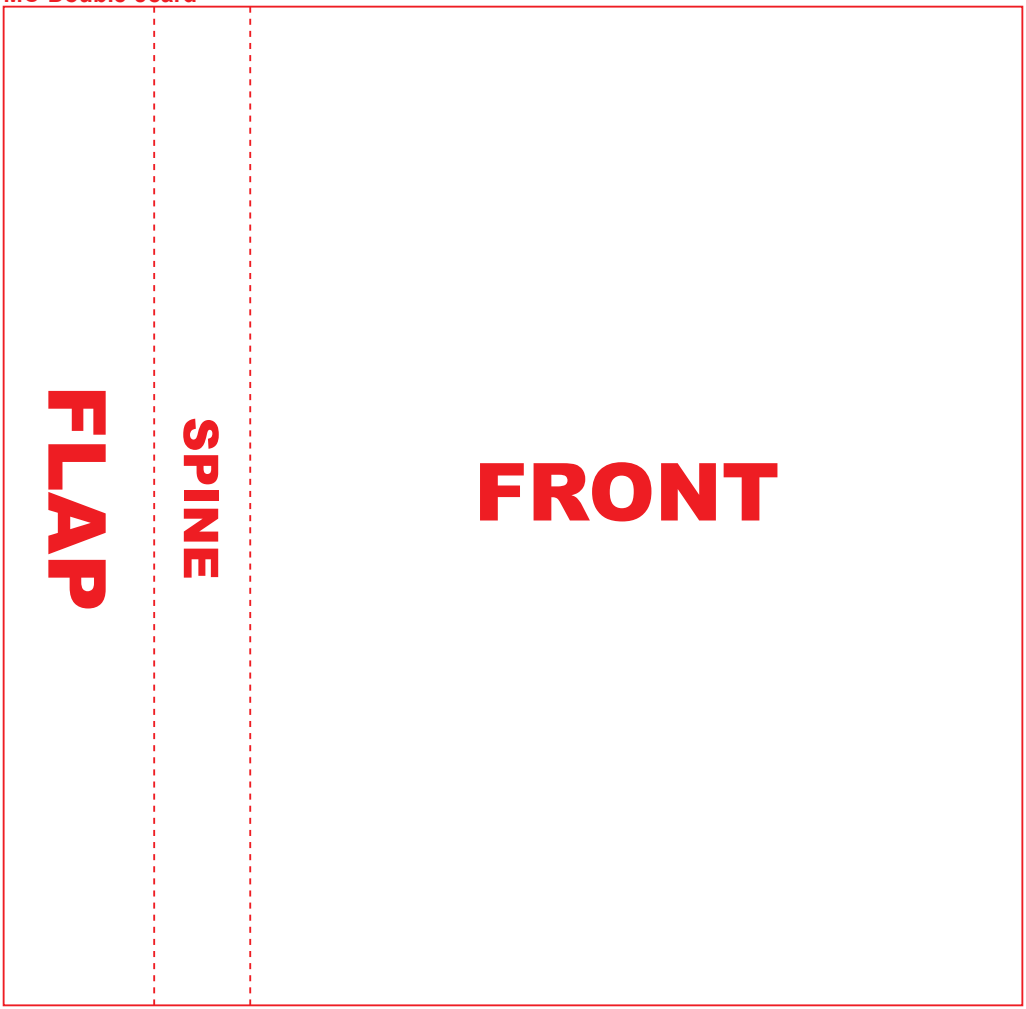

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FRONT

SPINE

FLAP