

DESIGN INSTRUCTIONS

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Format

- PDF, AI or EPS

Bitmap images

- Recommended resolution at least 300ppi

Fonts

- Embed fonts or convert to outlines
- Less than 5 pt font size not recommended
- Negative text should usually be larger, depending on font and material

Line weight

- Usually at least 0,25 pt, depending on material and printing method

Colors

- Color profile (ICC) Coated FOGRA39
- Color space CMYK
- PANTONE colors as SPOT
- Black color CMYK (0, 0, 0, 100)
- White underprint as a spot named "WHITE"

RGB designs will be converted to CMYK. Colors might differ from the original design.

Bleed and trim marks

- Bleed at least 2 mm
- All essential texts and graphics minimum 2 mm away from dieline
- Die-/cutline on top as one continuous path, SPOT color named e.g. "CUT" or "DIE", CMYK (0, 100, 0, 0), overprint
- Trim marks with 2mm offset, according to dieline

Design changes

If there's a need to make changes to the design, please embed possible bitmap images and fonts. You can also supply them separately (e.g. ZIP file). Editing the design will be charged.



DESIGN INSTRUCTIONS

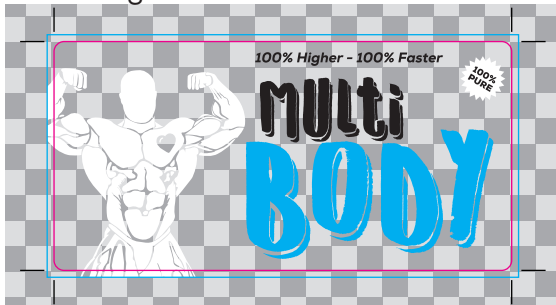
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White underprint

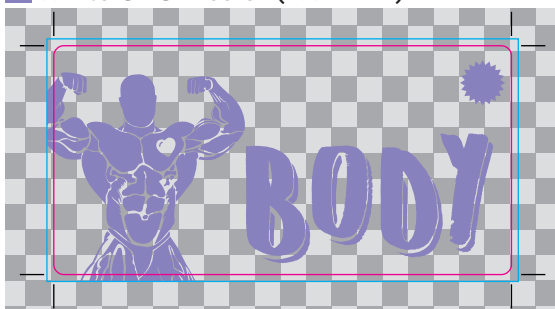
White underprint can be used on a clear or metallic substrate to make it opaque or remove shininess. White will be printed first, under the other colors. Black color doesn't usually require white underprint.

White can be on it's own layer in the file, or as it's own page or a separate file.

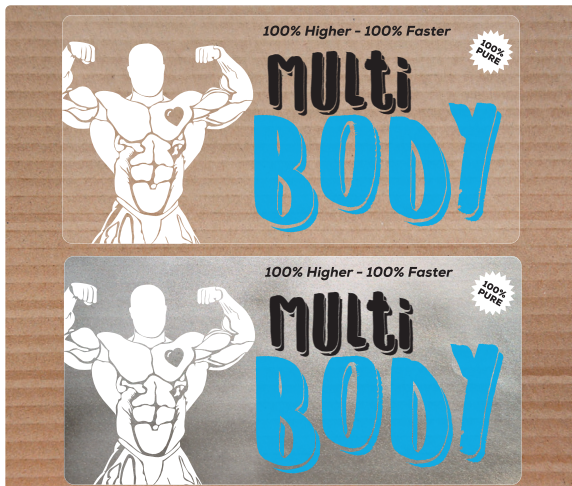
Print design



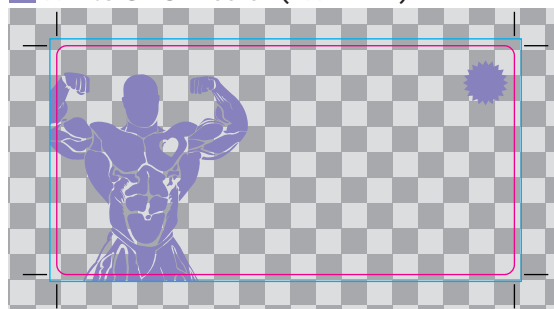
Design's white underprint
■ White SPOT-color ("WHITE")



Representation of a finished product on a clear and silver substrate.



Design's white underprint (without "Body"-text)
■ White SPOT-color ("WHITE")



Representation of a finished product.
No white under "Body" -text.

