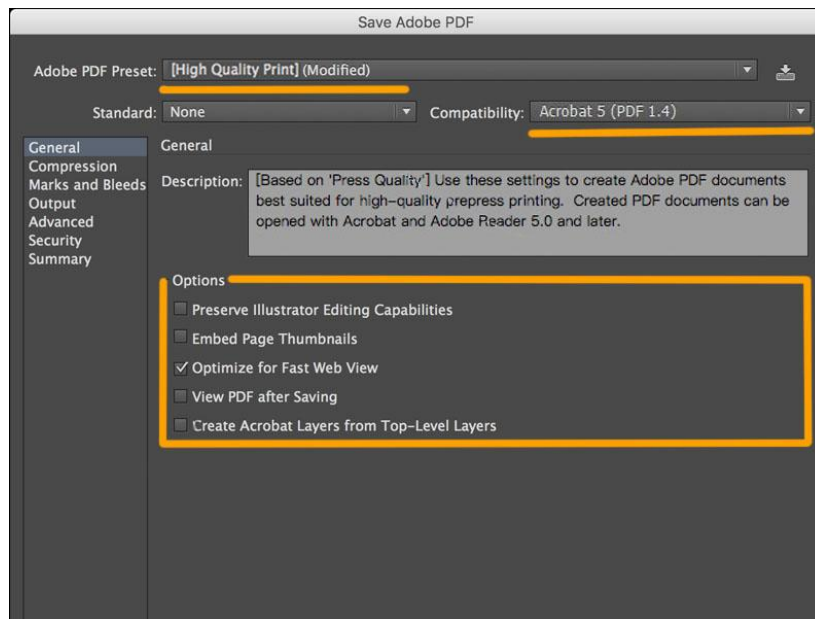# Guidelines for preparing graphic files
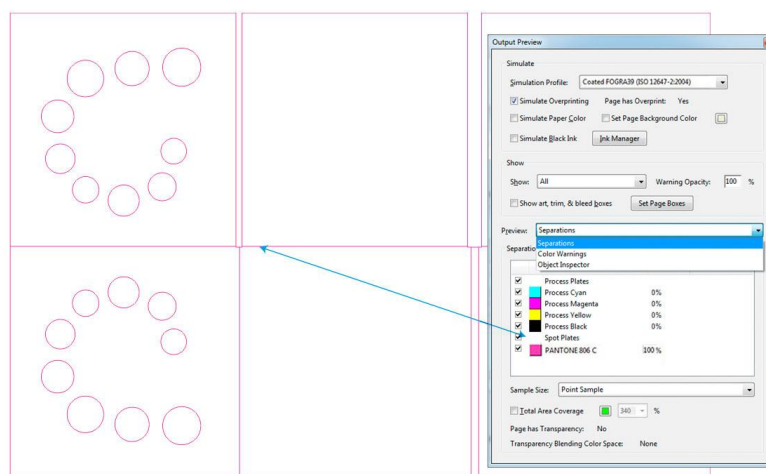author: Joanna Gudakowska
creation date: 2021-06-10

Technical requirements:

1. File saved in pdf version 1.4 at a scale of 1:1.

2. We work in Adobe programs (Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe InDesign CS6) and Corel Draw X5.
3. Files provided in other formats are individually assessed for printability.
4. File placed on cutting die grids provided to the customer by the Project Manager, prepared specifically for the individual project, adapted to the technological possibilities (especially as regards the location of coin holes).
5. The cutting die should be saved in colour (pantone) printed also in 1:1 scale ,should be integrated as one object and not separate lines.
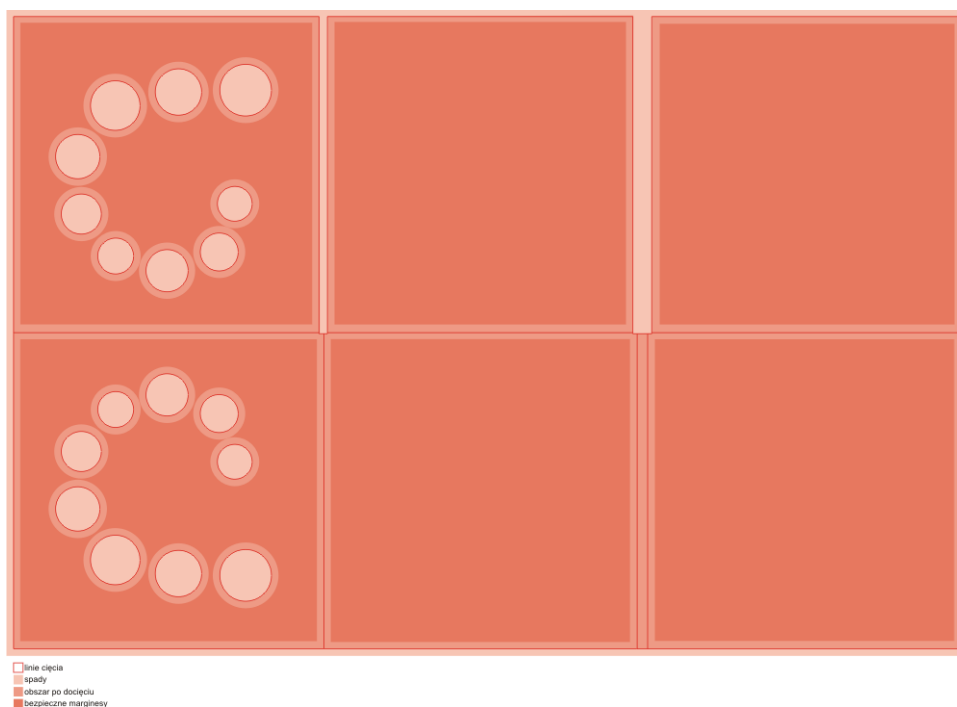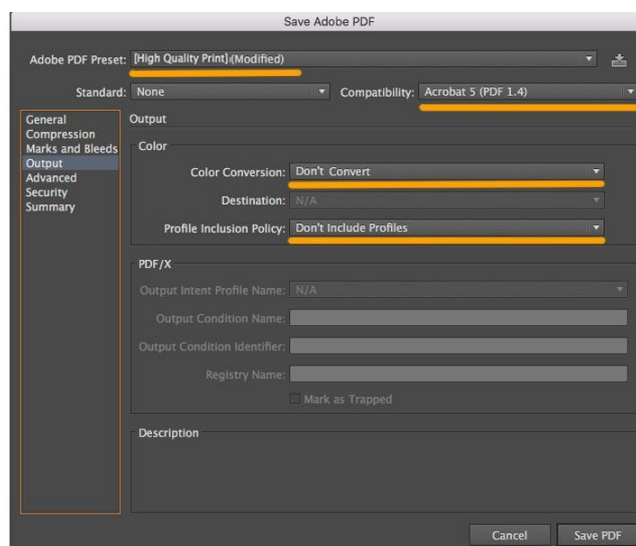
6. The cutting die, and therefore the design, should be centered in relation to the workspace.
7. Each page of the design should have the same size and orientation.
8. The print refinements designs should be submitted in separate files having the same size and orientation as the graphic files.
9. Bleeds of 3mm on each side to be trimmed. Please keep the bleeds also in the coin holes.

linie cięcia
spady
obszar po docięciu
bezpieczne marginesy

10. Files should be prepared in CMYK space without embedded output profiles.

11. For the best colour reproduction in print, please prepare designs on working areas compliant with Coated FOGRA 39 profiles.

12. All bitmaps placed in the design should also be prepared in CMYK colour space and saved with a minimum resolution of 300 dpi.

300 dpi   200 dpi   100 dpi

13. There is a possibility of using Pantone colours, however, we can use only one additional colour at a time. Our experience allows us to use Pantone metallic colours such as gold and silver in the following shades: gold - Pantone 872C, silver - Pantone 877C. All other colours from the Pantone palette should be decoloured to CMYK.

14. All graphic objects and texts should be at least 3 mm from the cutting line.
15. Texts in curves (vectors).

16. Please avoid sending open files without prepared packages containing linked elements (photos, logos, fonts, etc.). Any open files should be saved in a version allowing the file to be opened by Adobe CS6 or Corel Draw X5 package.
17. Black texts in 100% black with no addition of other colours. (K-100%)
18. Large black uniform colour background should be prepared from component colours C-80 M-80 Y-40 K-100
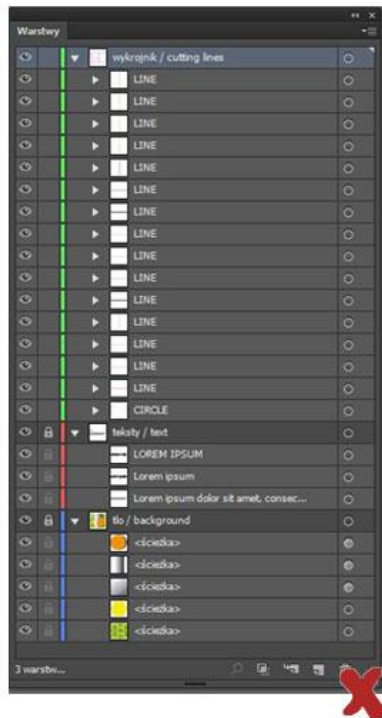

C:0% M:0% Y:0% K:100%   C:80% M:80% Y:40% K:100%

19. All transparency, special effects, shadows etc. should be merged into one bitmap with the background.
20. The text layer should remain unmerged with the background.

21. It is not necessary to use additional print tags in the files. Only registration marka/cut lines are required.
22. Print and cut a mock-up before sending the design to confirm that the design has been placed correctly on the cutting die and is folding correctly.
23. Maximum ink limit (sum of colours of an object):
    a. on coated papers (chalk, coated boards): max. 300%
    b. on uncoated papers (e.g. offset paper): max. 250%

Graphic design - useful tips:

1. Before starting the design process , find out whether the project will be printed on one or both sides - this is important because of the planning of possible sub-prints.
2. When designing the sub-prints under the back and the openings, as far as possible avoid elements that will have to be matched with the first page (e.g. stripes, grids, maps, etc.).
3. When designing, pay attention to the construction of the blister, the way of folding and whether the cutting die uses creases or die.
4. We try not to use large differences in colour at the crease/die (e.g. one side light and the other dark/black) because of the later problems with die-cutting of such products and the possibility of some shifts. If such a colour combination is necessary, it is better to use crease instead of a die in the place where the page is bent.
5. We do not design rings/frames around the holes or if they are necessary they must be at least 3 mm away from the cutting line.
6. Pantone colours which we recommend are: silver - Pantone 877C and gold - Pantone-872C. All other colours from the Pantone palette should be decoloured to CMYK or consulted individually with the Project Manager.

Embossing:

Technical requirements:

1. Vector graphics only - it is not possible to make an embossing die based on raster graphics.

2. Minimum element thickness 0.4 mm.
3. Minimum distance between embossed elements (light) 0.75 mm.
4. Minimum basic font size 12 pt.
5. Minimum character spacing in decorative typeface of 0,75 mm.
6. Files should not have additional contours. Sans serif fonts should preferably be used.
7. Please avoid embossing very thin, small elements.
8. The file for the embossing die should be in a separate file or on a separate layer in the same working area as the actual file.

Embossing - useful tips:

Embossing dies cannot be used as hot stamping dies. The maximum size of a standard embossing die is 100x100 mm. Larger die sizes are possible, but please ask for a custom size calculation by sending the embossing pattern as a vector file. When selecting design elements (e.g. logo, name) to be embossed, please consider the requirements:

Note: Normally embossing is done as convex on page one; however, if your intention is to have a concave design on page one - prepare a mirror image embossing and let us know in advance by adding a note to the order.
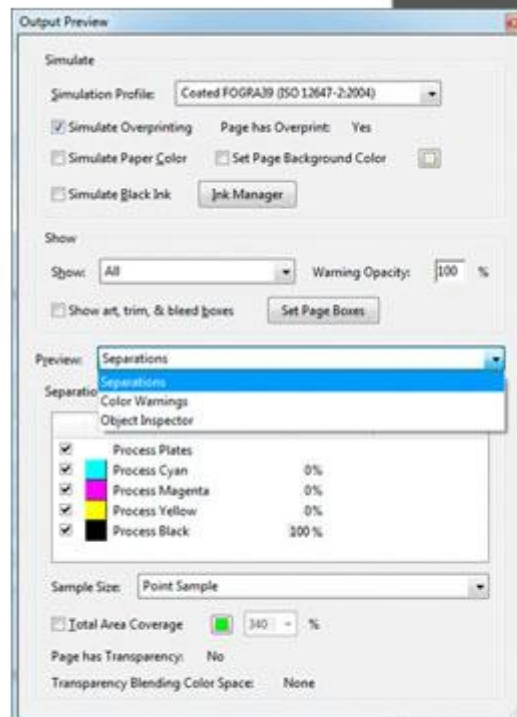
UV varnish:

Technical requirements:
1. The smallest element must not be smaller than 0.4 mm.
2. Spacing between elements not less than 0.6 mm.
3. Text size not less than 14pt.
4. It is possible to offset the print by 0.3 mm.
5. Varnish mask to be uniformly black. Remove shadows and tonal gradients etc. (if any) and then give for filling and contour the colour K=100% (C=0 M=0 Y=0 K=100).

Files should not have additional outlines. It is best to use sans serif fonts.
6. Please avoid varnishing very thin, small elements.
7. The UV varnish mask should be in a separate file or on a separate layer in the same working area as the actual file.

UV - useful tips:

UV selective varnish and hot stamping cannot be used simultaneously on the same work elements. Please do not use this combination.

Hot stamping:

Technical requirements:
1. Only on one side (obverse).
2. Vector graphics only - it is not possible to make hot stamping die on the basis of raster graphics.

3. Minimum thickness of the element 0.3 mm.
4. Minimum distance between embossed elements (light) 0.75 mm.
5. Minimum basic font size 12 pt.
6. Minimum character spacing in decorative typefaces of 0,75 mm.
7. Files should not have additional contours. Sans serif fonts should preferably be used.
8. Please avoid hot stamping very thin, small elements.
9. The design for hot stamping should be in a separate file or on a separate layer in the same working area as the actual file.

Hot stamping – useful tips:

UV selective varnish and hot stamping cannot be used simultaneously on the same work elements. Please do not use this combination.