INKO
PRINT

General instructions

print-ready PDF

How to deliver a
print-ready PDF file

We want to get the very best out of your design! Therefore, it is important that your file meets a number of specifications. For each product, the international standards **ghent PDF workgroup** always apply.
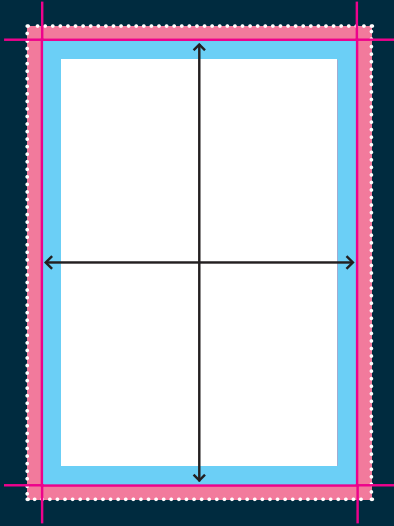
Export your PDF to the correct profile **"SheetCmyk_1v4_IND4" (standard [PDF/X-1a:2001]).**

File naming

Short naming with the allowed characters A to Z, 0 to 9 and _
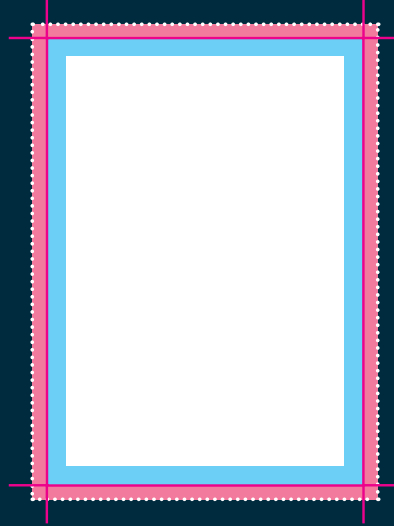No special characters like: / \ < > $ * ...

Name your files uniquely. Use a name that is clear and understandable to third parties. Do you have multiple PDF files? For example, a front side and a back side? Then combine them into 1 PDF document in the order they appear in the final product.
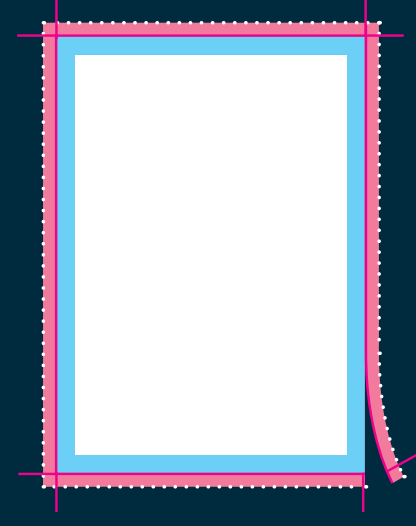
What is bleed?

Final size

Make sure the size of your document fits the dimensions from the product you ordered online. This is the area left after we cut your product to size (inside the cropmarks).

Safety margin (5mm)

Make sure that text, logos and images are a few (5mm) millimeters inside the area you want to print. This is because we cannot always prevent small shifts of materials on our printing presses. By placing important elements in your design within the safety margin, you can be sure that they will not be lost when we are cutting your product to it's final size.
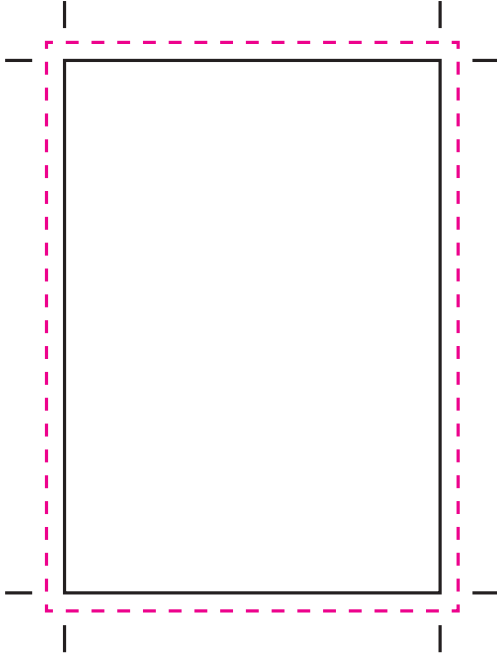
Bleed (3mm)

We cut flyers or business cards to size after the sheets roll off the press. So always make sure there is enough bleed in your design. Disturbing mistakes such as white cutting edges can be avoided by adding bleed (3mm) to your document. Always keep your bleed free of text or other important information!
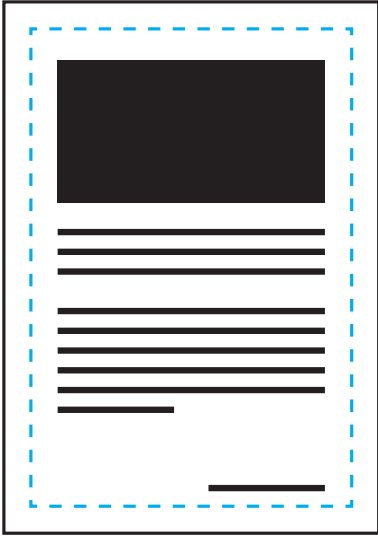
file dimensions ⸱ cropmarks ⸱ safetymargin (5mm) ⸱ bleed (3mm)
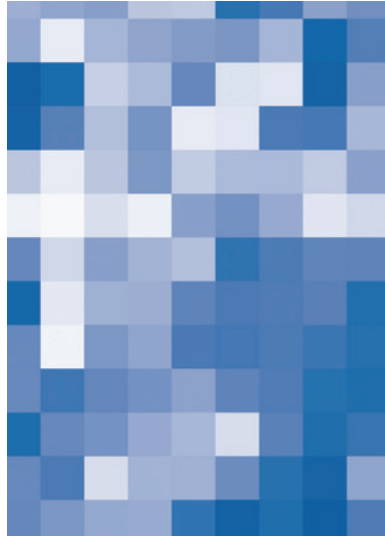
Bleed & cropmarks

Provide 3 mm bleed all around and cropmarks. Again, this is because there is minimal deviation during cutting. This prevents white edges after cutting and ensures that the background continues nicely on all sides.

Margins

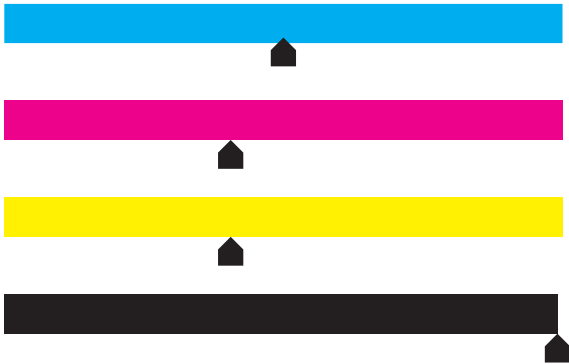Keep 5 mm from the cropping edges and/or creaselines free of text and important images.

Depending on the size, we recommend a margin of at least 5mm. 3mm is possible, but there is a risk of deviation after cutting. This is because a minimum clearance applies during cutting.
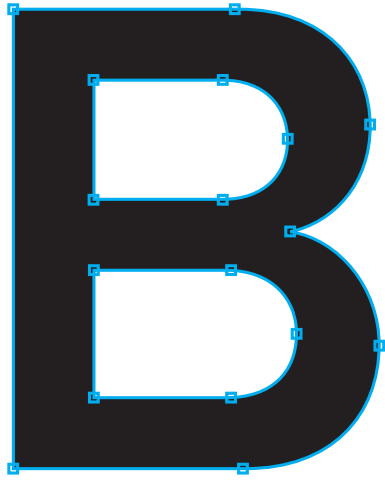
Images

Use images with a minimum resolution of 200 DPI (preferably 300 DPI).

Colors

- Full color (4/0 - 4/4) files always create in **CMYK.**

- **Format files with one-, two- or three-color printing in Pantone colors (solid colors).** These color codes must be included in your document. Pantone colors can be converted automatically, unfortunately the result of this is not always predictable, therefore we do not recommend this.

- Make sure the **total ink coverage** in your design **does not exceed 280%** (the percentages of cyan, magenta, yellow and black added together).

- For **rich black,** use the following structure: C20%, M30%, Y0%, K100%. Use deep black/rich black only for larger areas and text. Not for text smaller than 15pt or body text.

- **Attention:** 100% black is always set to overprint in Indesign's preferences. If this is not your intention, you must turn this off before the pdf is written.
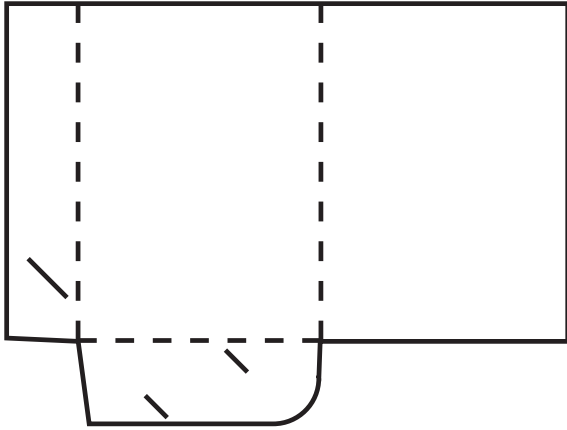
Text & outlines

Convert texts to outlines or embed fonts. This way, no font errors can occur because this converts texts to objects. Embedding fonts is not a problem either, provided they are properly embedded.

Transparency

Shadows and special effects may contain transparency. To avoid this, make sure you save the file as PDFx1a:2001. This will flatten transparencies neatly and prevent unexpected results in the printing process.

Die-cut templates

With a die-cut, you can have your printed material accurately cut into a special shape.

- Go to the product you want to order and click on "delivery specifications". **Download the template of your desired die-cut** (make sure the number of the die-cut matches the number you select in the product configurator).

- Create a document with the correct dimensions.

- **Place the template into your document** and layout your print design within the dimensions of the die-cut. Do not scale the template!

- **Remove** the die-cut before exporting your design to a pdf to avoid printing the die-cut lines with it.

- To make things run smoothly and to make it easy for our printers, you should also supply a pdf with your design and the die-cut above it. That way we know what you had in mind for the end result.

ATTENTION!

Die-cutting is not possible with all products. Check carefully to see if the option is available when you put together your product.

CAUTION!
This option is not available with all products. Please check carefully if this is available when you put together your product.

Letterpress, gold foil, debossing or embossing

Letterpress, gold foil, debossing or embossing are the oldest printing techniques. What makes these techniques so special is that you can not only see the print/imprint, but also feel it.

- The letterpress, gold foil, debossing or embossing file should be delivered **separately** in a (PDF) file with exactly the same dimensions as the file with your design and set in 100% black.

- **Avoid fine text** (smaller than 8 pt) and fold lines.

- Make sure everything is **vectorized.** Convert texts to outlines.

Spot finishing high gloss UV varnish:

Spot-UV adds a shiny 3D layer to your design.

- **Descenders, fold lines or fine lines (smaller than 1 pt) are not possible.** The minimum font size is 8 pt.

- Mount your Spot-UV design **over** your CMYK design. Put all Spot-UV elements in a spot color:

- Create a new color swatch (100% K) and under 'color type' choose 'spot color'.

- Name this color: **Scodix Sense 40**

- Put all Spot-UV elements in overprint so that your background continues to run under the Spot-UV paint.

№ 120843

Numbering

Numbering can be done in 3 ways: digital, offset or type printing. Numbering is applied to make your printing unique, for security reasons, to prevent forgery,... **Indicate where numbering is done in a fifth color (spot color).** You can use a fictitious number here. With digital numbering, you can choose the font.

Attention: this is of course only possible when this option is available in the configurator of your product.
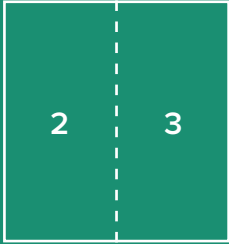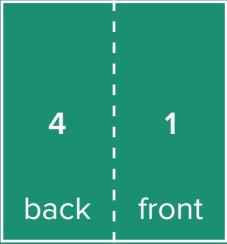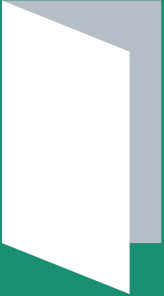
> **CAUTION!**
> Folding is not possible with all products. See if the option is available when you put together your product.
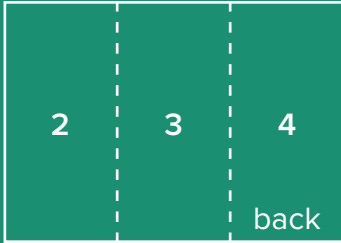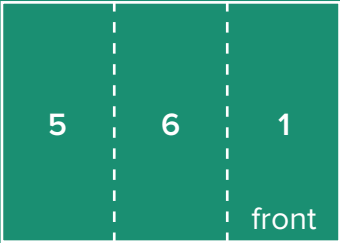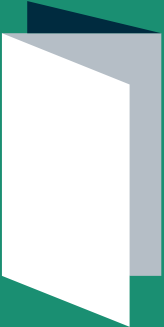
Folded printed matter

- Deliver folded printed matter as a **spread, two pages (unfolded).** One outside and one inside.

- **Page 1 in the PDF file is always the outside.**

- We recommend **placing important texts and images at least 5 mm from the fold line.** Then you can be sure that your texts will appear nicely.
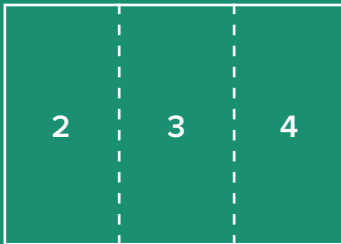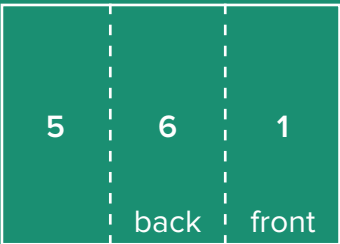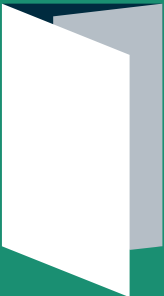
Folded printed matter

1 fold
(4 pages)

4	1
back	front

2	3

zig-zagfold
(6 pages)

5	6	1
		front

2	3	4
		back

wrap–fold
(6 pages)

5	6	1
	back	front

2	3	4

Because a wrap fold involves folding one side inward, **this page should be 1 mm less wide than the other two pages.** So you make page 5 and page 4 1 mm less wide.