

MATERIAL INSTRUCTIONS

FILE TYPE AND FILE NAME FORMAT

- Save the material in the ready-to-print PDF format.
- Recommended Adobe PDF presets are "Press Quality" or "PDF/X-1a:2001"
- Name the file clearly. A good way is to name the material based on the content and attach the end product's size to the filename.
E.g. "BigPoster_1200x2000mm"
- Do not use umlauts in filenames.
E.g. messupöytä -> messupoyta.
- If the size of the material in the file is different from the final size (1:2, 1:4, or 1:10), include that in the file name.
E.g. "BigPoster_1200x2000mm_50PROS"
(size is 50 percent of 1200x2000mm).

POSITIONING AND BLEED

- Position the material in the middle of the sheet.
- Elements that extend to the edge of the sheet must cross at least 5 mm beyond the edge of the sheet. Make sure that the bleed is also saved in a PDF file created by the layout application.
- Bleed and alignment marks can be left in the material.

COLOURS

- Use Coated Fogra39 (ISO 12647:2:2004) as the CMYK colour profile
- Image-only material may be in RGB format. In this case, use the AdobeRGB colour profile.
- For works that require printing with additional colours (e.g. Pantone colours or additional white colour), leave them on as spot colours.
- View the data using Acrobat's "Output Preview" using the Fogra39 profile.

FONTS

Check that all the fonts you use are included in the PDF (Embedded), or convert all text to paths. Do not send font files to us. If we need to edit the text in the material, we will need to purchase the font, unless it is part of the Adobe Fonts or Google Fonts libraries or a system font.

DIE-CUT/SHAPE-CUT PRODUCTS

- Use vectors to make the cutting lines as vectors in the layout application.
- The die/cutting line should consist of a single solid line, not multiple sections or dashed lines
- Make cutting lines in spot colours, named:
 - "Through Cut" = die-cutting/shape-cutting
 - "Crease" = crease line
 - "Kiss Cut" = incision line
- Deliver the material with and without cutting lines, so that we can use the material in different ways.

IMAGE RESOLUTION

- Colour and grayscale images must be 1:1 in resolution: 150-300 ppi (posters and other small print). 50-150 ppi (large format) 30-50 ppi (extra-large format)
- Bitmap images must be at least 600 ppi, preferably 1200 ppi in resolution.
- NOTE! If you are, for example, making material in 1:10 size, make sure that the resolution is sufficient for 10-fold magnification (e.g. 1:10 150 ppi = 1:1 15 ppi).

PERSONALISED PRODUCTS (VARIABLE DATA)

Personalised products (e.g. extensive business card, nameplate, id card or address field work) must be delivered with a customizable material set, a pdf template of the final product, and variable data in an Excel sheet, where the data for one product must always be in the same row in its own column.

The font used for personalized text must be either part of the Adobe Fonts or Google Fonts library, or a basic system font. If you use a separate, commercial font, we will have to buy it specifically for the work.

AN OPEN LAYOUT FILE OR JUST AN IMAGE IS NOT PRINT-READY AND WILL ALWAYS INCLUDE MATERIAL WORK THAT IS INVOICED SEPARATELY.

However, if you want to submit the material as an open layout or image, save it in an Adobe (Illustrator, InDesign) native format (.ai or .indd) or as a jpg, tif, or psd image. Make sure also to submit all used image files (or embed them into the layout file). Convert all used fonts to paths (SEE FONTS).

Attach a PDF copy of the material.



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