Pages

- The document size should be the same as the trim size of the final piece.
- The recommended PDF file format is PDF/X. We accept either PDF/X-1a or PDF/X-4 files. Professional page layout applications such as Adobe InDesign can export layouts using this file format.
- A PDF/X file contains a so-called output intent, which is a way of defining what the expected color space is for printing the file. Our recommended output intent is described in a color profile that is called ISO Coated v2 300% (ECI). It can be downloaded from the ECI web site. (http://www.eci.org/en/downloads)

Text

- All fonts should be embedded in the PDF file.
- The 'Courier' font should not be used, since this font is often used as the default substitution font if the application that generates the PDF document does not have access to all fonts. It is no problem to use other Courier variations, such as 'Courier New'.
- All 100% black text that is smaller than 10 points should be set to overprint.
- White text should not be set to overprint, since this would make the text invisible on the printed page.
- Text cannot be smaller than 5 points. If text is colored, it should not be smaller than 8 points since it is very difficult to print such text with all the colors aligned properly.
- If text contains at least 85% black and also contains cyan, magenta and yellow, the total ink coverage should not exceed 280%.

Lines

- White lines or paths should not be set to overprint to avoid them not being visible on the printed page.
- Black lines with a thickness of less than 2 points thick should be set to overprint.
- Colored lines should have a thickness of at least 0.25 points. If they are colored with just one process color, they should be at least 0.124 points thick.

Images

- 1-bit images, sometimes referred to as line-art, should have a resolution of at least 550 ppi. Ideally the resolution is 800 ppi or higher.
- Grayscale and color images should have a resolution of at least 150 ppi. Ideally the resolution is 225 ppi or higher.
- The above guidelines do not apply to small images that are less than 64 pixels wide or high, such as icons.

Color

- You can supply files in either RGB or CMYK.
- In files containing CMYK images or design elements the total ink area coverage should not exceed 320% for any square surface that is larger than 15 mm

BLEED
Images and other design elements that go to the edge of the paper should extend at least 3 mm beyond that edge.

SAFETY ZONE
Text and artwork should stay at least 10 mm away from the edge of the document.

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