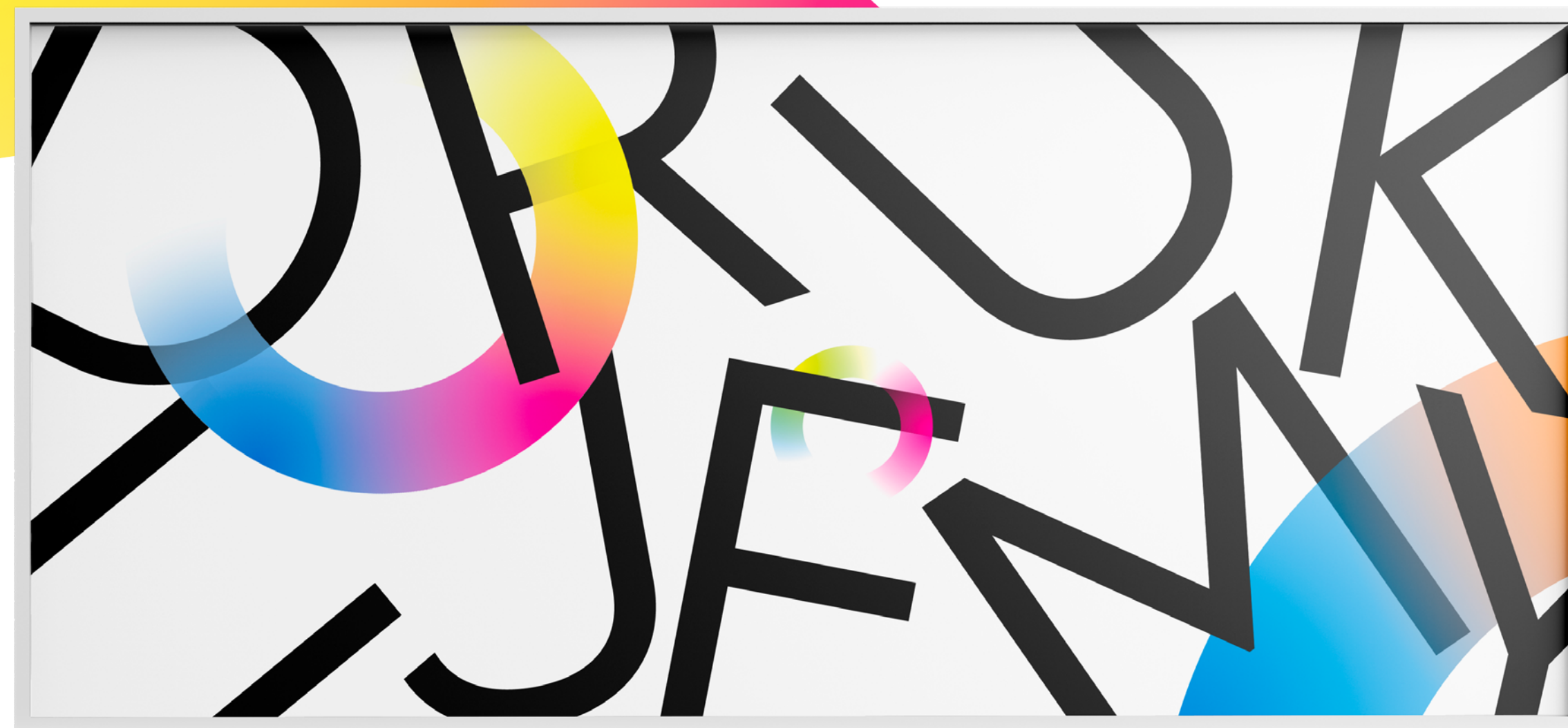
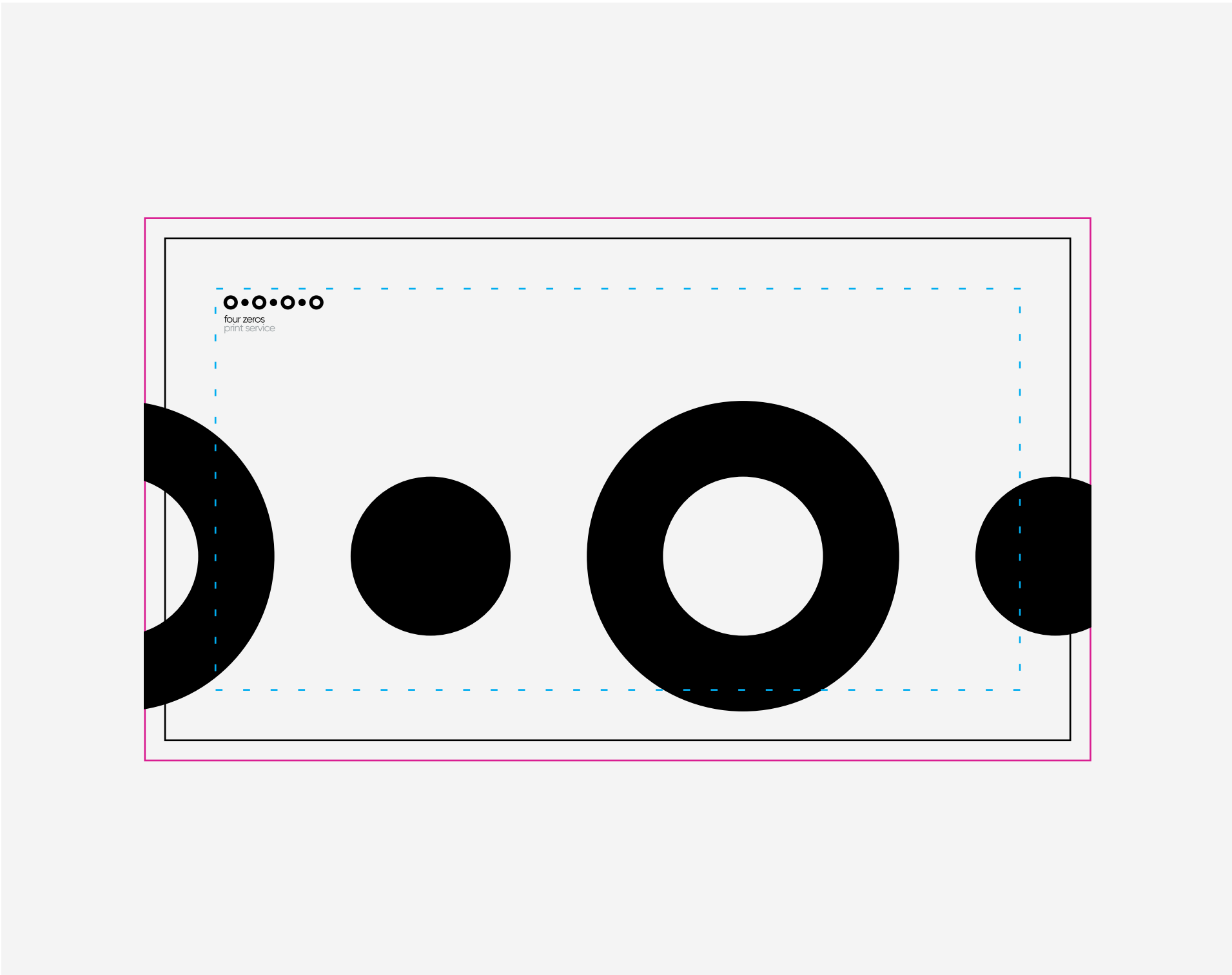


Technical requirements

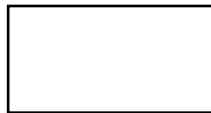


Business card

Standard size



94x54mm
Bleed area
(2mm on each side)



90x50mm
Final size of your business card*

*The size can vary
depending on your needs



80x40mm
Safe zone
Do not place important
mock-up elements
outside of this zone (text,
logos, icons)

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

Aa **Minimum font size** on a white background – 5pt, on a black background – 6pt

▬ **Minimum line weight** – 0,2mm

■ **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100



Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi



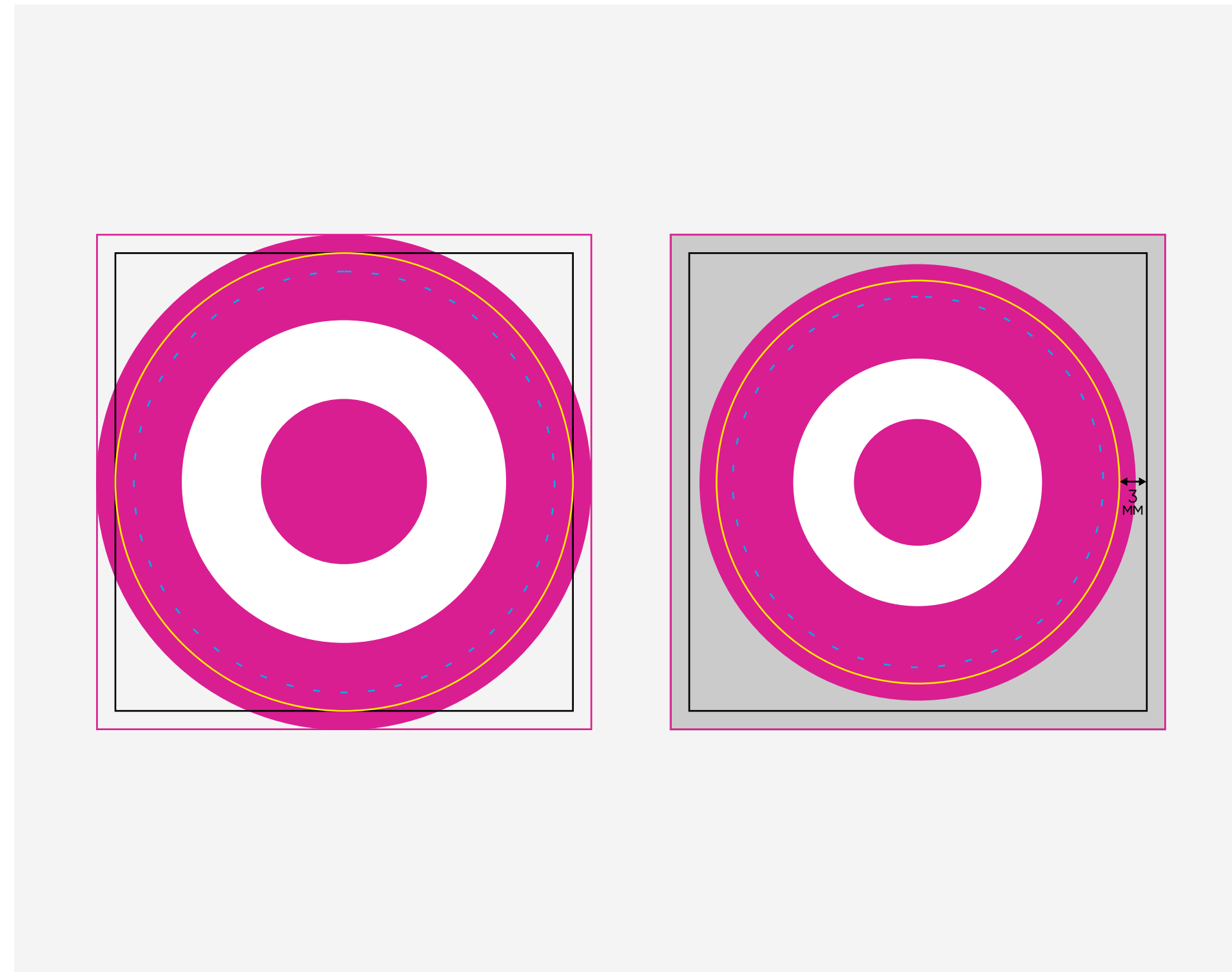
Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Sticker

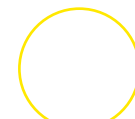
Plotter die-cut



54x54mm
Bleed area
(2mm on each side
to extend the
background))



50x50mm
**The size of the
working area**



50x50mm
Cut line
(according to
the size of the
working area)



46x46mm
Safe zone
(place important
elements no closer than
2mm to the cut contour)

Important!



Minimum cutout size – 2mm
Minimum cardboard cutout – 5mm
For piecewise cutting, the distance to the
edge of the mock-up – 3mm



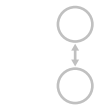
Rich black
Big element fill, fonts that are bigger than
36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100



Vector mock-up
All fonts must be converted into curves,
images must be embedded All effects,
shades, and transparencies must be
rasterized and saved with 300ppi



File extension – PDF, AI, EPS



In case there are several stickers
placed on one piece of paper, keep at
least 5mm distance between them

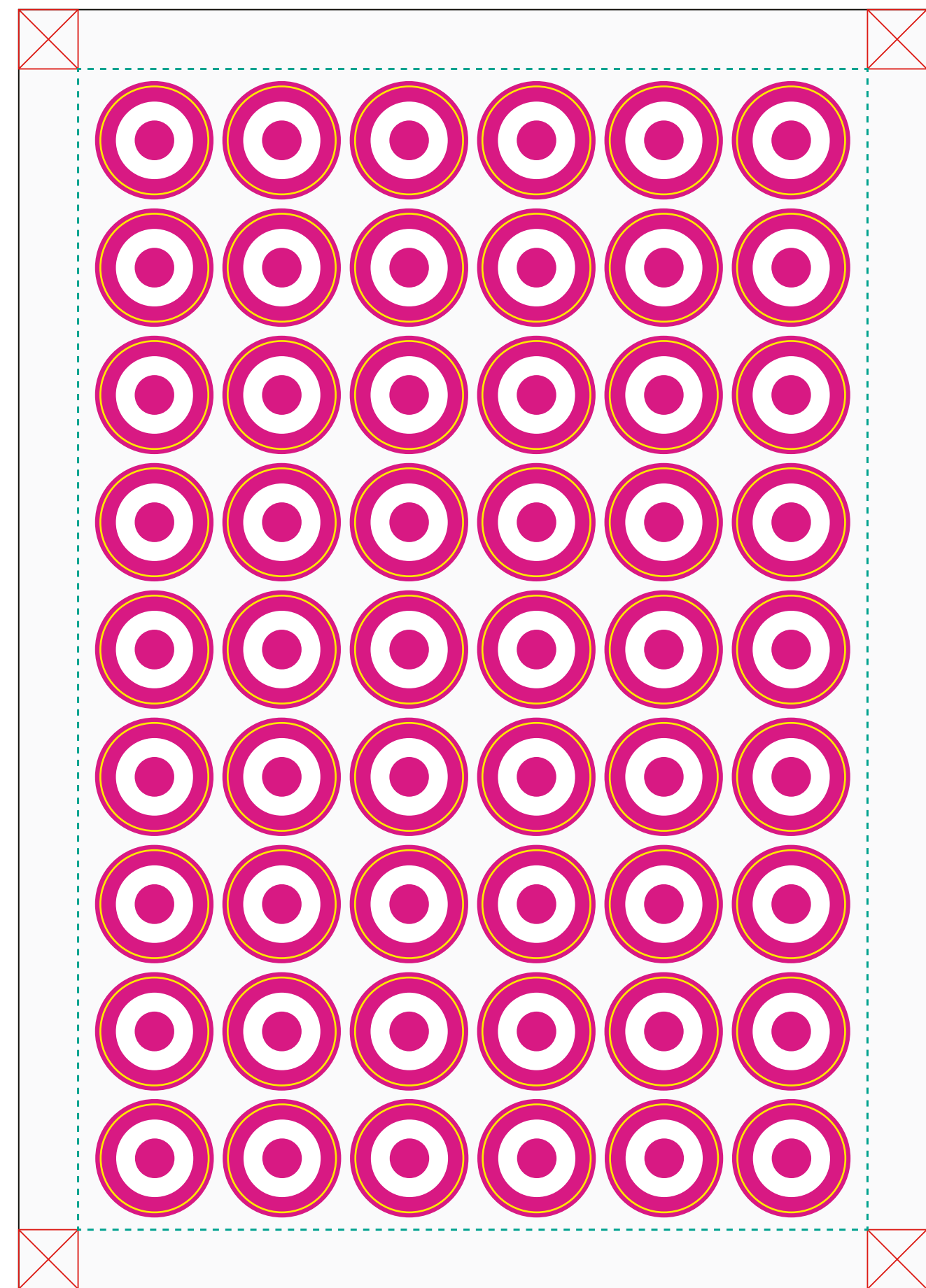
Outline

- In a vector format, prepared in Adobe Illustrator
- Placed on a separate layer
- Highlighted with a color that is not included in the mock-up (not Black!)
- Outline weight 0,5pt
- With a minimum number of dots and lines
- Preferably without sharp corners (minimum rounding – 3mm)

1 file – one page!

- Multipage files are not allowed
- Even when using one die-cut outline for several objects of the same type

Sticker pack layout



Vector project

All fonts must be converted to outlines, images embedded. Effects, shadows, transparencies must be rasterized to 300 dpi



Minimum die-cut size – 2 mm



Rich black color

Large fill areas, fonts larger than 36 pt –
C60 M50 Y40 K100
small text – C0 M0 Y0 K100



Stroke thickness – 0.5 pt

With a minimal number of points and lines. Preferably without sharp corners

The cutting outline must be vector, prepared in Adobe Illustrator, on a separate layer.

Highlighted with a color not used in the design (not black!), with the attribute "Overlay" SpotCOLOR ("solid color")



Correctly

File format

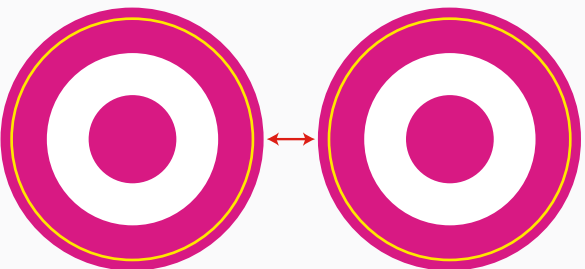
PDF, AI, EPS

Distance between stickers

if there is a background – at least 5 mm
if there is no background – at least 2 mm

If stickers are for 3D

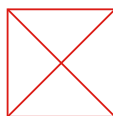
distance between them at least 8 mm
+ all sticker corners rounded minimum 3 mm



Sticker pack size
148 * 210 mm



Layout of designs
and placement area with
cutting outline 281 * 421 mm

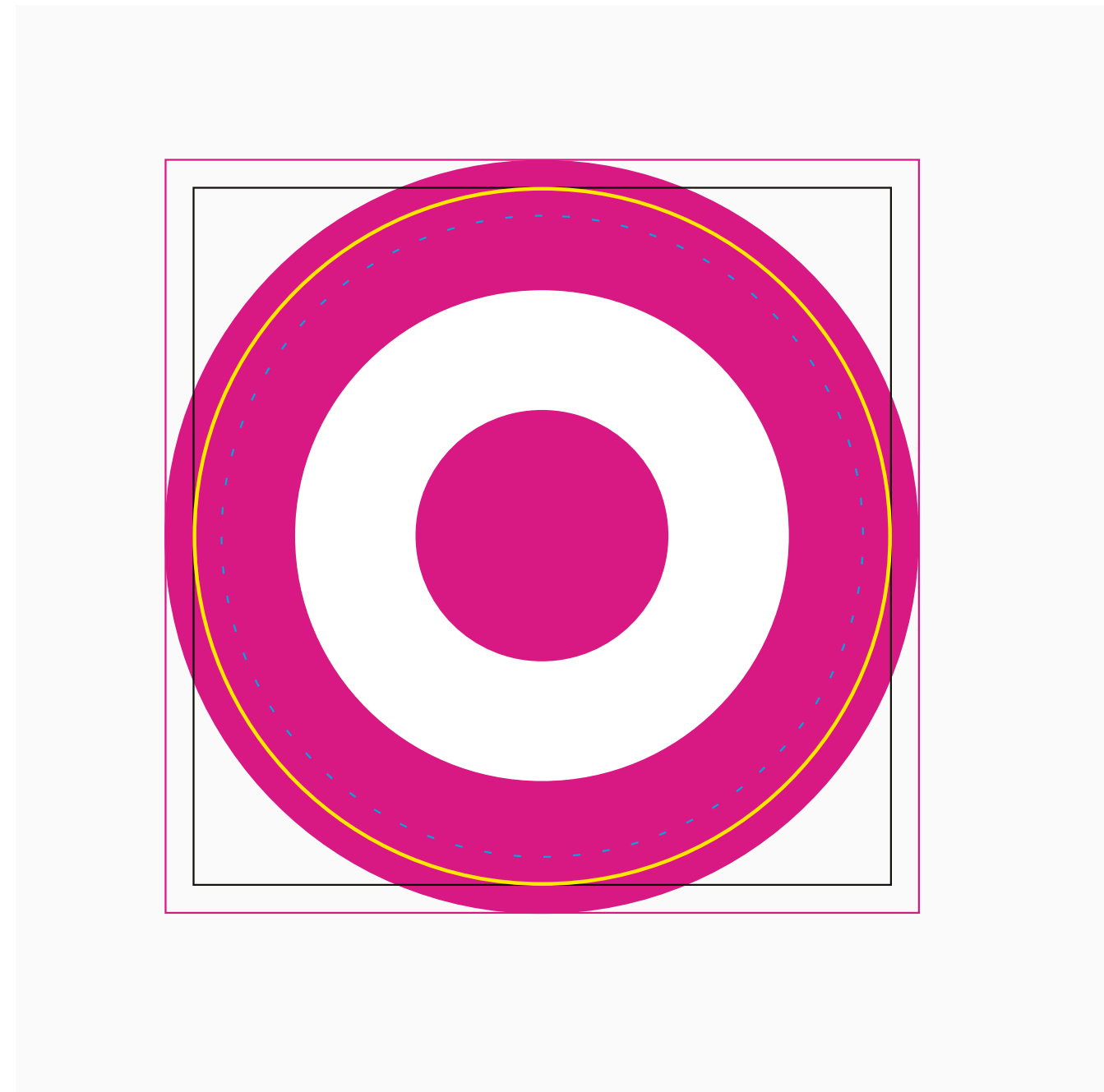


Spaces for marks
must remain empty
10 * 10 mm



fourzeros.online

3D Stickers



Important!

- **Minimum die-cut size** – 10*10 mm
Maximum size – 100*100 mm
- **Rich black**
Large fills
fonts over 36 pt – C60 M50 Y40 K100
small text – C0 M0 Y0 K100



Vector project

All fonts must be converted to outlines, images embedded. Effects, shadows, transparencies must be rasterized to 300 dpi



File format – PDF, AI, EPS



If there are multiple stickers on the sheet – distance between them must be at least 8 mm.

Outline

- Vector, prepared in Adobe Illustrator
- On a separate layer
- Highlighted with a color not used in the design (not black!)
- Stroke thickness 0.5 pt
- With a minimal number of points and lines
- Preferably without sharp corners

1 file = 1 page!

- Multi-page files are not allowed.
- Even if the same die-cut outline is used for several similar objects.



Trim size
54 x 54 mm
(2 mm bleed on each side
for background extension)



Working area size
50 x 50 mm



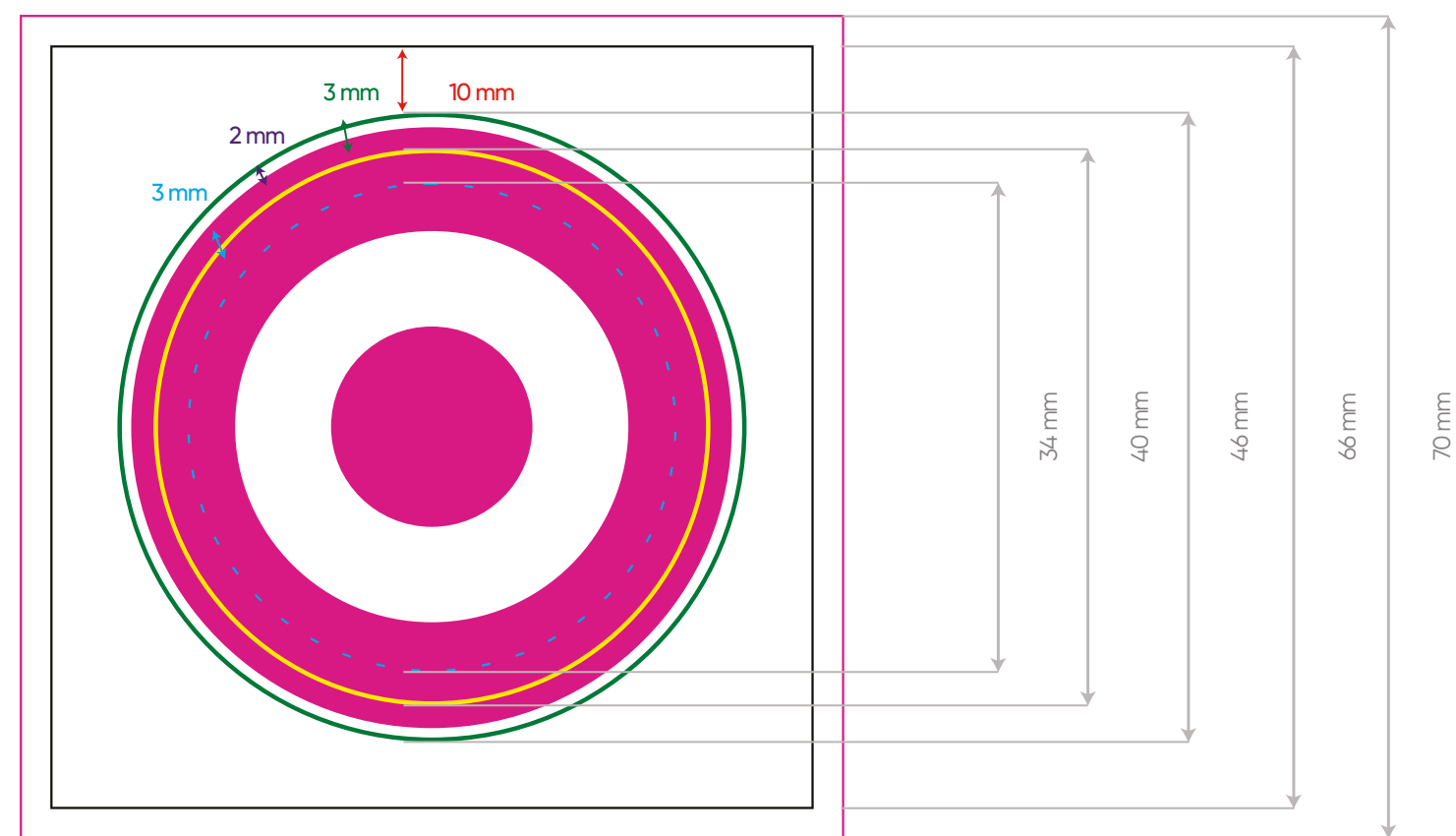
Cut line
50 x 50 mm (matching
the working area size)



Safe zone
46 x 46 mm
(place important elements
at least 2 mm away from the cut line)

Cutting contours for 3D stickers

Example calculation – 1 pc 3D sticker, size 40×40 mm



Example of zone calculation (plotter cutting) for 3D stickers

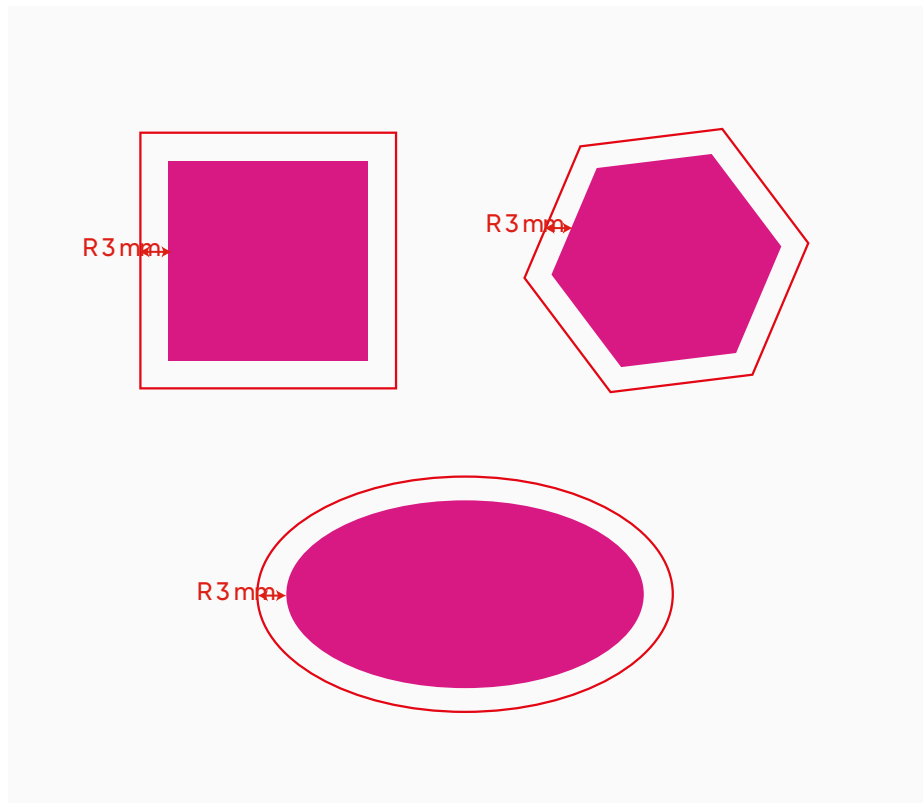
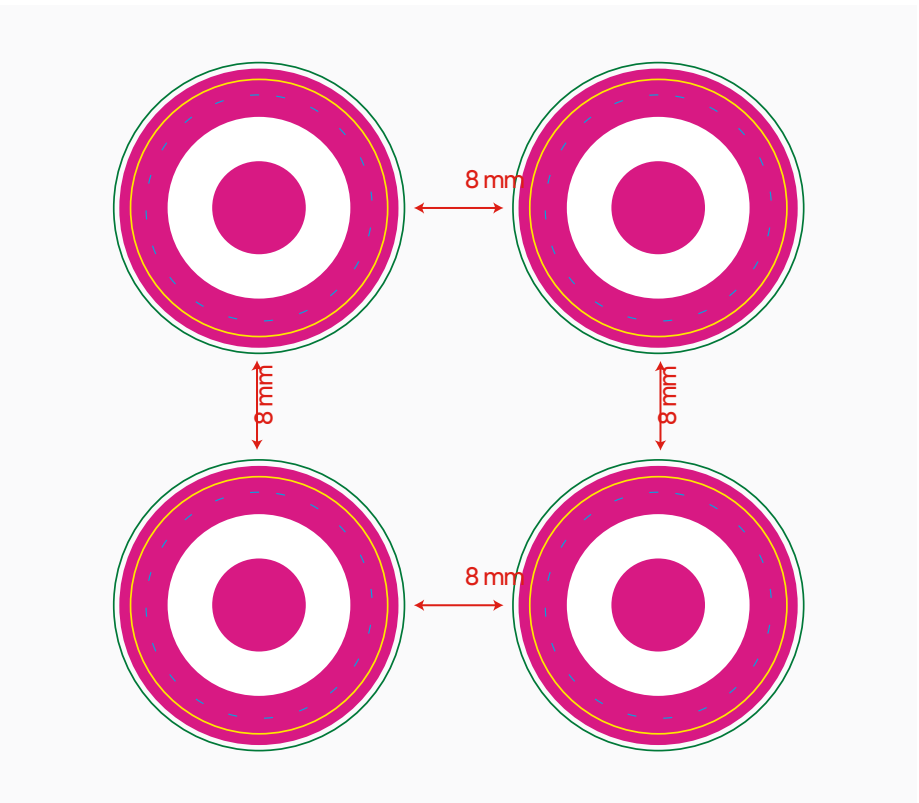
At least 2 pcs (or more) per sheet
Distance between them not less than 8 mm
(and all sticker corners must be rounded with a radius of min. 3 mm)

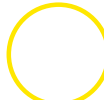
Maximum 3D sticker size: 100x100 mm

Minimum 3D sticker size: 10x10 mm

Minimum distance between sticker contour and 3D sticker contour: 3 mm

For single cutting – distance from the design edge: 10 mm



-  70 x 70 mm
Trim size with colored sheet background
(2 mm bleed on each side – around the product perimeter)
-  66 x 66 mm
Working area size
Or an additional contour for plotter cutting
-  46 x 46 mm
Cut line – cutting contour of the 3D sticker
Or matching the working area size – if not imposed on a sheet
-  44 x 44 mm
Trim size of the 3D sticker with colored background
2 mm bleed around the product perimeter with background color extended – e.g., if black edge, add 2 mm black; if white, add 2 mm white
-  40 x 40 mm
Cut line – die-cut contour of the sticker
I.e. physical size of the 3D sticker to be produced
-  34 x 34 mm
Safe zone
Place important elements at least 3 mm from the cut line

Outline

- Vector, prepared in Adobe Illustrator
- On a separate layer
- Highlighted with a color not used in the design (not black!), with the attribute "Overlay" SpotCOLOR ("solid color")
- Stroke thickness 0.5 pt
- With a minimal number of points and lines
- **No sharp angles (minimum corner rounding – 3 mm! For 3D stickers, corner rounding is MANDATORY!!!)**



Vector project

All fonts must be converted to outlines, images embedded. Effects, shadows, transparencies must be rasterized to 300 dpi

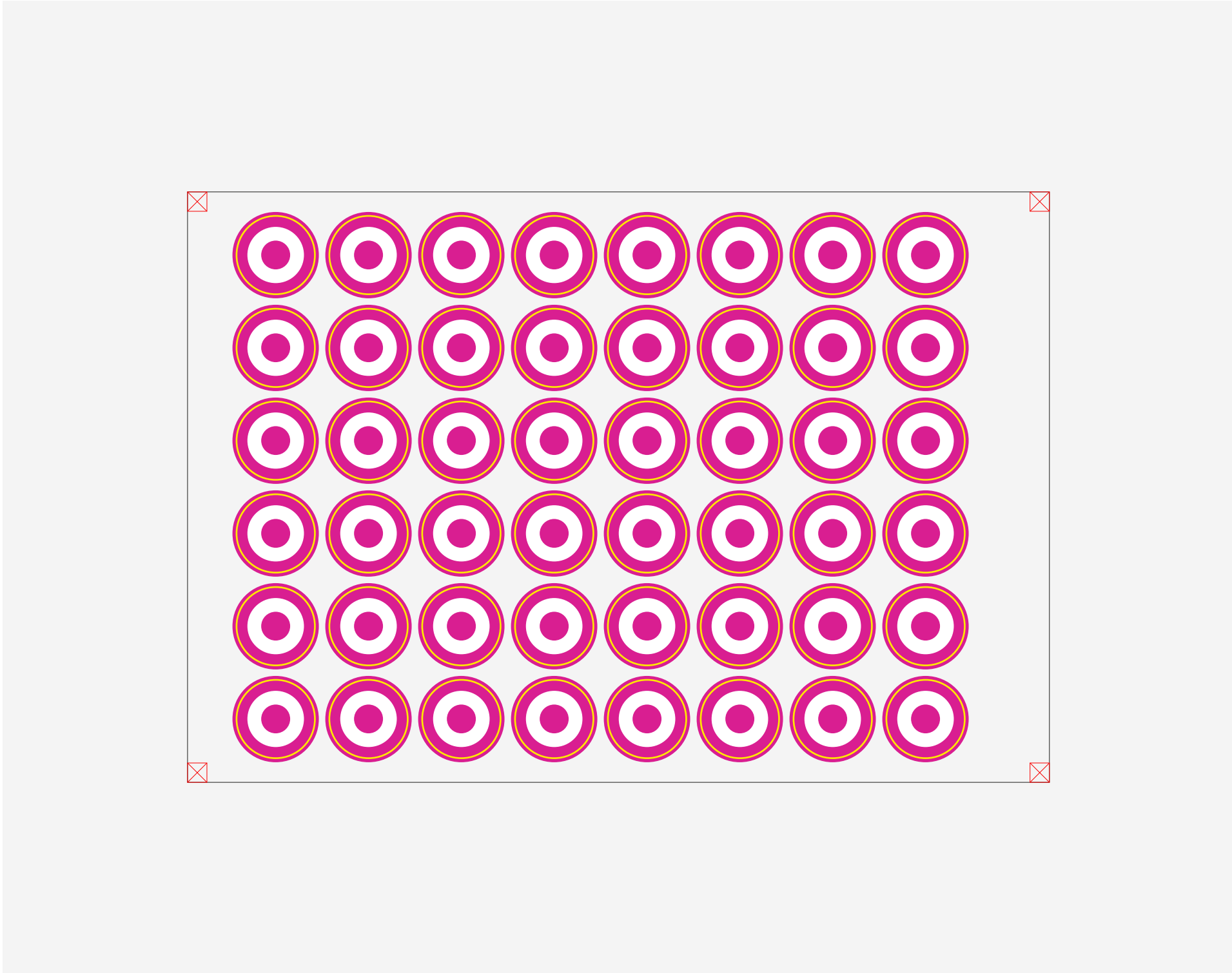


File format

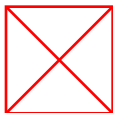
PDF, AI, EPS

Die-cut layout

For stickers

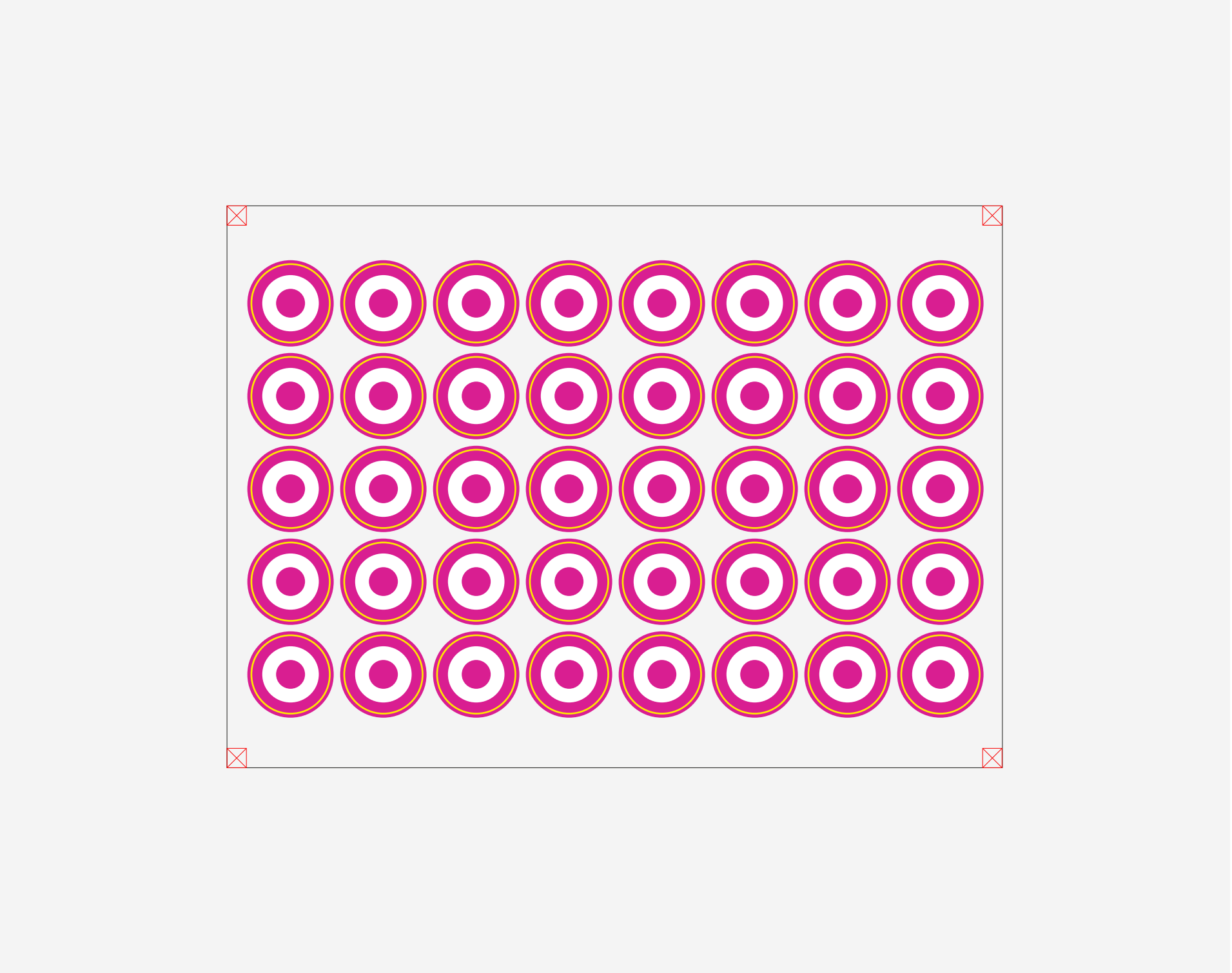


305x445mm
The size of the working area

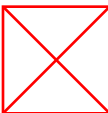


10x10mm
The spaces for marks
Have to be empty

For carboard



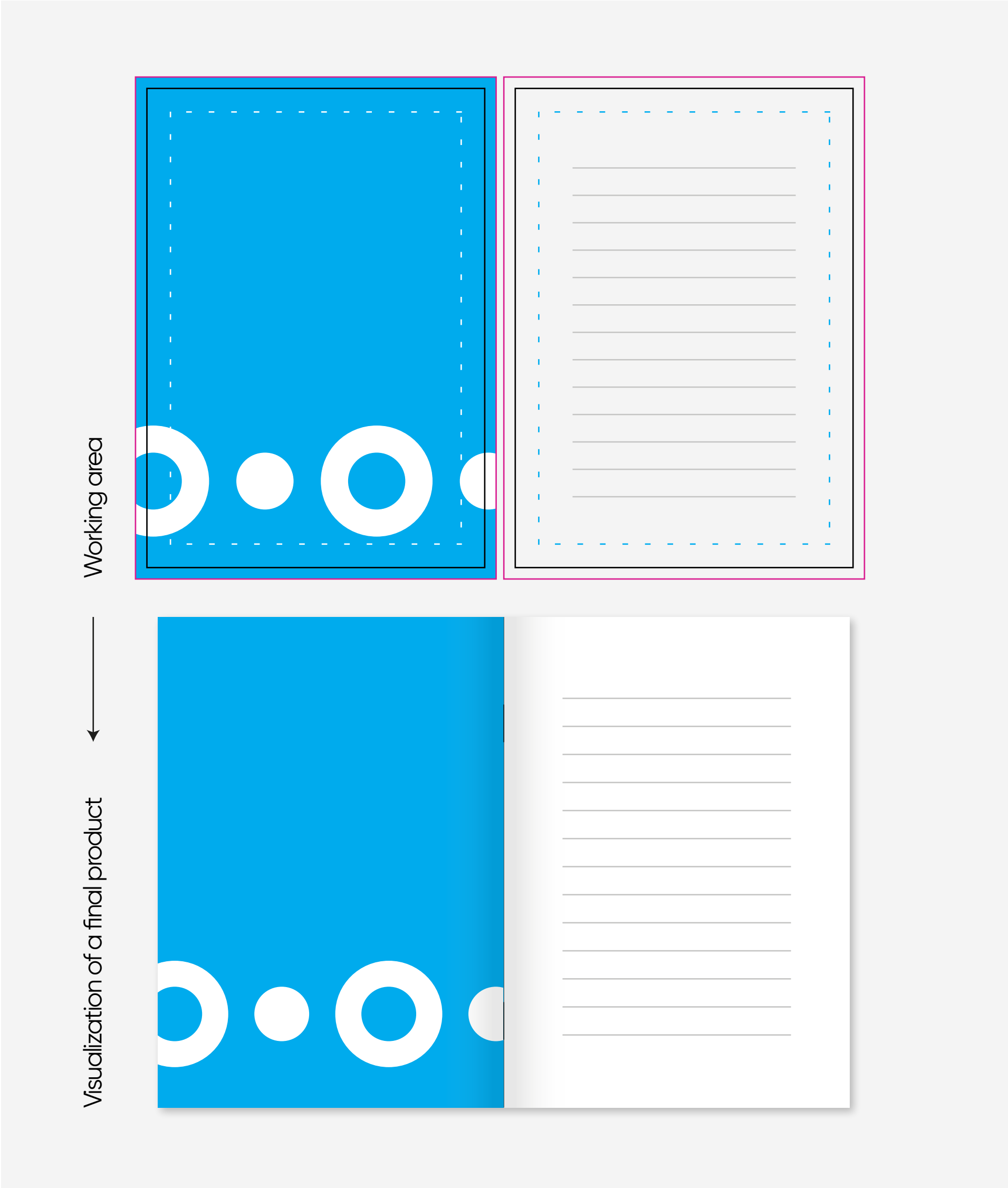
290x400mm
The size of the working area



10x10mm
The spaces for marks
Have to be empty

Catalog, notepad, presentation, menu

Saddle-stitched



Important!



File extension - PDF



The mock-up is presented with one page at a time (spread mock-up is not accepted)



The number of pages must be a multiple of 4
1 sheet = 4 pages



The minimum allowable line thickness is 0.2 pt. Lines created in reverse or in more than one color should have a thickness of no less than 0.75 pt.



To achieve greater **black depth** and avoid picking in solid areas, it should be generated from 4 colors. The recommended components are C 60, M 50, Y 40, K 100.

- In the case of glued binding, it is important to remember that the 2nd and 3rd pages of the cover, as well as the first and last pages of the inner content, will have 3 mm to 4 mm glued on the spine side due to side gluing, which reduces the effective layout size. If no adjustment is made, a portion of the image may be "cut off" due to the gluing. Text should be placed at least 7 mm away from the spine.
- The number of pages that can be bound depends on the paper density
- It is unacceptable to extend illustrations a few millimeters onto the adjacent page due to the tolerances in folding and binding
- All graphic elements of the page must be prepared in the CMYK color space. Graphic elements and photos prepared in other color spaces, such as RGB or Lab, are automatically converted to CMYK. All applied spot colors (such as Pantone®) must be converted to CMYK. Spot colors can only be used after agreement with the printing house.



158x220mm
Bleed area
(5mm on each side to extend the background)

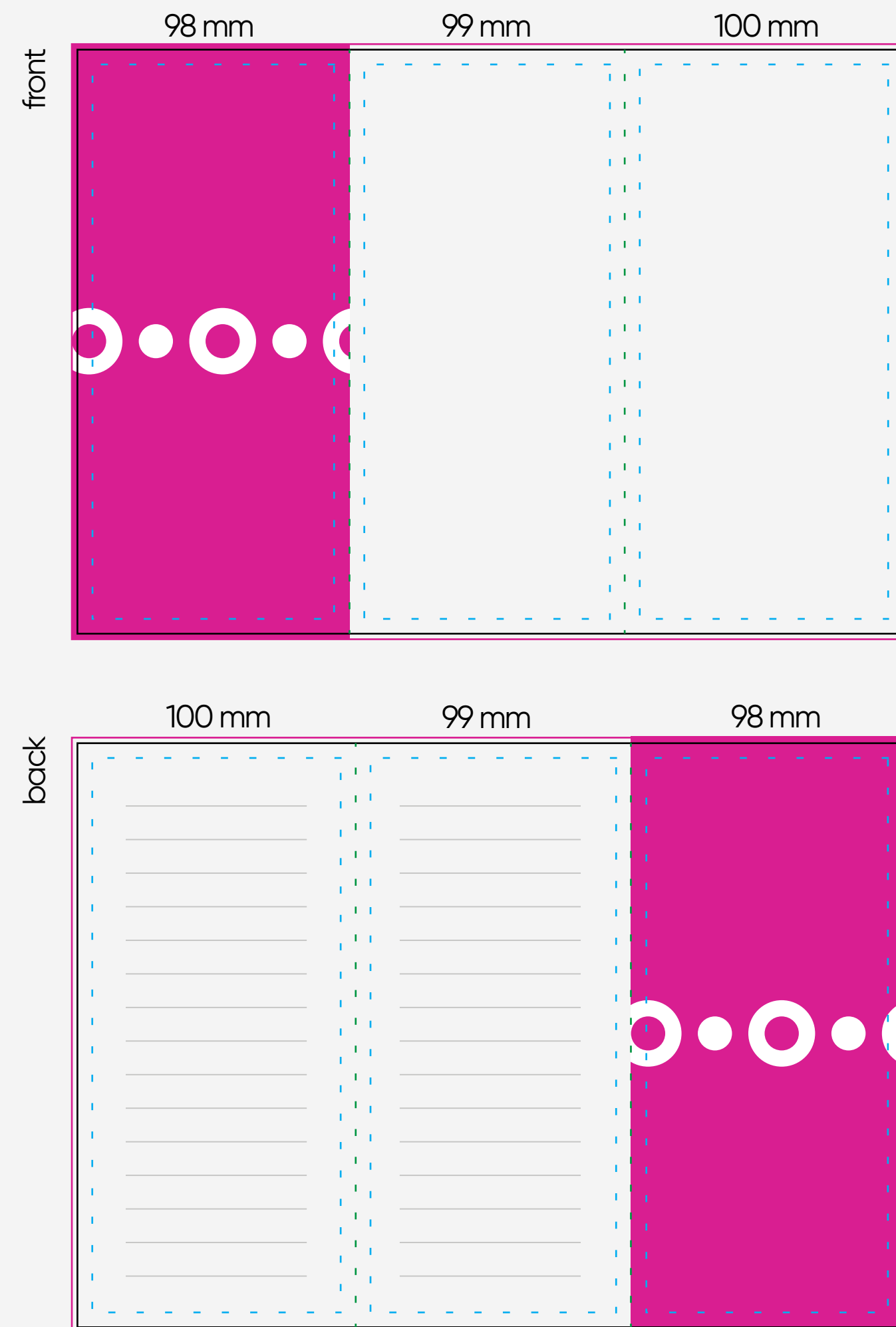


148x210mm*
The size of the working area
*The size can vary depending on your needs



128x190mm
Safe zone
(place important elements no closer than 10mm to the mock-up edge)

Booklet



Important!



File extension - PDF

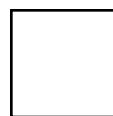


Folding lines must be placed on a mock-up on a separate layer
They must be marked with a color that is not used in the mock-up.
According to the standard
C 100 M 0 Y 100 K 0

- A single file with front and back is the best option.
- Or when each side is saved as a single file.



301x214mm
Bleed area
(2mm on each side
to extend the
background)



297x210mm
The size of the working area



200x88/89/100
and 90/89/88mm
Safe zone
Do not place
important elements
outside of this zone
(text, logos, icons)



Folding line

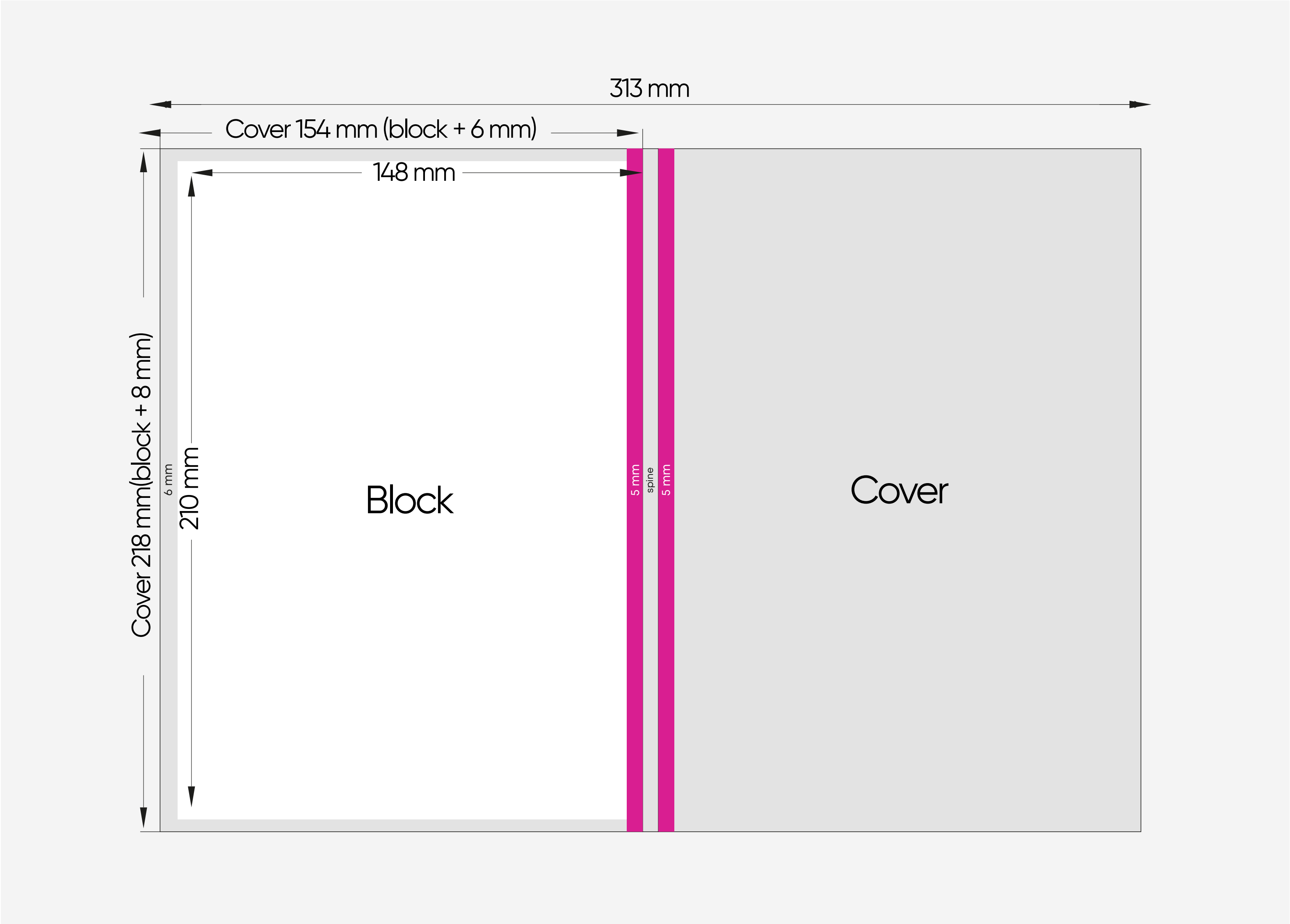
Hardcover

Important!

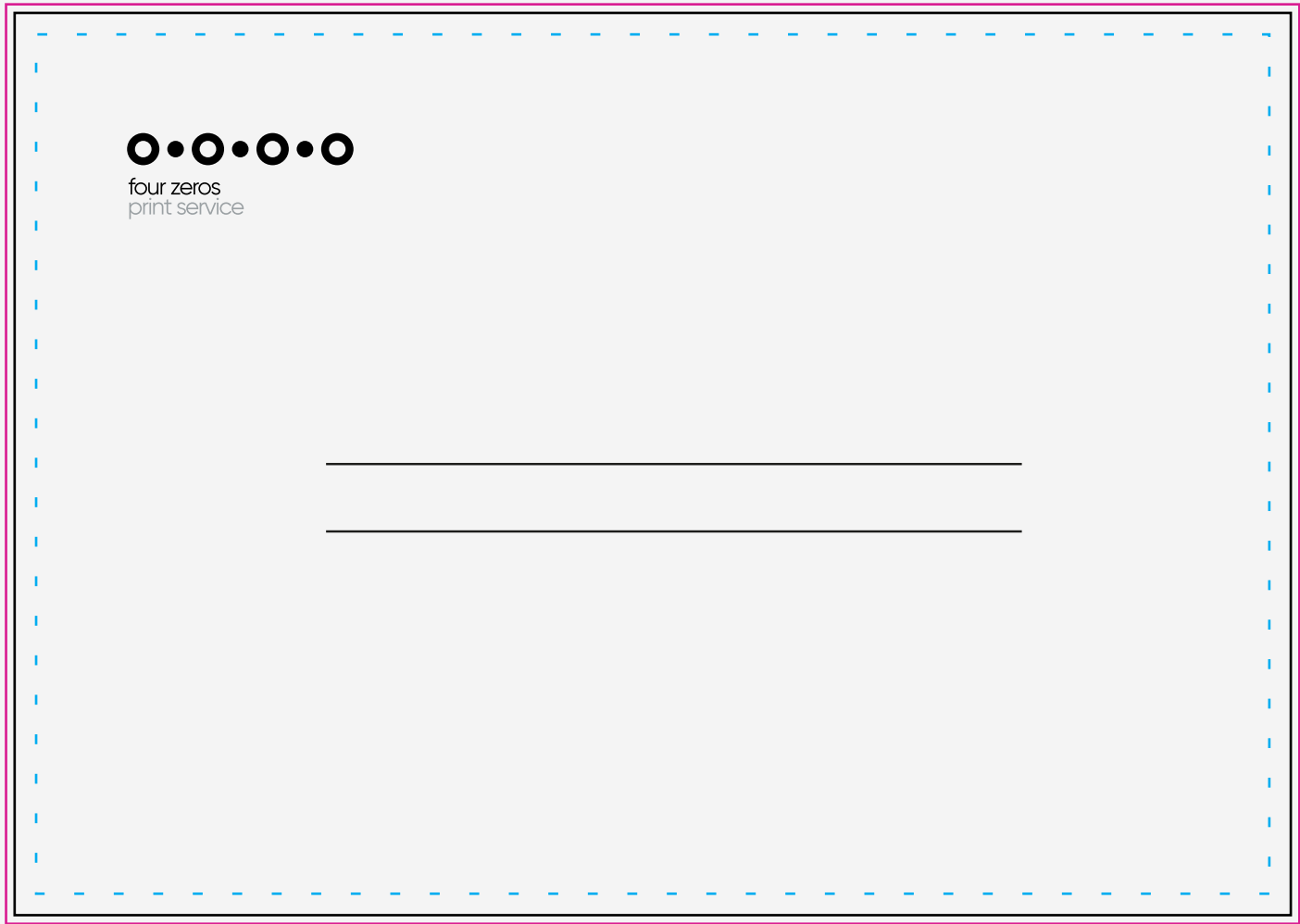
 File extension - PDF

 The spine is 5mm
The folding area between the spine and cover is 5mm
(do not place important elements in this area)

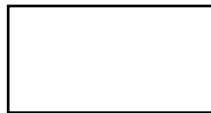
 The spine is 10mm
The folding area between the spine and cover is 10mm
(do not place important elements in this area)



Certificate



301x214mm
Bleed area
(2mm on each side)



297x210mm*
Final size of your certificate

*The size can vary
depending on your needs



287x200mm
Safe zone
Do not place important
mock-up elements
outside of this zone (text,
logos, icons)

Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

Aa **Minimum font size** on a white background – 5pt, on a black background – 6pt

 **Minimum line weight** – 0,2mm

 **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100



Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

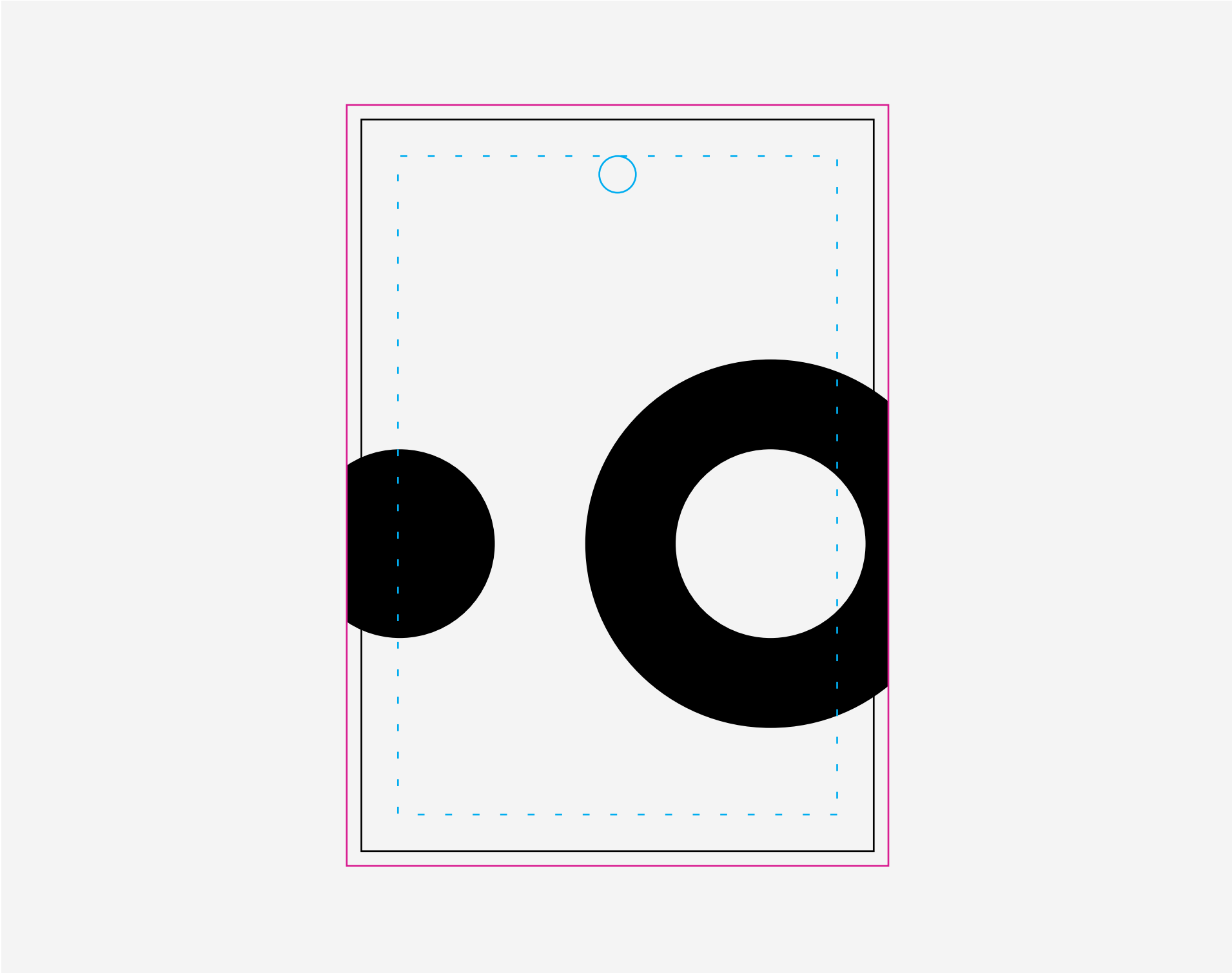


Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

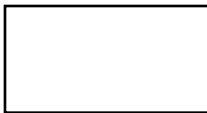
Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Badge



74x104mm
Bleed area
(2mm on each side)



70x100mm
**Final size
of your badge***

*The size can vary
depending on
your needs



60x90mm
Safe zone
Do not place
important
mock-up elements
outside of this zone
(text, logos, icons)



5x5mm
Mounting hole
(perforation)

Minimum
perforation size -
3mm in diameter

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** **Minimum font size** on a white background - 5pt, on a black background - 6pt
-  **Minimum line weight** - 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100



Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

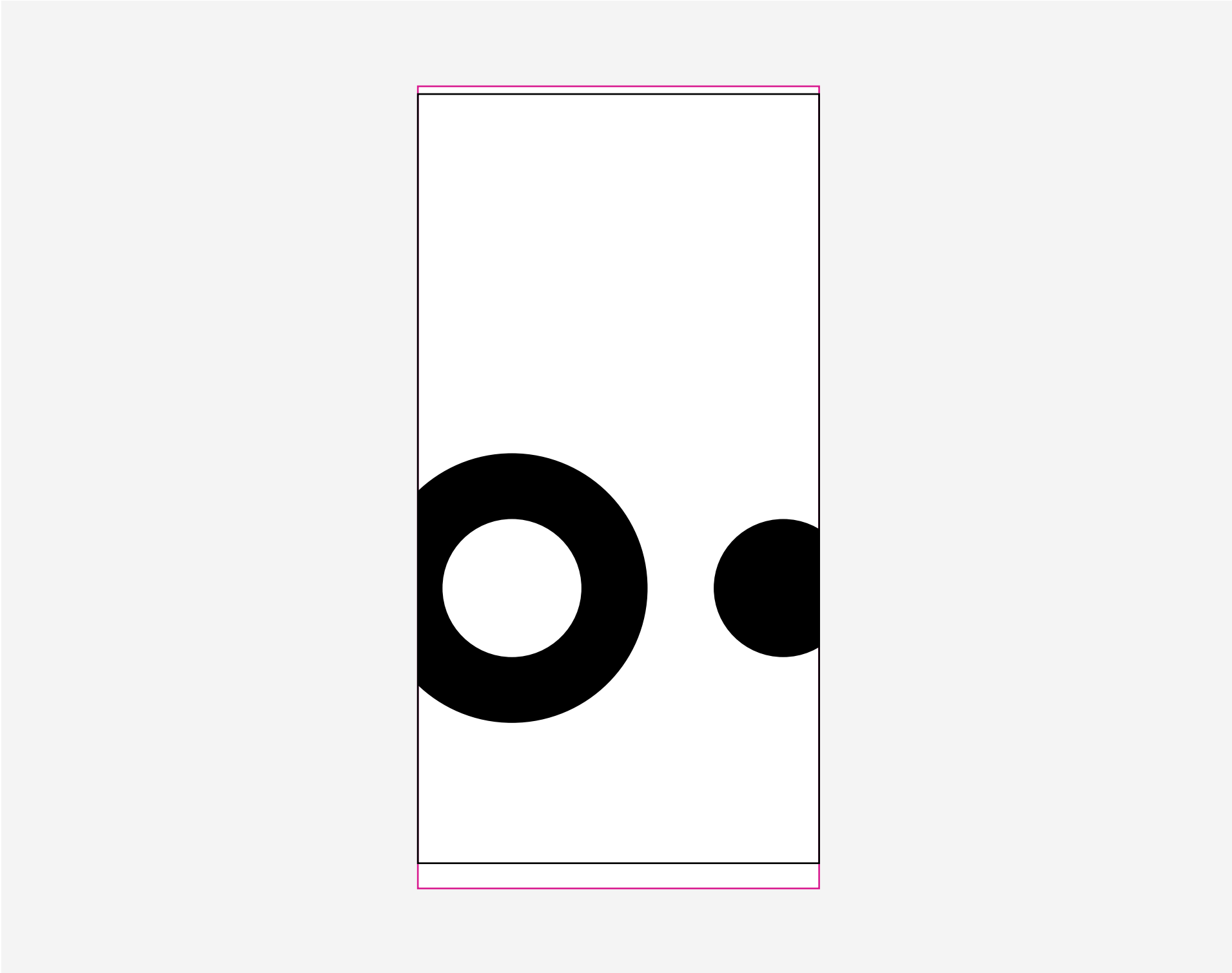


Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Roll-up banner



1000x2080mm
Format along with an area to fold
(add 20mm to the top and 60mm to the bottom to the artboard)



1000x2000mm
Final size of your roll-up banner

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

-  **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

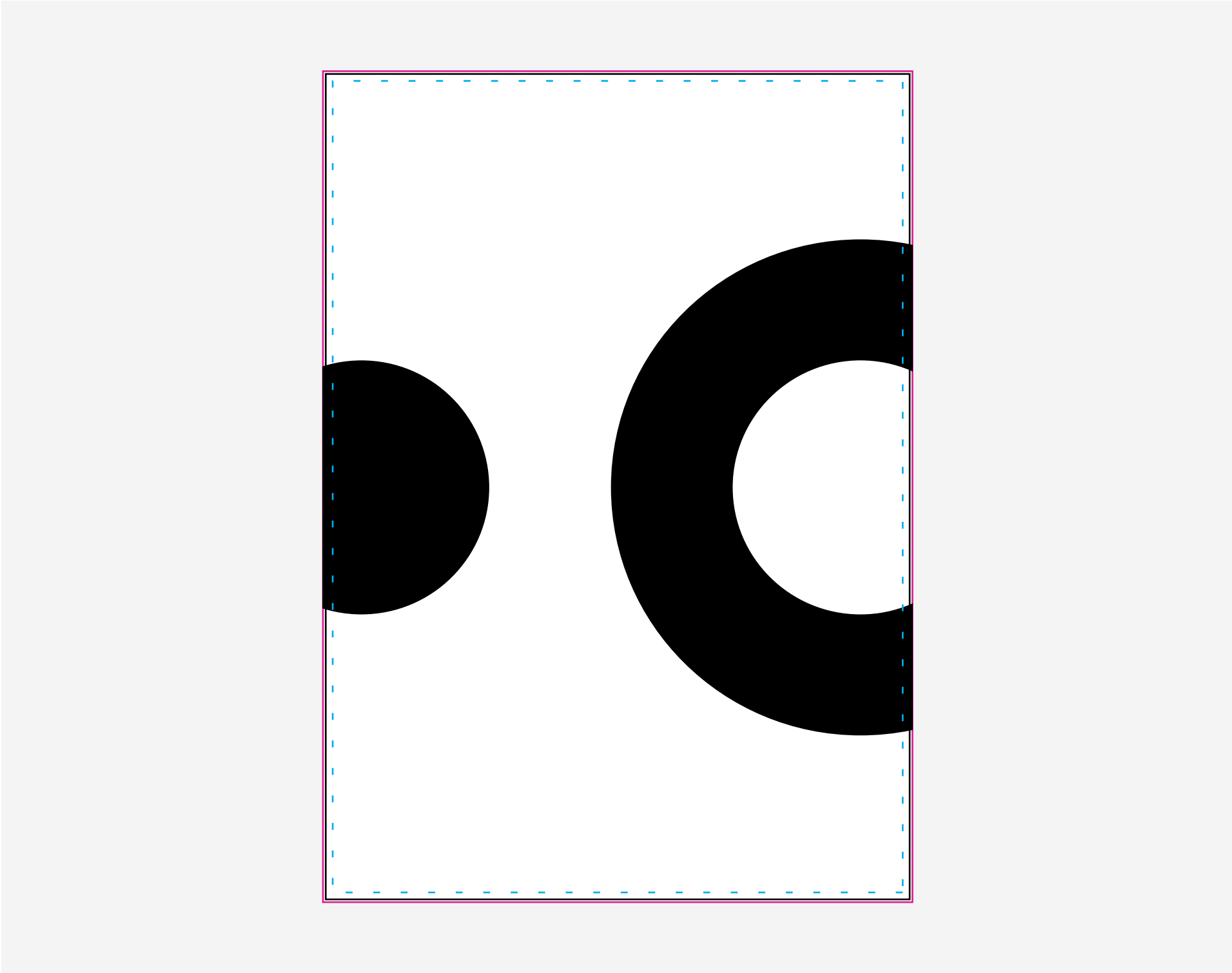
 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

 **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

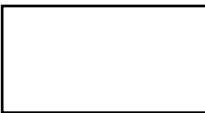
✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Poster



424x598mm
Bleed area
(2mm on each side)



420x594mm
Final size of your poster*
*The size can vary
depending on your needs



410x584mm
Safe zone
Do not place important
mock-up elements
outside of this zone
(text, logos, icons)

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100



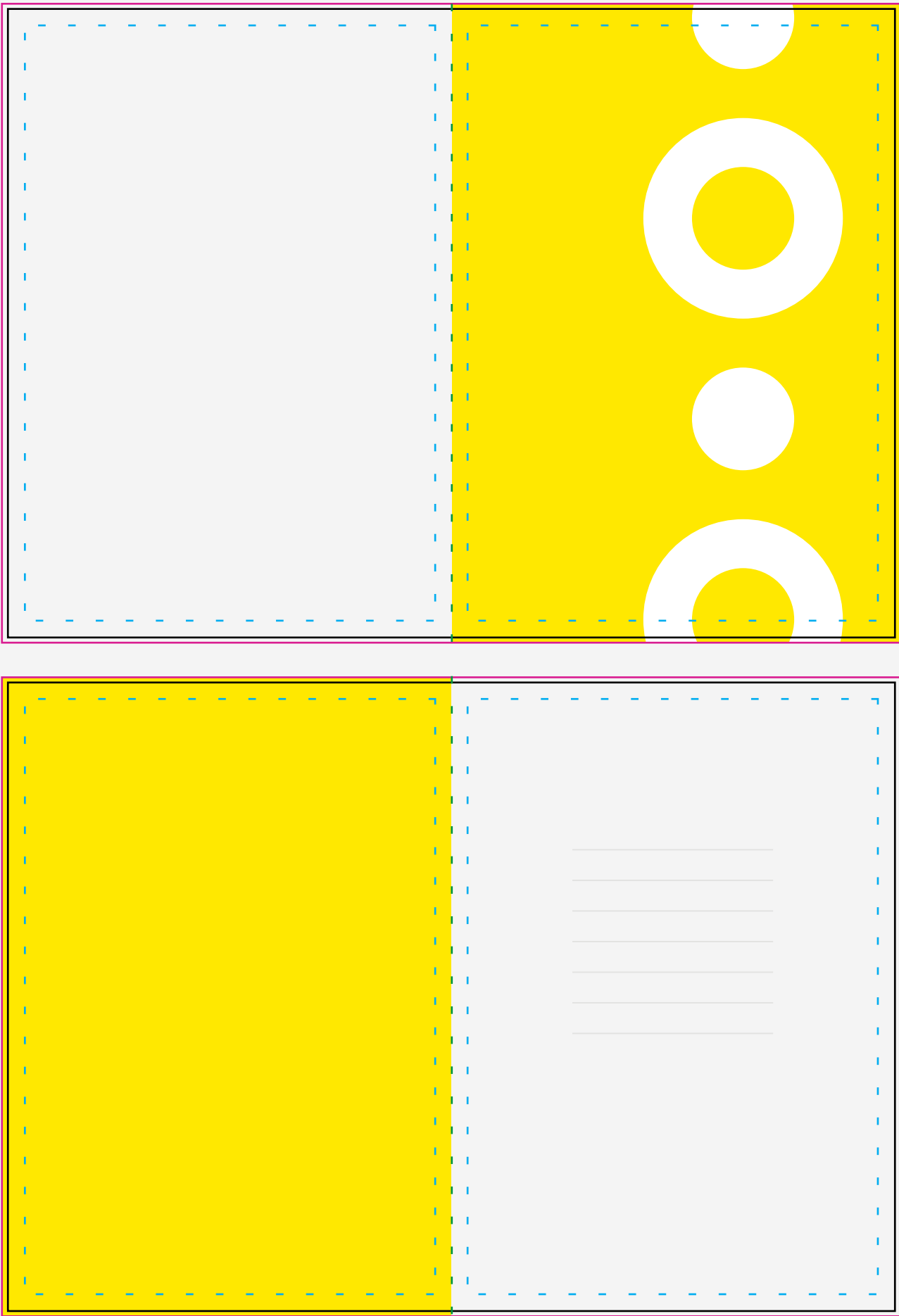
Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi



Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi



✓ Right

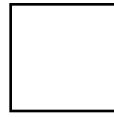
Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

-  **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

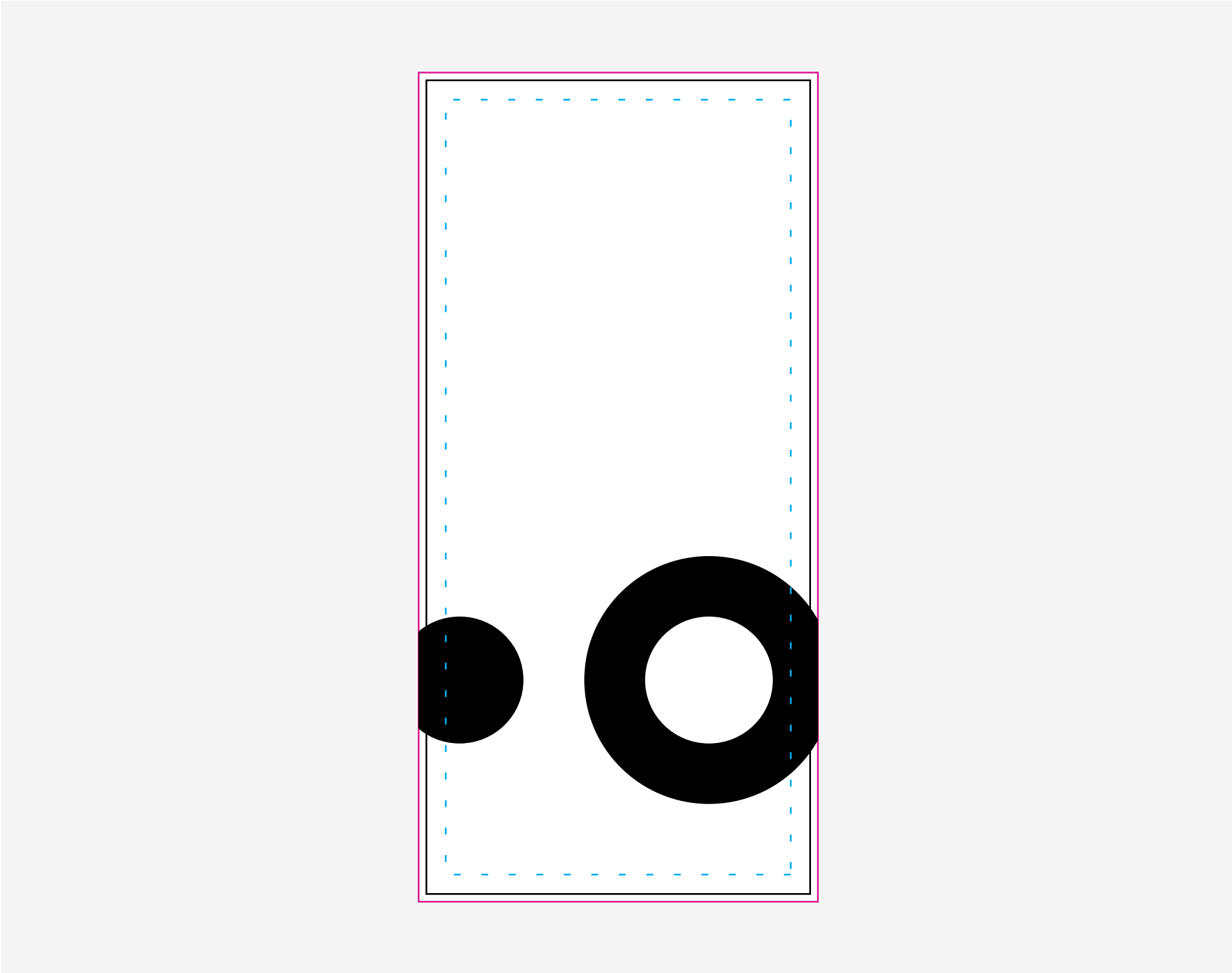
-  **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi
-  **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged


301x214mm
Bleed area
(2mm on each side)


148x210mm folded
297x210 unfolded*
Size of your final product
*The size can vary depending on your needs


138x200mm
138x200 mm
(for each area)
Safe zone
Do not place important mock-up elements outside of this zone (text, logos, icons)


Folding line



103x214mm
Bleed area
(2mm on each side)



99x210mm
Final size of your flyer



89x200 mm
Safe zone
Do not place important
mock-up elements
outside of this zone (text,
logos, icons)

✔ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

-  **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

-  **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi
-  **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

✘ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Banner, brand wall

With grommets

✓ Right

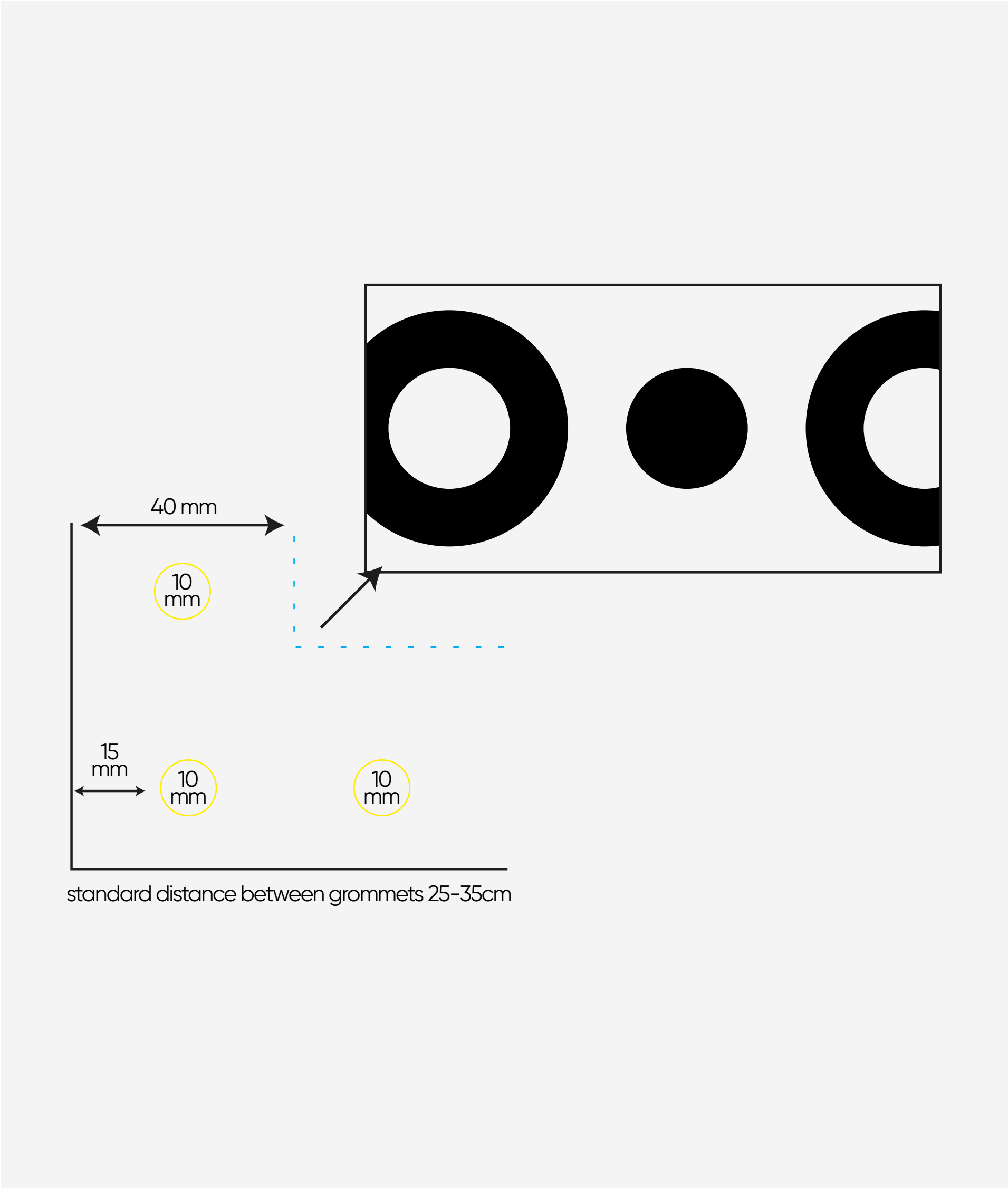
Format	TIFF	Resolution	72–300dpi
Color mode	CMYK		(banners sized A1 A2 A0 and banners up to 1–3m2 with small text or small elements must be presented with 150–300 dpi)
Color profile	FOGRA39		facade banners, banners for outdoor advertising, brand walls, and others must be presented with 72dpi)
Compression	LZW		
Scale	1:1		

Important!

- Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

- Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

- Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged



6000x3000mm
Final size
of your banner

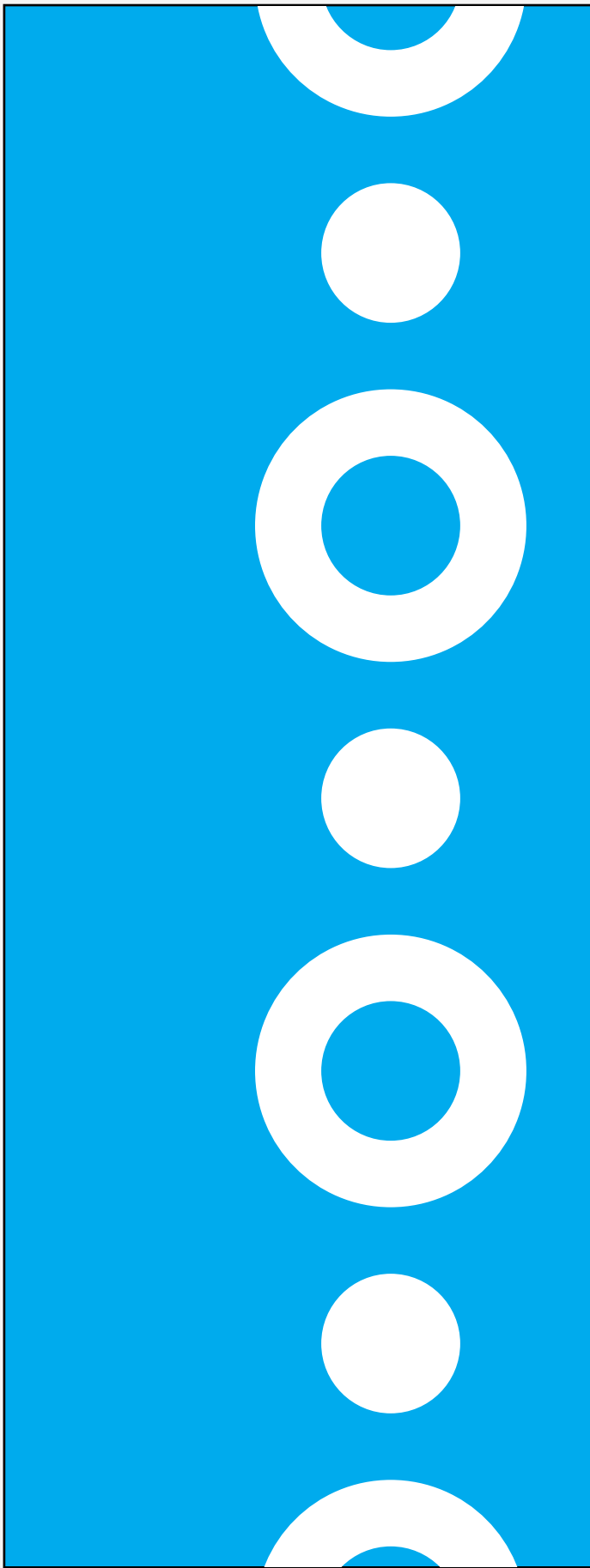


5920x2920mm
Safe zone
(40 mm on each side)



Grommets

X-banner



✓ Right

Format	TIFF	Resolution	150-300dpi
Color mode	CMYK	Compression	LZW
Color profile	FOGRA39	Scale	1:1

Important!

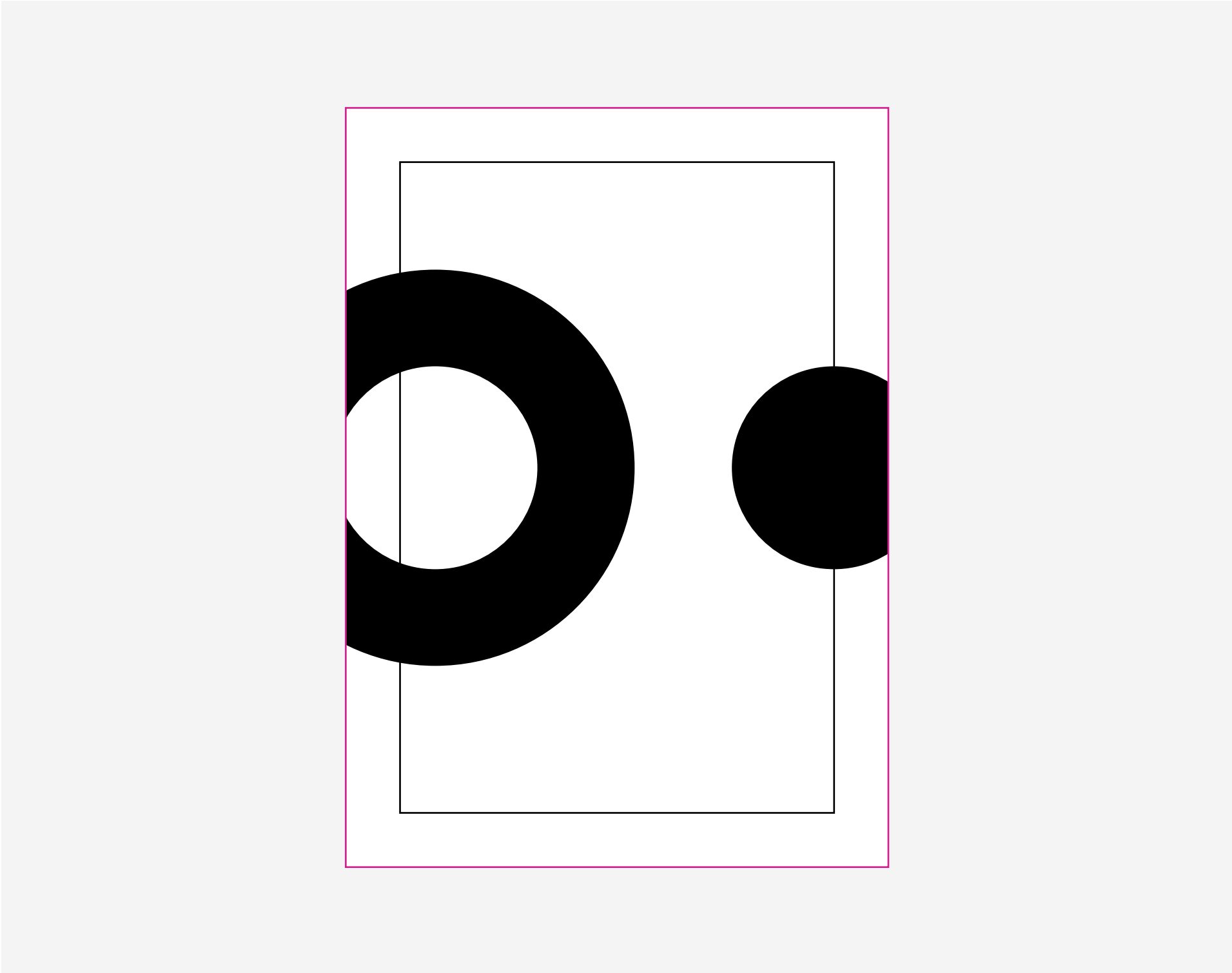
 **Rich black**
Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100

 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

 **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged



600x1600, 800x1800, 120x2000mm
Final size of your stand



500x700mm
Format with overlapping canvas for wrapping around
(50mm on each side to extend the background, this area will be visible on the edges of your canvas)



400x600mm*
The size of your final product

*The size can vary depending on your needs

✔ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa **Minimum font size** on a white background – 5pt, on a black background – 6pt
- ▬ **Minimum line weight** – 0,2mm
- **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

💡 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

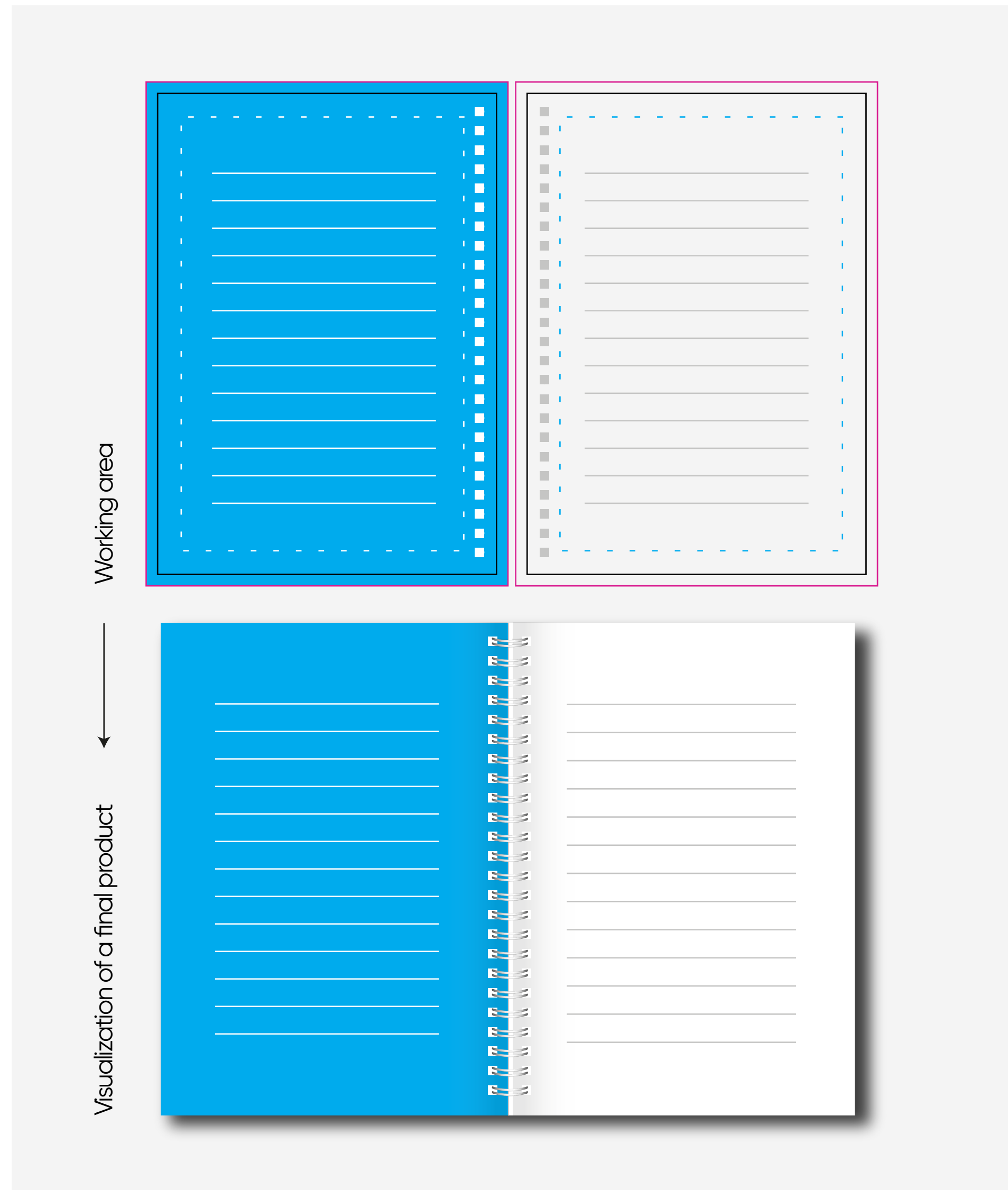
🖼️ **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

✖ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Brochure, notepad, presentation, menu

Spiral



Important!



File extension - PDF



Minimum font size on a white background - 5pt, on a black background - 6pt



Minimum line weight - 0,2mm



Rich black

Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100



The mock-up is presented with one page at a time
(Spread mock-up is not accepted)



Vector mock-up

All fonts must be converted into curves, images must be embedded. All effects, shades, and transparencies must be rasterized and saved with 300ppi

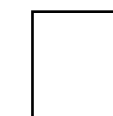


Rasterized mock-up

If a mock-up is rasterized, the layers must be merged



152x214mm
Bleed area
(2mm on each side to extend the background)



148x210mm*
The size of the working area
*The size can vary depending on your needs



123x190mm
Safe zone
(place important elements no closer than 10mm to the mock-up edge, from the inside - 15mm)

Brochure, notepad, presentation, menu

Rivet binding

Important!



File extension - PDF



Minimum font size on a white background - 5pt, on a black background - 6pt



Minimum line weight - 0,2mm



Rich black

Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100



The mock-up is presented with one page at a time
(Spread mock-up is not accepted)



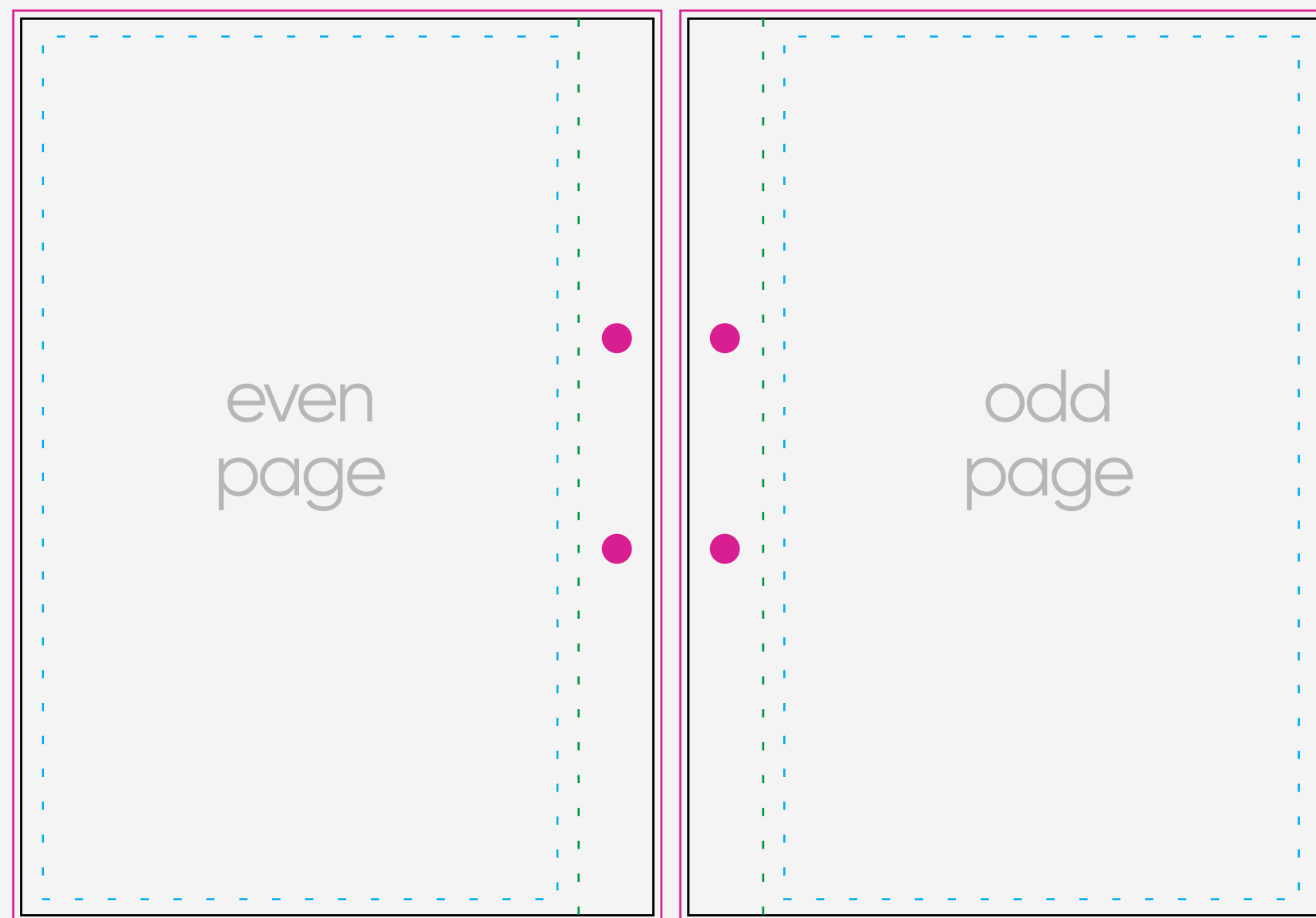
Vector mock-up

All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

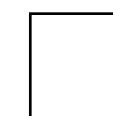


Rasterized mock-up

If a mock-up is rasterized, the layers must be merged



152x214mm
Bleed area
(2mm on each side to extend the background)



148x210mm*
The size of the working area

*The size can vary depending on your needs

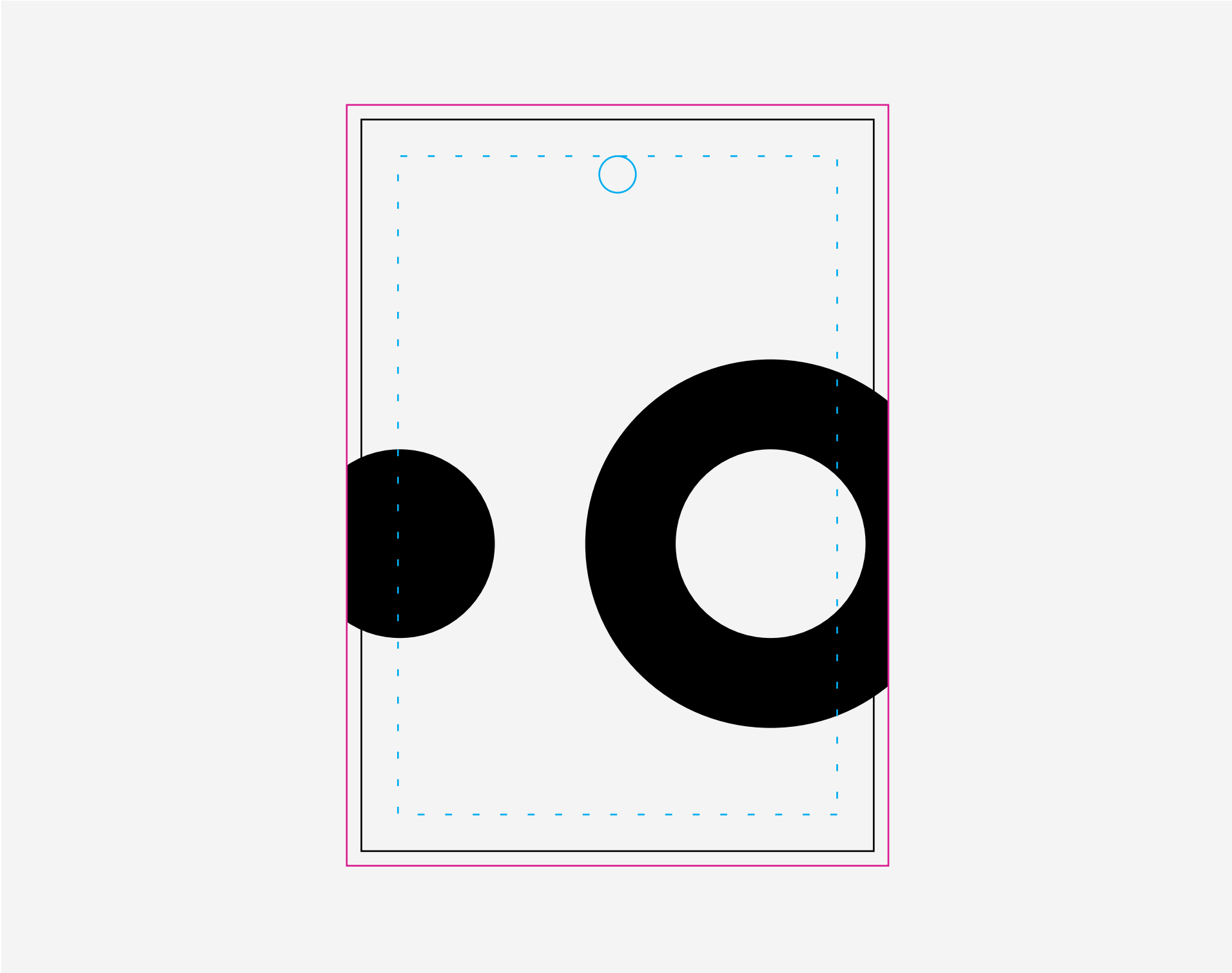


118x190mm
Safe zone
(place important elements no closer than 10mm to the mock-up edge, from the inside - 20mm)

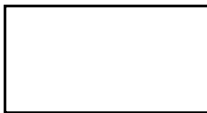


Folding line

Labels



74x104mm
Bleed area
(2mm on each side)



70x100mm
**Final size
of your badge***

*The size can vary
depending on
your needs



60x90mm
Safe zone
Do not place
important
mock-up elements
outside of this zone
(text, logos, icons)



5x5mm
Mounting hole
(perforation)

Minimum
perforation size -
3mm in diameter

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** **Minimum font size** on a white background - 5pt, on a black background - 6pt
-  **Minimum line weight** - 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100



Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

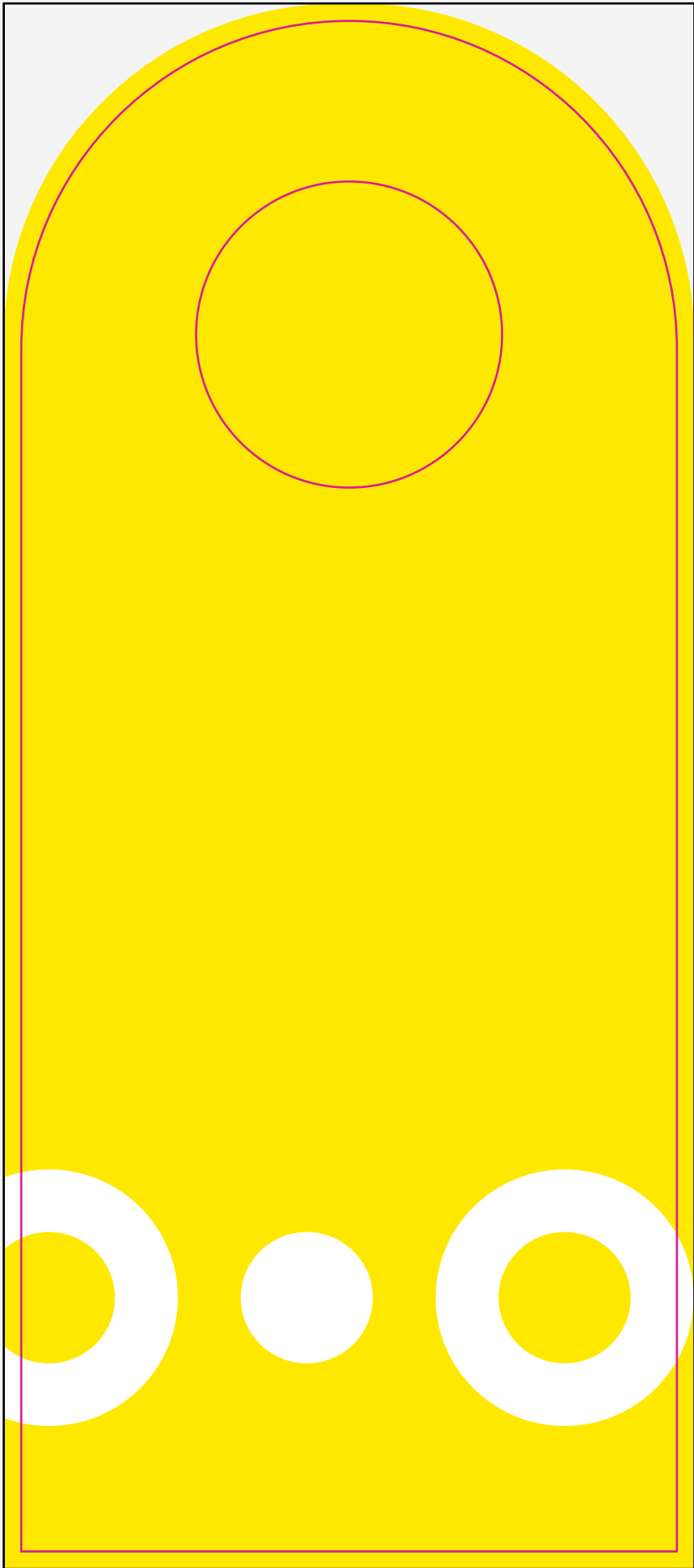


Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Hanger



✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

Aa **Minimum font size** on a white background – 5pt, on a black background – 6pt

▬ **Minimum line weight** – 0,2mm

■ **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100



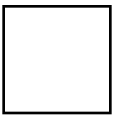
Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi



Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

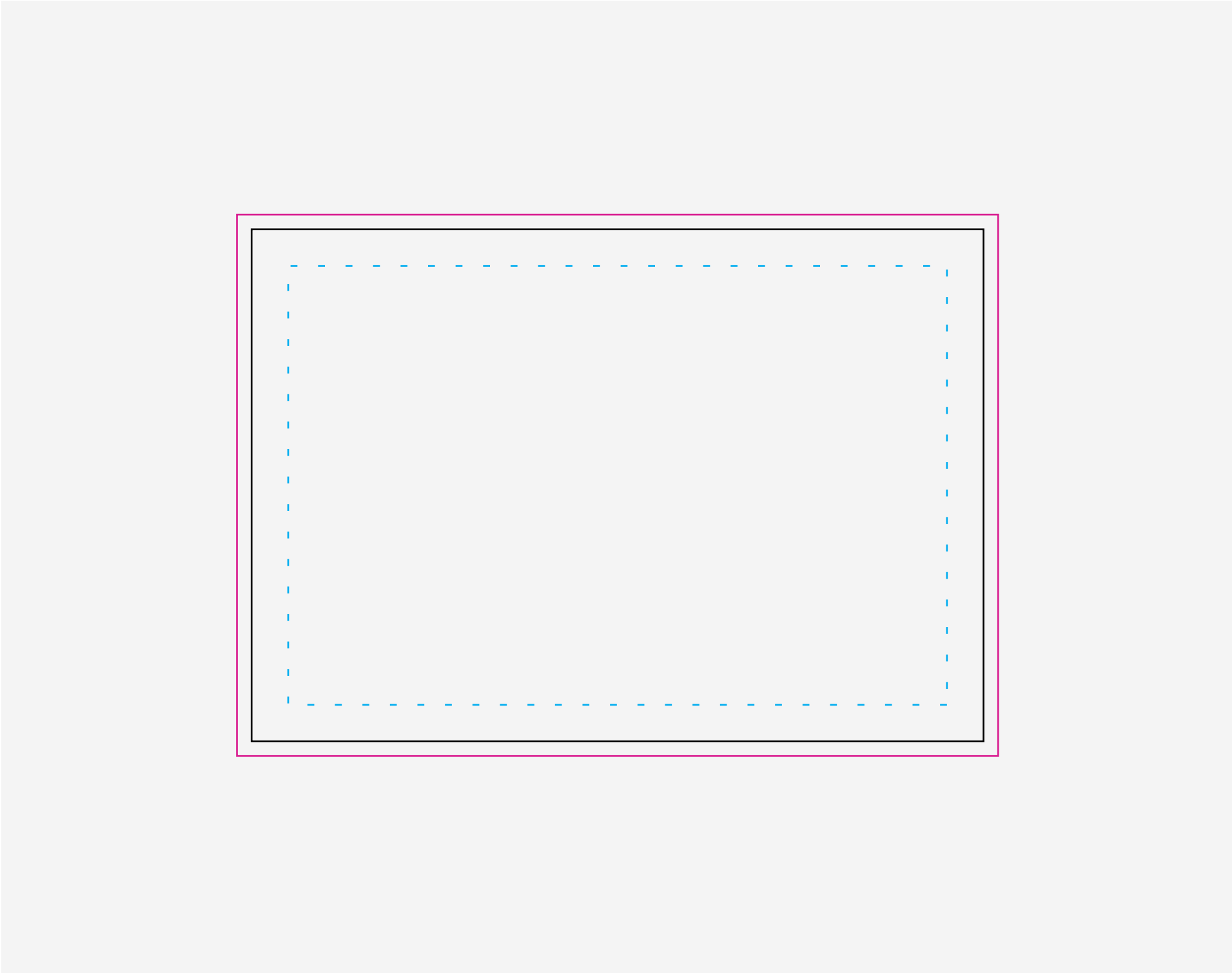


75x175mm
Cutout
(The size of the final product)



70x100mm
The size of working area

Price tag



74x104mm
Bleed area
(2mm on each side)



70x100mm
**Final size
of your badge***

*The size can vary
depending on your
needs



60x90mm
Safe zone
Do not place important
mock-up elements
outside of this zone (text,
logos, icons)

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

 **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

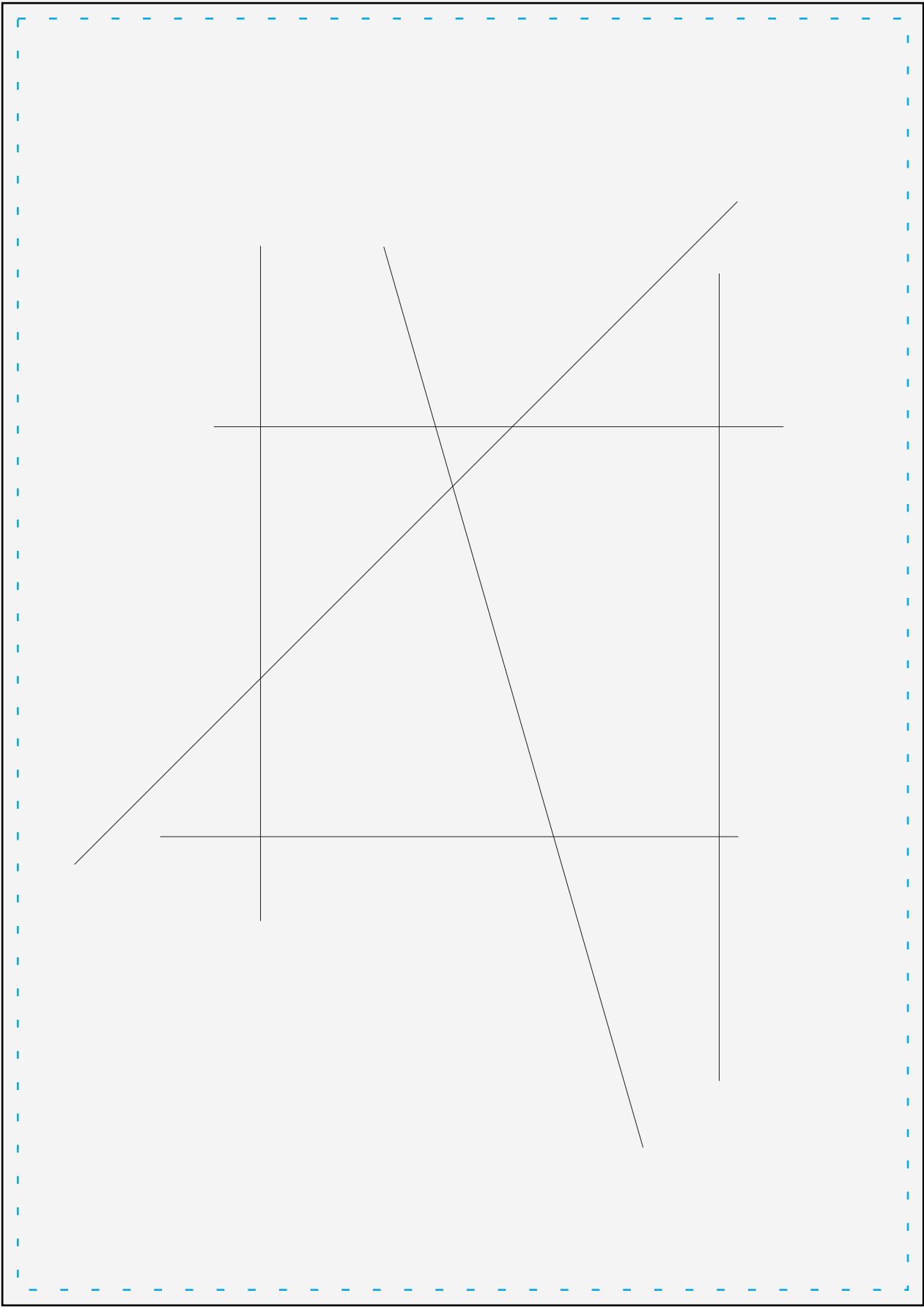
✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Technical Drawing

✓ Right

Format	PDF	Scale	1:1
Color mode	CMYK	File size	up to 2GB
Color profile	FOGRA39	Minimum line weight	0,07mm
Resolution	If the size is smaller than A3 - 300ppi If the size is bigger than A3 - 200ppi	If possible, use the minimum number of lines and elements when creating a drawing	



297x420mm*
Final size of your drawing

*The size can vary depending on your needs



287x410mm
Safe zone
Do not place important mock-up elements outside of this zone (text, logos, icons)

Brochure, notepad, presentation, menu

Glued

Important!



File extension - PDF



Minimum font size on a white background - 5pt, on a black background - 6pt



Minimum line weight - 0,2mm



Rich black

Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100



The mock-up is presented with one page at a time
(Spread mock-up is not accepted)

We bind at least 60 pages or 15 sheets of regular paper



Vector mock-up

All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

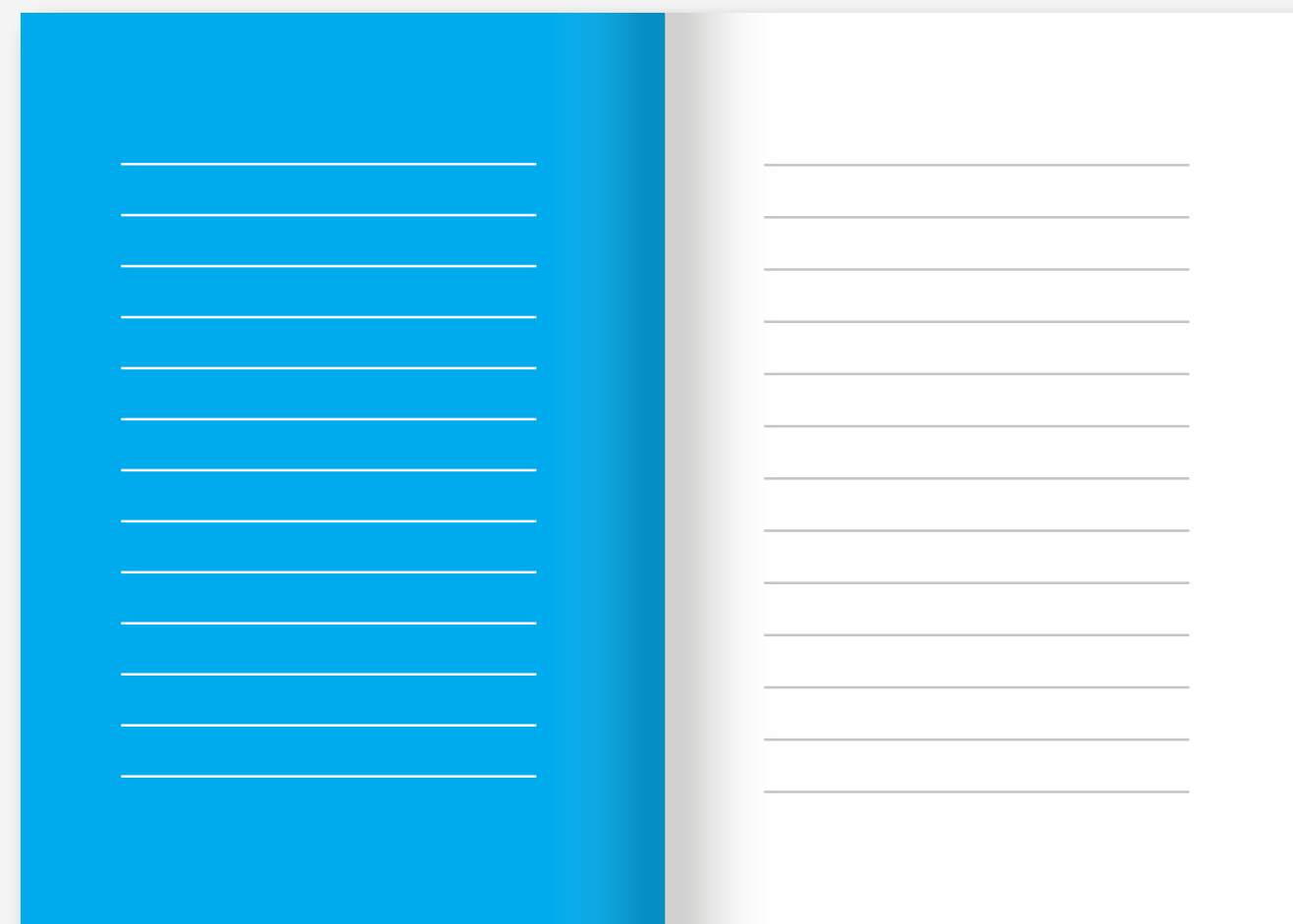


Rasterized mock-up

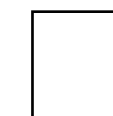
If a mock-up is rasterized, the layers must be merged

Working area

Visualization of a final product



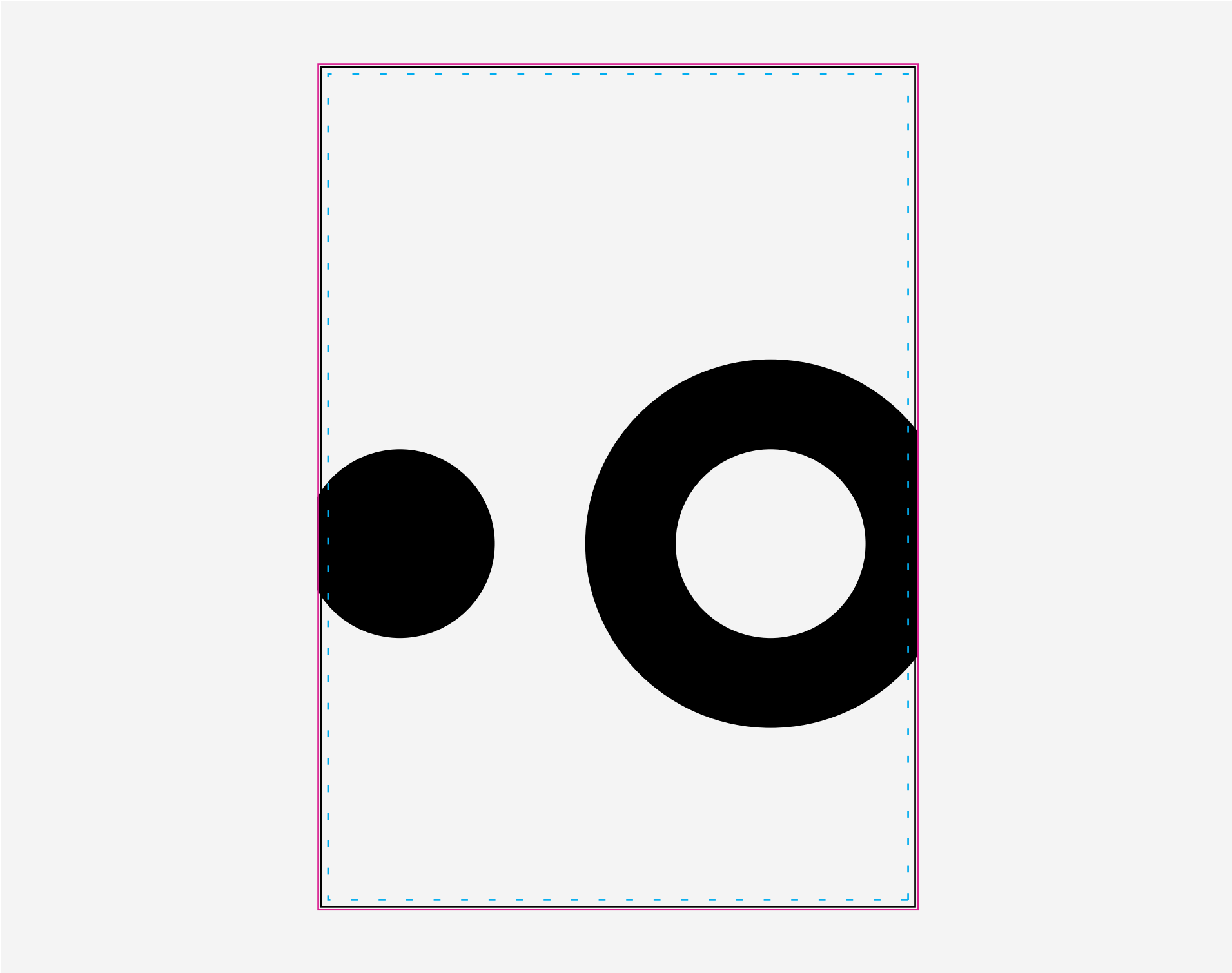
152x214mm
Bleed area
(2mm on each side to extend the background)



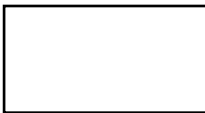
148x210mm*
The size of the working area
*The size can vary depending on your needs



123x190mm
Safe zone
(place important elements no closer than 10mm to the mock-up edge, from the inside - 15mm)



424x598mm
Bleed area
(2mm on each side)



420x594mm*
Final size of your clipboard
*The size can vary
depending on your needs



410x584mm
Safe zone
Do not place important
mock-up elements
outside of this zone (text,
logos, icons)

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

Aa **Minimum font size** on a white background – 5pt, on a black background – 6pt

▬ **Minimum line weight** – 0,2mm

■ **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100



Vector mock-up
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi



Rasterized mock-up
If a mock-up is rasterized, the layers must be merged

✗ Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

Photographs



✓ Right

Format	PDF, PNG, JPEG, TIFF	Resolution	300ppi
Color mode	CMYK	Scale	1:1
Color profile	FOGRA39		



100x150mm
The size of your
final product

Images/Photos

Large format



✓ Right

Format	PDF, TIFF, PSD (all layers must be flattened)	Resolution	300ppi
		Scale	1:1
		File size	up to 2GB
Color mode	CMYK		
Color profile	FOGRA39		



500x800mm
The size of your
final product

Важливо!



File extension – PDF



Minimum font size on a white background – 5pt, on a black background – 6pt



Minimum line weight – 0,2mm



Rich black

Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

- **If paper density is 80gr**
5mm on each side will remain empty



Vector mock-up

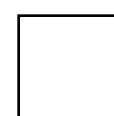
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi



Rasterized mock-up

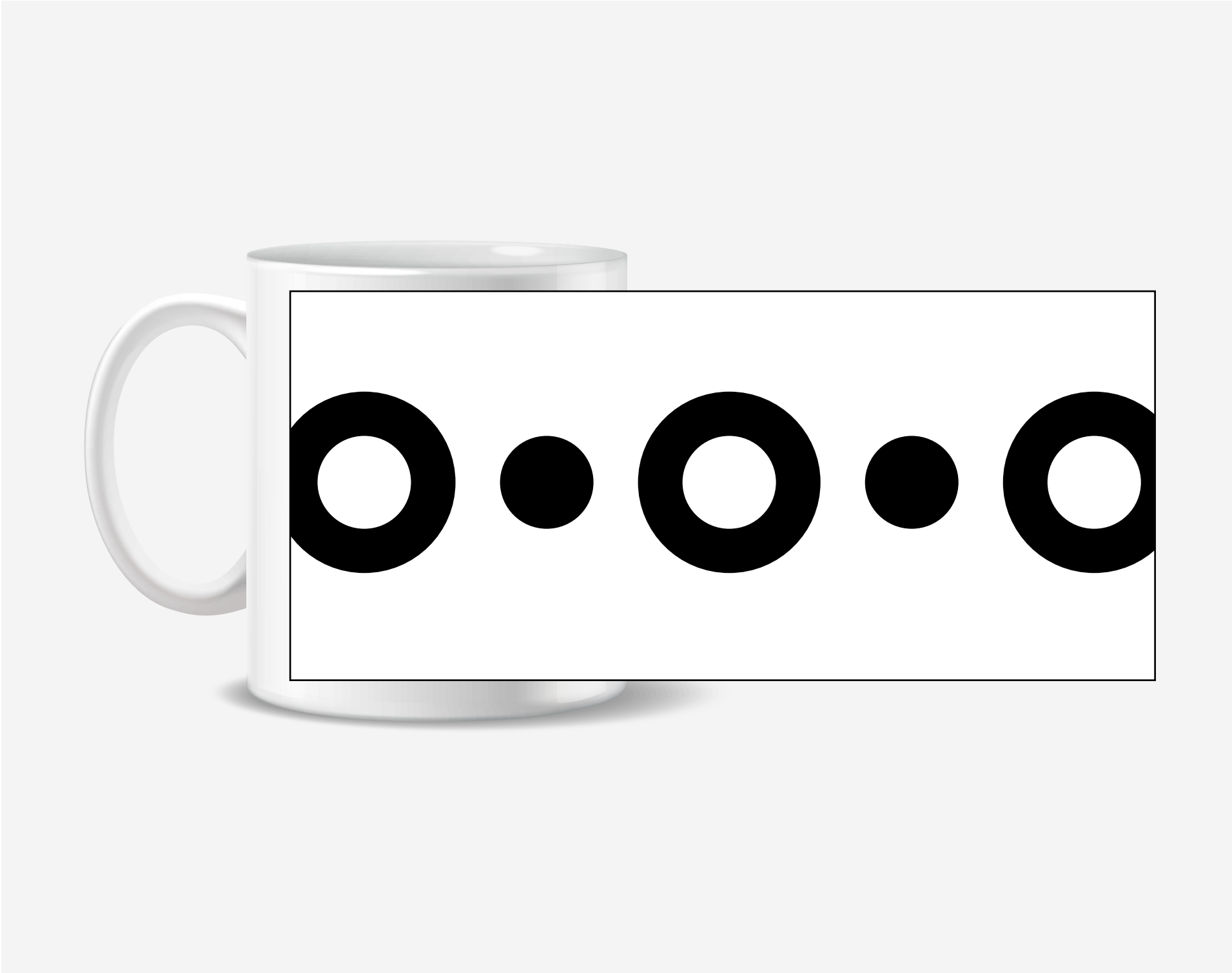
If a mock-up is rasterized, the layers must be merged

- **If paper density is 100–300gr**
The whole paper will be covered, without borders



210x297mm
The size of the working area

Cup



200x90mm
Image size

Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** Minimum font size on a white background – 5pt, on a black background – 6pt
-  Minimum line weight – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

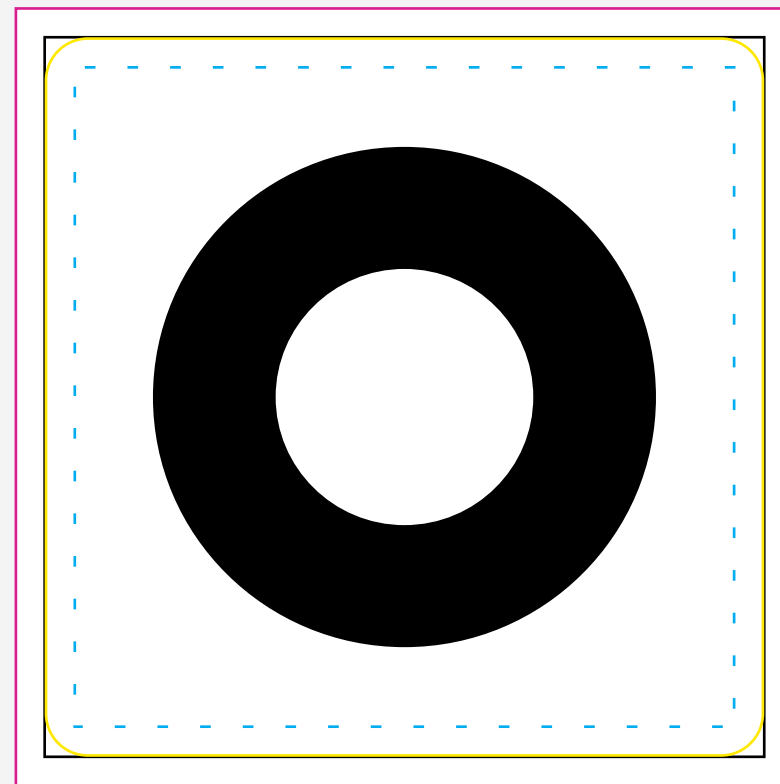
 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

 **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

Wrong

Format	JPEG, PNG	Color profile	Japan Color, U.S. Web
Color mode	RGB	Resolution	72ppi

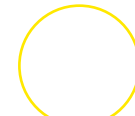
Polymer stickers



54x54mm
Bleed area
(2mm on each side
to extend the
background)



50x50mm
**The size of the
working area**



50x50mm
Cut line
(according to the
size of the working
area)



46x46mm
Safe zone
(place important
elements no closer than
2mm to the cut contour)

Important!

- **Minimum size of a die-cut** – 10x10mm
Maximum size – 100x100mm
- **Rich black**
Big element fill, fonts that are bigger than
36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

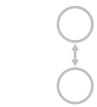


Vector mock-up

All fonts must be converted into curves,
images must be embedded
All effects, shades, and transparencies
must be rasterized and saved with 300ppi



File extension – PDF, AI, EPS



In case there are several stickers placed on
one piece of paper, keep at least 8mm
distance between them

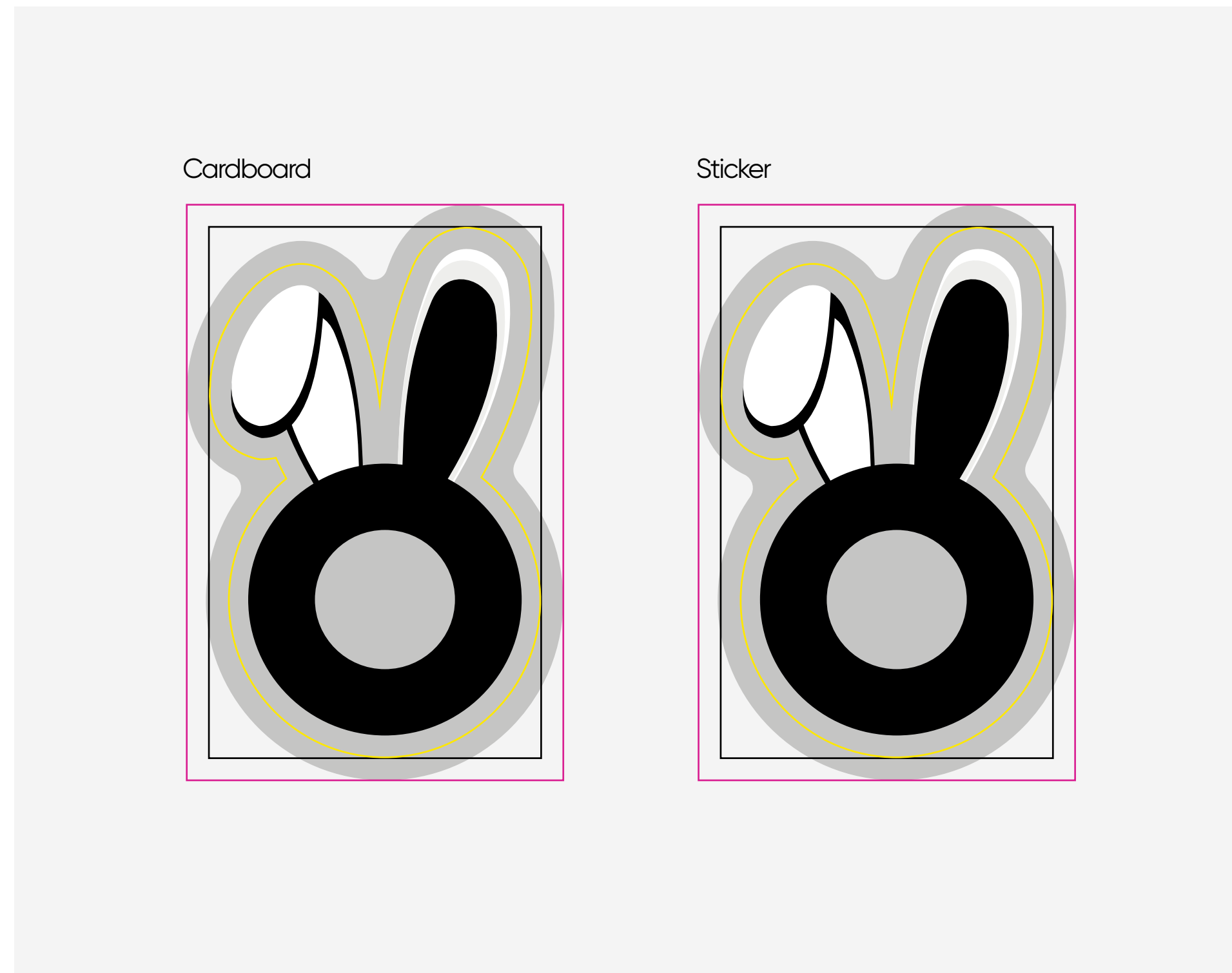
Outline

- In a vector format, prepared in Adobe Illustrator
- Placed on a separate layer
- Highlighted with a color that is not included in the mock-up (not Black!)
- Outline weight 0,5pt
- With a minimum number of dots and lines
- Preferably without sharp corners (minimum rounding – 3mm)

1 file – one page!

- Multipage files are not allowed
- Even when using one die-cut outline for several objects of the same type

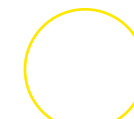
Shaped die-cut



34x52mm
Bleed area
(2mm on each side to
extend the background)



30x48mm
**The size of the working
area**



30x48mm
Cut line
(according to the size
of the working area)

Important!

- **Minimum size of a die-cut** – 10x10mm
Maximum size – 100x100mm
- **Rich black**
Big element fill, fonts that are bigger than
36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

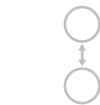


Vector mock-up

All fonts must be converted into curves,
images must be embedded
All effects, shades, and transparencies
must be rasterized and saved with 300ppi



File extension – PDF, AI, EPS



In case there are several stickers placed on
one piece of paper, keep at least 8mm
distance between them

Outline

- In a vector format, prepared in Adobe Illustrator
- Placed on a separate layer
- Highlighted with a color that is not included in the mock-up (not Black!)
- Outline weight 0,5pt
- With a minimum number of dots and lines
- Preferably without sharp corners (minimum rounding – 3mm)

1 file – one page!

- Multipage files are not allowed
- Even when using one die-cut outline for several objects of the same type

Envelope

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** Minimum font size on a white background – 5pt, on a black background – 6pt
-  Minimum line weight – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

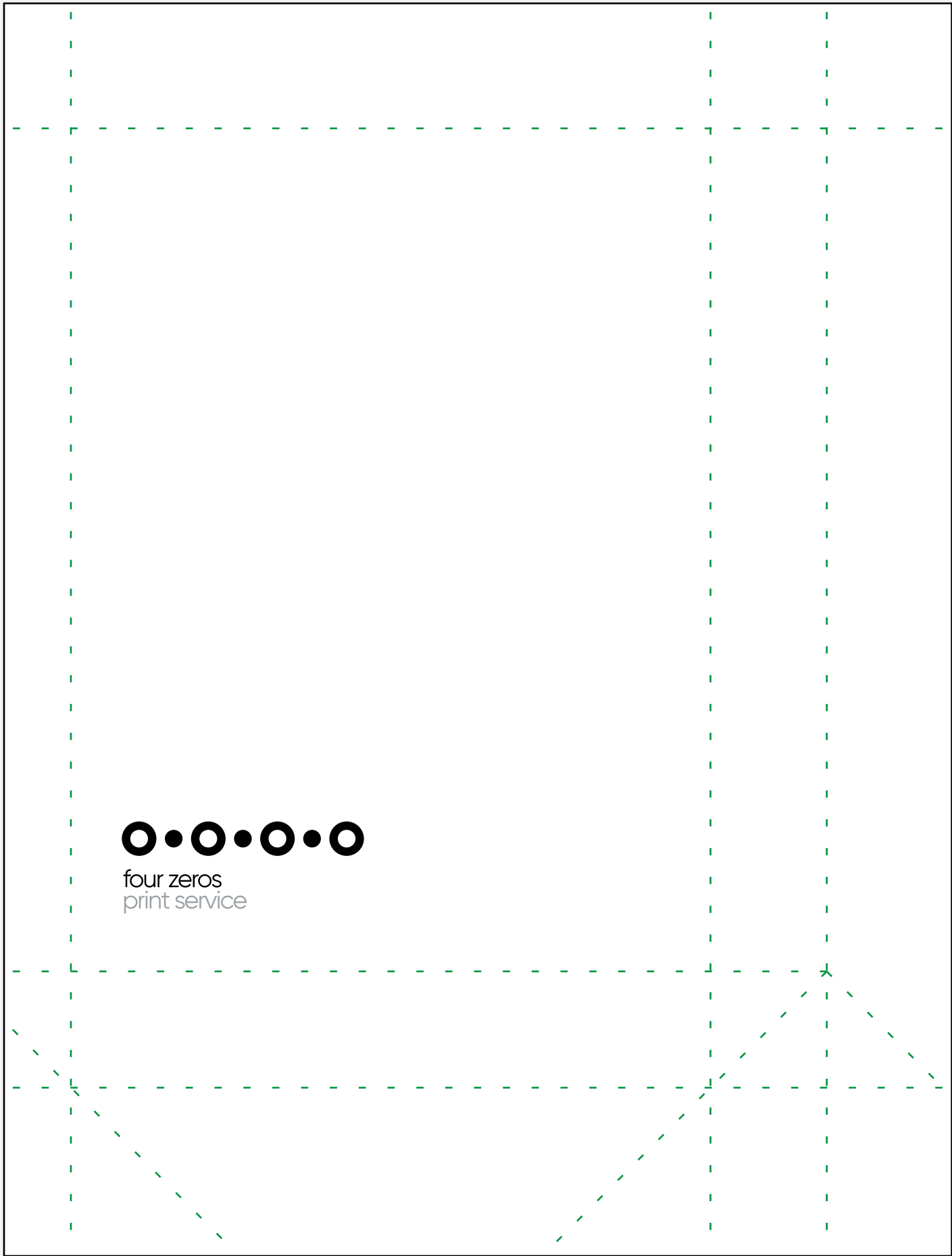
-  **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi
-  **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

 **Bleed area**
(5mm on each side to extend the background)

 **Die-cut in the shape of your envelope**

 **Folding lines**

Paper bag



Right

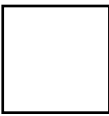
Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

- Aa** Minimum font size on a white background – 5pt, on a black background – 6pt
-  Minimum line weight – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

 **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged



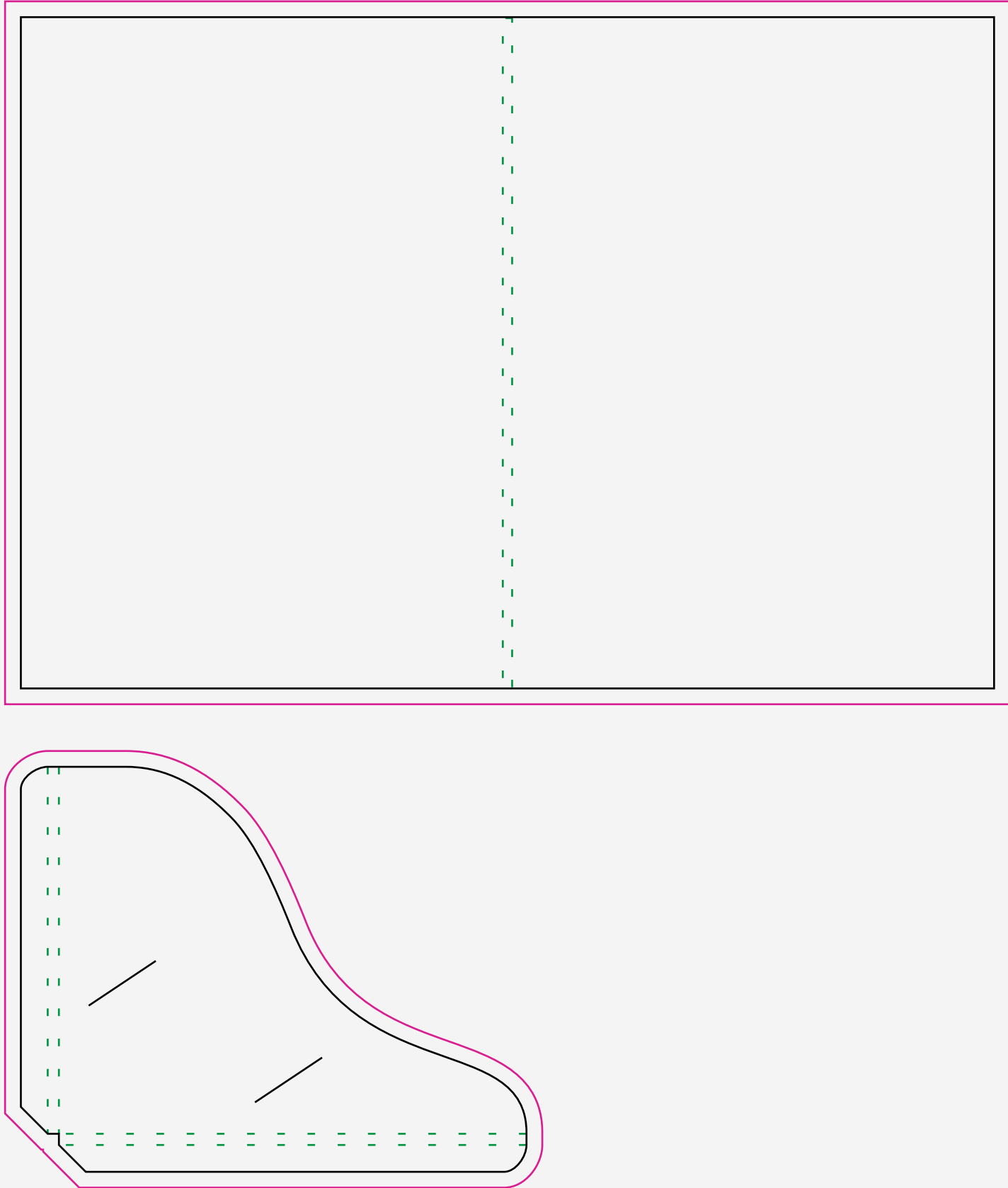
Working zone



Folding lines

Folder

With an adhesive pocket



✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

Important!

-  **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

-  **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi
-  **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged


Bleed area
(5mm on each side to extend the background)


Die-cut in the shape of your folder


Folding lines

Folder

Self-assembly

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

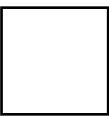
Important!

-  **Minimum font size** on a white background – 5pt, on a black background – 6pt
-  **Minimum line weight** – 0,2mm
-  **Rich black**
Big element fill, fonts that are bigger than 36pt – C 60 M 50 Y 40 K 100
Small fonts – C 0 M 0 Y 0 K 100

 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

 **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged


Bleed area
(5mm on each side to extend the background)


Die-cut in the shape of your folder


Folding lines

UV Coating

✓ Right

Formats	PDF, AI, EPS	Color profile	FOGRA39
	TIF, PSD	Resolution	300 dpi
Color mode	CMYK	Maximum print resolution	1200 x 1200 dpi

✗ Wrong

Important information must be placed no closer than 5 mm from the edge of the finished product.

For orders with trimming to size, the mock-up should include a 2 mm bleed on each side.

For double-sided printing, please note that the alignment shift tolerance can be up to 3 mm.

Important!

Aa Font size
Using fonts smaller than 6 pt in the design is not recommended. Please note that legibility cannot be guaranteed when using small fonts or thin lines.

Avoid using serif, thin, or overly bold fonts for small text.

 **Minimum line weight** – 0.2 mm

 **Rich black**
Big element fill, fonts that are bigger than 36pt – C60 M50 Y40 K100

Small fonts–C0 M0 Y0 K100

 **Vector file**
All fonts must be converted to curves. The design should not contain transparencies, shadows, or effects.

For selective varnishing, the elements that need to be highlighted should be duplicated on a separate layer or saved as a separate file.

 **Raster file**
Layers must be merged, and objects rasterized.

Physical parameters

Aa Maximum print area: 610 x 420 mm

 **Permissible media thickness:** up to 150 mm

 **Maximum media weight:** 8 kg

 **Height variations**
on the surface should not exceed 2 mm

- Printing on reflective surfaces is not possible.
- For printing on colored or dark surfaces, an additional layer with white ink must be created.

Table tent

✓ Right

Format	PDF	Color profile	FOGRA39
Color mode	CMYK	Resolution	300ppi

✗ Wrong

Format	JPEG, PNG
Color mode	RGB
Color profile	Japan Color, U.S. Web
Resolution	72ppi

Important!

Aa **Minimum font size** on a white background - 5pt, on a black background - 6pt

▬ **Minimum line weight** - 0,2mm

■ **Rich black**
Big element fill, fonts that are bigger than 36pt - C 60 M 50 Y 40 K 100
Small fonts - C 0 M 0 Y 0 K 100

💡 **Vector mock-up**
All fonts must be converted into curves, images must be embedded All effects, shades, and transparencies must be rasterized and saved with 300ppi

🖼️ **Rasterized mock-up**
If a mock-up is rasterized, the layers must be merged

Size calculation the bottom of the stand

The height of the finished tabletent must be multiplied by 2 and divide by 3

Example: size of the finished stand: 100x150mm
1) $150 \times 2 = 300$
2) $300 : 3 = 100$
100mm - size of the bottom stand, of which - 10 mm is used for gluing

■ **Bottom of the stand**
100x100mm

□ **Place for gluing**
100x10mm



Bleed area
104x404mm (2mm on each side)



Size of your final product
unfolded*: 100x400mm
folded: 100x150mm



Safe zone: 90 x 140mm
On each side. Do not place important mock-up elements outside of this zone (text, logos, icons)

Running lines
Send as a separate file

