

# Guide - How to prepare files for print

This guide describes how to prepare files for print.

## 1. File preparation

### ■ Preparation

- Check all pages of the document.
- Check that the format is correct.

### ■ Color space

- Make sure the file is in the CMYK color space, as printers use offset printing in cyan, magenta, yellow and black. **RGB is unsuitable for printing** and may result in reprints due to color variations.

### ■ Image resolution

- Make sure that the resolution of all images is at least **300 dpi** to ensure sharp print quality. Low resolutions can lead to pixelation and blurry images.

## 2. Creation of a clean drawing

### ■ Margin

- Add a **3mm bleed allowance** to the design to ensure important elements are not cut off and to account for tolerances in the printing and cutting process.

### ■ Cropping marks

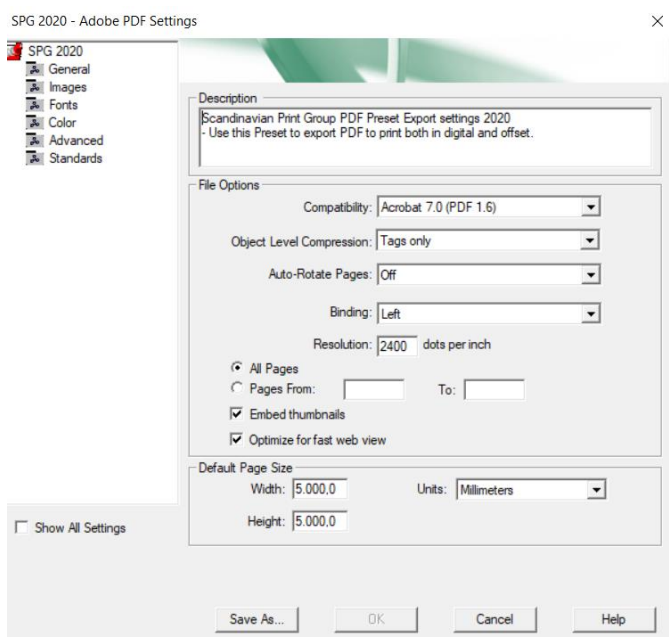
- When exporting to PDF, add crop marks that mark the edge of the print media. These serve as reference points for the printer to ensure that the printed image extends to the edge.

### ■ Color profile

- Assign the appropriate color profile to each image and file to ensure color reproduction is consistent and meets printing standards.
  - + coated paper: Fogra 39
  - + uncoated paper (eco paper): Fogra 47

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- See below job options:



## ■ Colors

- Use CMYK only! Pantone colors may only be included if the print job explicitly requests a special color. **HKS colors cannot be printed.** If the print data contains unsolicited special colors, they are automatically converted into CMYK. As a result, the print result does not correspond to what the customer approved.

## ■ Products

### ■ + 4-page folders and brochures from 8 pages

- PDF file with individual pages.

### ■ + 6-page folded brochure

- Must be exported as a print sheet. Page 5 and 4 (3rd flap) must be shortened by 3mm so that it does not touch the inside when folded.

### ■ Brochures from 52 pages (binding required) / books (with spines)

- These products require 2 PDF files:

- 1 PDF for the cover, as a double page including the spine.

(Ask the printing company to provide a 1:1 template. Inform about the exact number of pages and type of paper).

- 1 PDF for the content, including individual pages in chronological order.

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## 3. Finishes

### ■ Partial UV varnish

- If a finish is to be added, for example on the cover of the brochure, the following must be taken into account:
  - To create a correct file with partial UV varnish, the document must be provided with an additional layer that identifies the varnish. Please name the layer **PARTIAL-UV**. The elements in this layer must be vector objects and be placed the exact same place as the object in the lower layer. Fill the objects on the PARTIAL-UV layer with a solid color/5. color (pantone) and set the objects to **Overprint**.
- Partial UV Varnish can be applied to the edges, however, it cannot be applied over the back/waistband. The varnish will crack when bent.

### ■ 3D varnish

- If 3D varnish was chosen as the finish, name the layer **VARNISH**.
  - Fill the objects on the VARNISH layer with a solid color/5. color (Pantone) and set the objects to **Overprint**.
- For gold 3D varnish or silver 3D varnish: Call the layer **GOLD** or **SILVER**.
- Note that when 3D Varnish in Gold or Silver is chosen – the colored varnish will cover up the elements underneath completely. Therefore those elements may not appear in the file under the effects since it can lead to unnecessary mismatches.
- Please note that the 3D varnish must be applied at a distance of 3mm from the edge and must not go over the back. The varnish will crack when cut or bent.

### ■ Blind embossing

- If there is an embossing (e.g. logo on the cover), at least one additional PDF must be created.
- The embossing must max. be **10x10 cm** (if larger, ask the printing house for a price).
  - To create a correct file with embossing, the document must be provided with an additional layer that identifies the embossing. Please name the layer **Embossing**. The elements in this layer must be vector objects and be placed the exact same place as the object in the lower layer. Fill the objects on the embossing with a solid color/5. color (pantone) and set the objects to Overprint.
- The printing company uses these files to check the placement of the embossing.

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## 4. Separate language versions

- When ordering separate language versions, remember to add “change print plates” if you order as Off-Set. (Not needed/possible to choose in Digital Print, however it IS possible to order separate language versions – also in Digital Print.)
- You can order the separate versions in one order, however
- If you want to order different amounts of the brochure in several versions, please note the amount of the 2 versions split in the Note: Ex. 700 in total: 500 German and 200 English.
- Additionally name the different files with the amount of copies required before the filename.
  - Ex. 350\_DE \_Filename and 150\_UK\_Filename

## 5. Finalization

- Make a Preflight to ensure that there are no errors.
- Save the high resolution PDF in the right folder in the project folder: **3.HiRes\_PDF** and name the document: **[Project-number]\_[Project-Name]\_HIRES**
- Inform the PL that the printing files are ready.