INTRODUCTION

With the proper preparation of the printing materials, the errors that could occur during printing are eliminated for the most part.

You just finished with your new job and want to print it to you.

To make the printed product look the way you have imagined it, you need to send the preparation in PDF format (Portable Document Format). This format is „pretty closed". does not allow additional content modification and does not require the installation of fonts, nor links to your images and other applications that you used during the creation.

If you deliver a properly made PDF file, we can start printing as soon as possible.

PDF files are an industry standard and can be made by virtually any application for printing. The most complete PDF file is done with the so-called. „Print" in PDF (print). For this way of making PDF, you must have an Adobe Acrobat package installed on your computer. It usually goes with the installation of other Adobe applications. You can also save your preparation as PDF (Save As, Export, Publish To, etc.), but you must carefully select the settings and carefully check the received PDF (colors - CMYK or Pantone, dimensions - by descending the cursor in the lower left corner, links, fonts used during the creation, etc.).

In order to ensure the desired quality and appearance of the printed products and to exclude the possibility of errors, we ask you to carefully observe these instructions.

Of course, before creating a PDF, you must split your document into the program in which you work (Illustrator, InDesign, Photoshop, Corel Draw, Quark, etc.).

The file should always be done on an exact dimension, with added space for cropping (Bleed), without any additional tags (cops, parsers, wedges, etc.).

In order to eliminate the possibility of losing some of the elements of the preparation, in the further electronic processing on our side, it is best that all elements be tracked on the file itself without using the transitions between the elements themselves. For these reasons it is compulsory for our preparations to be submitted to us in PDF version 1.3 (compatible version with Acrobat 4). The editing of the tobacco will be done in our printing house.

Word, Exel, Power Point, Word Pad. ARE NOT PREPARED PREPARING PROGRAMS. In them you can only provide us with data and instructions for the preparation that is h where working with us.

If you have any questions, please contact us.

COLORS

Images on the computer are saved and displayed with a combination of three basic colors - RGB model (**R**ed - Red, **G**reen - Green, **B**lue - blue). Unlike the screen display, four basic colors for image display are used in printing - CMYK (**C**yan - light blue, **M**agenta - red / pink, **Y**ellow - yellow and blac**K** - black).

The ultimate print preparation **must be in CMYK**, with the possibility of having special SPOT colors (Pantone), if necessary.

Conversion of images from RGB to CMYK is best done before the start of the preparation. Our recommendation is to use Photoshop, where it's simple to set the color profile, resolution, and image size.

The amount of tobacco color

It is desirable that the quantity of paint does not exceed 340%, in the pictures or in the text. It would be best if the total coverage of all 4 colors does not exceed 300%, otherwise undesirable printing effects are possible.

Black color

When you have large areas with a black color, that black color must not be assigned only as K = 100, because it will turn out to be pale. To get saturated black, you need to put C = 30, M = 25, Y = 25, K = 100. This layer is used exclusively for large black surfaces, no text or small objects.

RECEPTION OF THE FILE

Format

It is necessary to determine the exact format of preparation at the very beginning.

For more-page publications (books, magazines, brochures, pricelists, etc.), the full format should not be used due to the printing process itself (wedges and stamps, etc., that monitor the quality of the press, the necessary space for fitting pages in tobacco).

Do not use the formats offered to you by the application, but rather specify it in accordance with the previous recommendation, or best in consultation with us.

Pictures

If the printing preparation is not fully vector-based, the resolution of the images used and other elements of the preparation **is preferably not less than 300 dpi.**

The images used in the preparation must be converted into a CMYK color model (described in the COLOR section) before you can enter them in the document.

Apart from converting to CMYK, the images are processed as needed (the contrast, light, color, etc. should be controlled) so that the printed materials are clear and of high quality.

Overprint

The subject or image of the printing preparation that has printed printing will be printed on the substrate, that is, the background and the appearance of the printed product will not correspond to the visual screen in the electronic preparation.

If a **overprint** of a white object or light is set, the same object will be soaked in the background and will not be printed or will not be recognized.

The overprint is used exclusively for black elements with K = 100% (for texts, different lines, tables, small items, etc.). Or in some specific cases, the effect is obtained by mixing multiple colors.

Text

When texts are used in printing preparation, it is desirable to convert them into curves, in order to avoid any distortion or loss of characters.

But if you are unable to turn the entire test into curves, all the fonts used should be embedded, embedded in the preparation you send us.

If you need some additional changes to the preparation that needs to be made by us, you need to provide us with an open file with all the fonts used in the creation of it.

If the text is in black, it should be C = 0, M = 0, Y = 0, K = 100, that is, only black. Using text composed of all colors, leads to mirroring, and smashing the text. This rule also applies to white, the so-called. „Bored" text in a colored background composed of all 4 components. In the text in black, we mentioned it before, it is necessary to put overprint.

The texts are recommended not to be included in raster graphics programs (for example, Photoshop), because the text itself is scattered, and even when the preparation is in high resolution, the letters will have a rasterized display with bold edges. But if you have decided to go by typing text into such programs, then lift the resolution to 300 dpi and in the end you need to tap all layers (Layers) along with the text as a whole.

Example for:

Vector text   Rasterised text
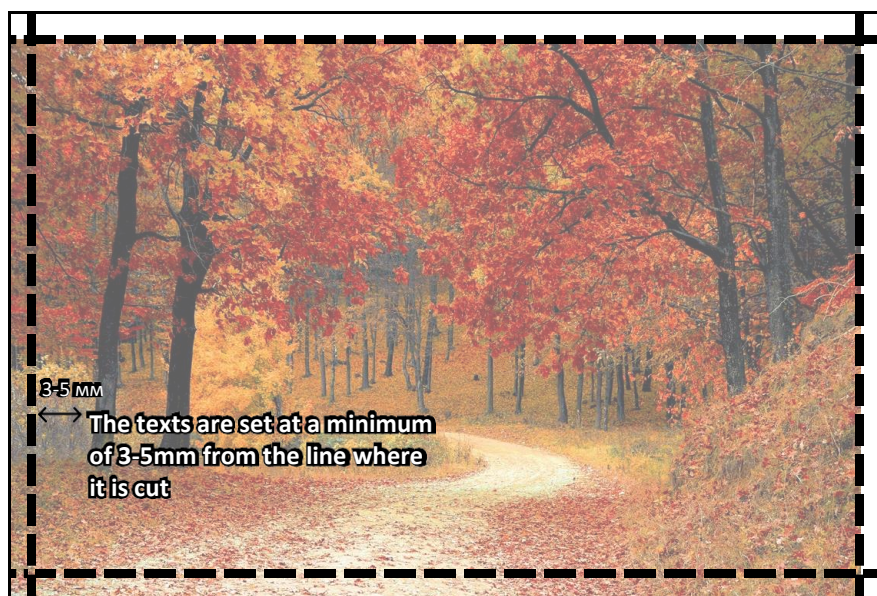
Trimming Area (BLEED)

When it comes to preparations that have a seal until the cut, it is mandatory to extract from 3 to 5 mm additional space on each bleed side, and that space should not be empty and white, but filled with the background, images, objects, etc. which are circumcised. For example: for a leaflet with a total size of 210 mm x 297 mm, a preparation with dimensions of 216 mm x 303 mm should be provided. The additional 3-5 mm that are added will fall off during the cut, and in such a case the final product will not have a badly cropped specimen that will appear whitish at the place where the press is intended to go all the way.

The covers usually leave 5 mm of circumference. If there are some more specific refinements of the products, sometimes it is necessary to leave with a lot of things. more space, e.g. 17 mm for a hardcover cover. It is best to consult with us for such refinements.

You should endeavor, if you are able, to leave the texts and elements that should be visible on the product, at least 3-5 mm from the line where they cut or merge the pages of the product.

If the product is finished with hot sticking, the texts on the side of the joint (sticking) need to be 8-10 mm apart in order to be visible.

Invalid bleed in which does not include backgrounds and the elements which are cut

Properly supplied 3-5 mm for bleed, which includes the background and elements that are cut

3-5 мм

The texts are set at a minimum of 3-5mm from the line where it is cut

MOST COMMON MISTAKES

IN PREPARATION FOR PRINTING

These are the most common mistakes and omissions that are made when creating print preparation:
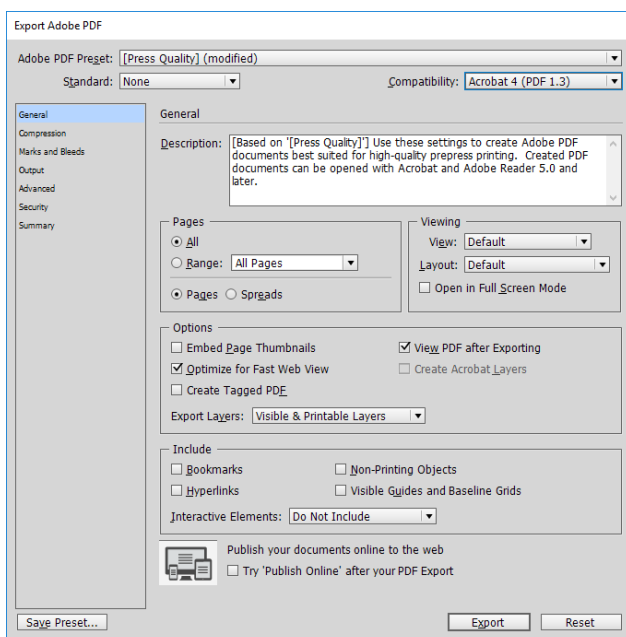
- **Preparation without cut (without BLEED).** Three variants are possible: - no bleeding is planned at all; - planned bleeding, but not exported, and - wrong bleeding. Solution 1: Trace the product in which the bleeding should take place or Solution 2: Print it as it was sent, but to enter the interruption in the format itself (but only if the product allows, whether there are too many cuts, etc.) , and this will get a smaller format than what is planned.

- **Unnecessary use of Spot colors.** Be sure to emphasize when you want to use the spot color from the PANTONE range for printing, otherwise all spot colors should be converted to CMYK.

- **Text or Barcode in all four colors.** The black text should only consist of K = 100 with overprint. The barcode is also desirable to be black only K = 100 due to readability.

- **Large surfaces only from black.** We have said that these surfaces may appear pale and unevenly colored, therefore enriched black C = 30, M = 25, Y = 25, K = 100 are used in such surfaces.

- **The document was not checked before sending.** Before submitting the preparation, be sure to check the format, whether the correct bleed is left, whether the PDF is made to the standards, whether the version is PDF 1.3, whether you have unmodified fonts, whether there are missing elements in RGB and Spot colors, whether there are images with a weaker resolution, etc. (the thickness of the lines is not very thin (<0.1 mm), all the gradients and turns have to be sprayed, the COREL effects should also be scattered). Finally, it is assumed that you have also checked the contents of the preparation that will be printed (titles, texts, prices and appropriate descriptions of products and images, etc.).

- **Unprocessed images.** Before sending, process the images used in the preparation, convert them to CMYK and further process them if necessary.

- **Other.** When double-sided printing, the number of pages should be steam. If the product is with multiple sewing binders, then the number of sides should be divisible by 4, that is, by 8, depending on the manner of finalization and the product format. Contact us when preparing your product to determine which number of pages will be most optimal for your needs. Include the blank pages in your preparation.

If, however, you have decided, instead of PDF, to provide us with an open file (Illustrator, InDesign, Photoshop, Corel, etc.), it is necessary to record all used fonts, images (links), or turn the full text into curves and blinds (embed) the images in the file.
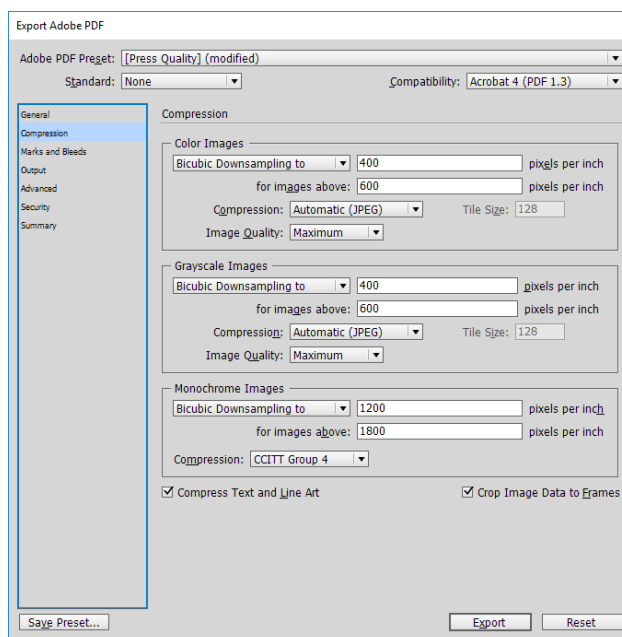
INSTRUCTIONS FOR CREATING PDF

Below is a graphic display for creating PDFs for printing, using the most used computer graphics software.
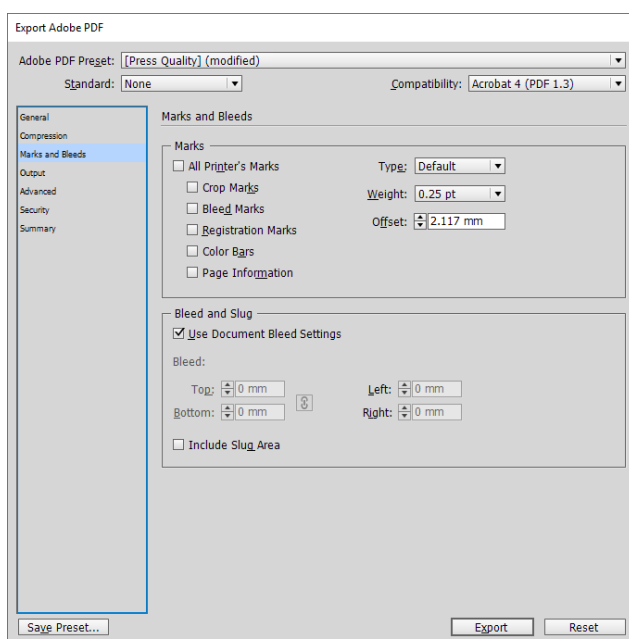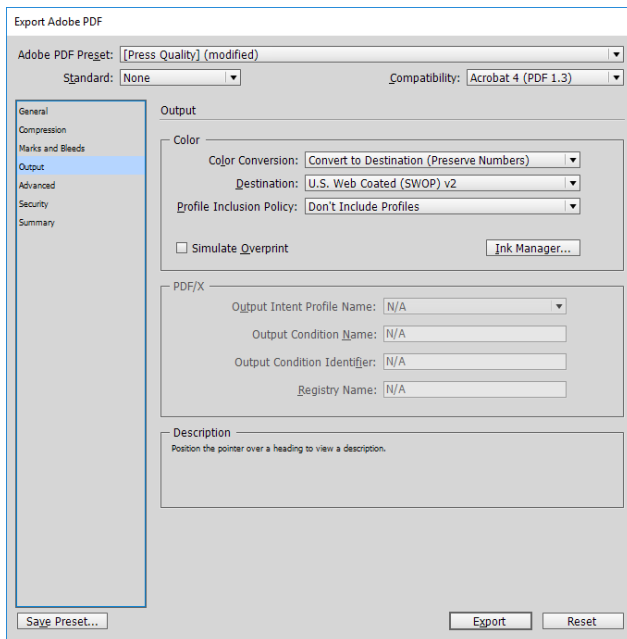
Adobe Indesign

Once the preparation is ready for printing, we select File⯈Export (Ctrl + E). Then in Adobe PDF Preset we select Press Quality, in Compatibility we select Acrobat 4 (PDF 1.3).
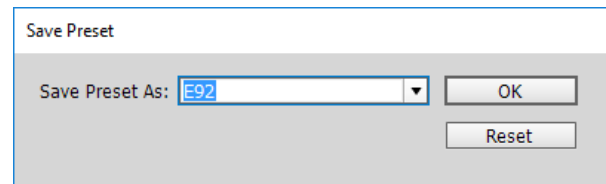
In the Compression section, we set the parameters for compression of images and elements. (Download them from the second printcreen).

In the Marks and Bleeds section we define the Bleed Area. If the previous bleed-ot is specified, Use Document Bleed Settings is checked, otherwise, it is entered manually for each page separately.
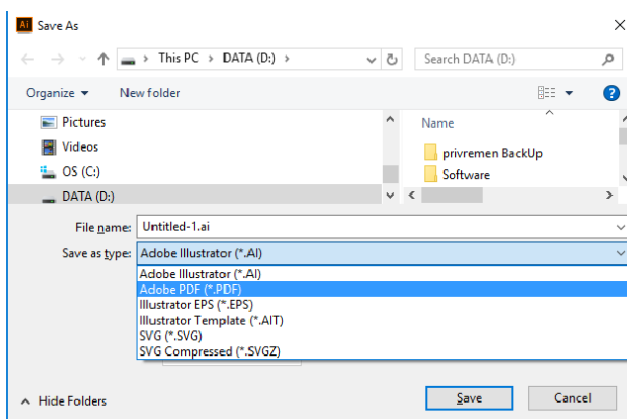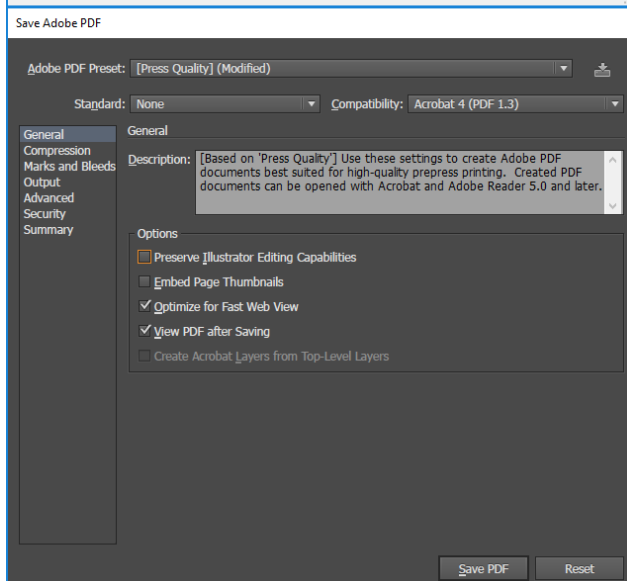
To avoid this, every time you make a PDF, the preset is saved as E92 and then E92 is taken instead of Press Quality. This setting will be sent to you along with this guide. The same setting is also applicable to Adobe Illustrator and Adobe Photoshop.

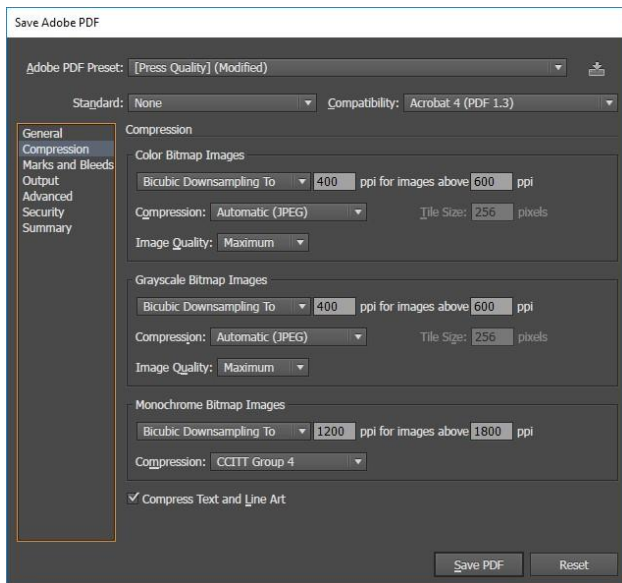In the Output section, download the settings from the fourth print cartridge.

Adobe Illustrator

Once the preparation is ready for printing, we select File Save as (Ctrl + Shift + S), and in the Save as type box, we select Adobe PDF.
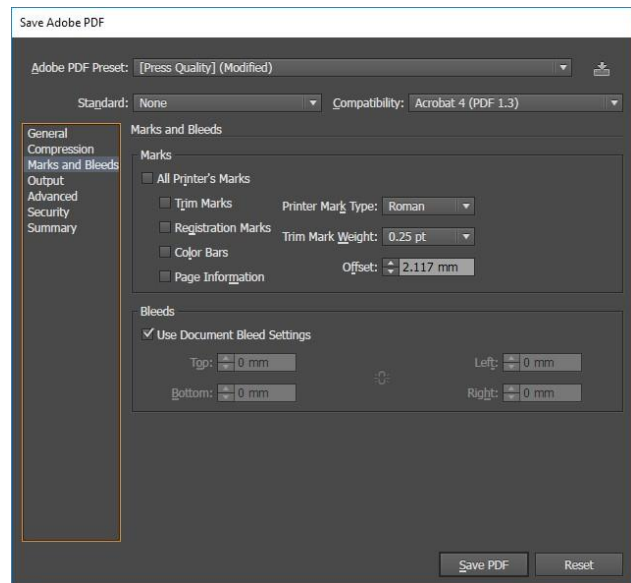
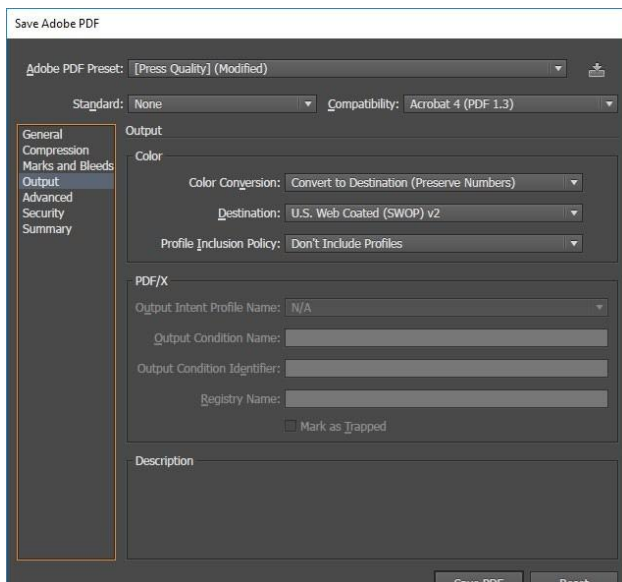Then in Adobe PDF Preset we select Press Quality, in Compatibility we select Acrobat 4 (PDF 1.3).

For the file you send us significantly reduced in weight turn off Preserve Illustrator Editing Capabilities.
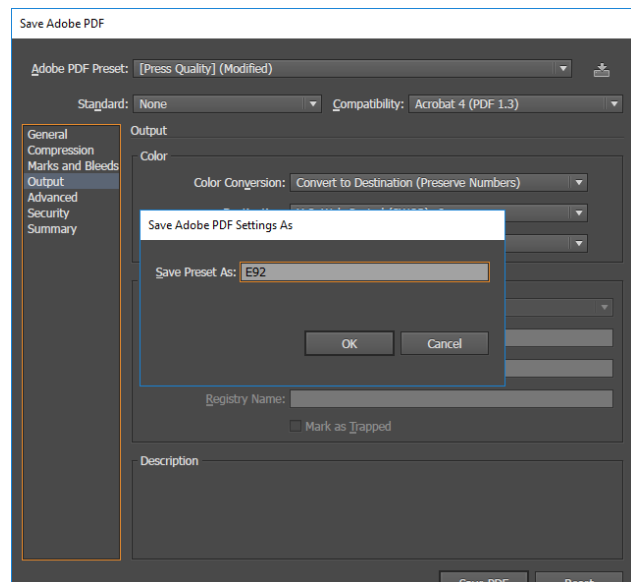
In the Compression section, we set the parameters for compression of images and elements. (Download from the third printcreen).

In the Marks and Bleeds section we define the Bleed Area. If the previous bleed-ot is specified, Use Document Bleed Settings is checked, otherwise, it is entered manually for each page separately.

In the Output section, download the settings from the fifth print cartridge.

In order not to be set up for each PDF, the preset is stored as E92 (the upper right corner mark) and then E92 is taken instead of Press Quality. This setting will be sent to you along with this guide. The same setting is also applicable to Adobe InDesign and Adobe Photoshop.

Installation of our preset

To make it easier for you, along with this Guide, we send you a single **E92.joboptions setup.**

The installation is very simple, actually just downloading the **E92.joboptions** file to the location:

C:\Users\tvojot_account\AppData\Roaming\Adobe\Adobe PDF\Settings

and then after restarting your application, choosing **E92** instead of Press Quality with Adobe PDF Preset and checking the other settings only.