INSTRUCTIONS

FOR PREPARATION OF PRINTING MATERIAL

СОФИЈА

design...prepress...print

Proper preparation of the printing material is an important segment to obtain a quality product. With good preparation, any defects that could occur during the printing process are largely eliminated.

It is desirable to send the preparation file to us in PDF format (Portable Document Format). This format is "partially closed" and does not allow additional content modification, does not require the installation of fonts, or links to your images and other software that you used in the creation. If you provide us with a properly made PDF file, we can start making your product as soon as possible.

It is recommended that your printing material and creating PDF file is made on software such as: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Corel Draw, and more. **Word, Exel, Power Point, etc. are not programs for preparation for printing.**

To ensure the desired quality and appearance of the printed product and to eliminate the possibility of possible errors, we ask you to adhere to the instructions below.

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PREPARATION OF THE PRINTING MATERIAL

From the very beginning it is necessary to determine the exact format of the preparation. For multi-page publications such as magazines, books, brochures, etc. full format should not be used (example B5 which is 175x250mm should be reduced to 170x240mm). This is necessary due to the process of printing and finishing the product.

Never use the formats offered by the software in which you make the printing material. Determine it according to your needs or consult with us.

COLOR

The display of images in the computer is a combination of three basic colors - RGB color model (Red, Green, Blue). In contrast, the graphic industry uses four basic colors for image display - CMYK color model (Cyan, Magenta, Yellow, Black).

The final preparation for the printing **must be in CMYK**, with the possibility of having special Pantone colors, if necessary.

The conversion of RGB images to CMYK is best done at the beginning when preparing the print file. It is advisable to use Adobe Photoshop, where you can easily set the color profile, as well as the resolution and size of the image.

BLACK COLOR

If it is a color print and you have large areas with black color, it is desirable to add other colors to the black color to get a saturated black color. The correct color ratio for saturated black is C=30, M=30, Y=30, K=100. This way large black areas will look saturated.
Important: This recommendation is only for large black areas, not text or small objects.

PHOTOS

The resolution of photos and elements that can not be vector should preferably **not be less than 300dpi.**

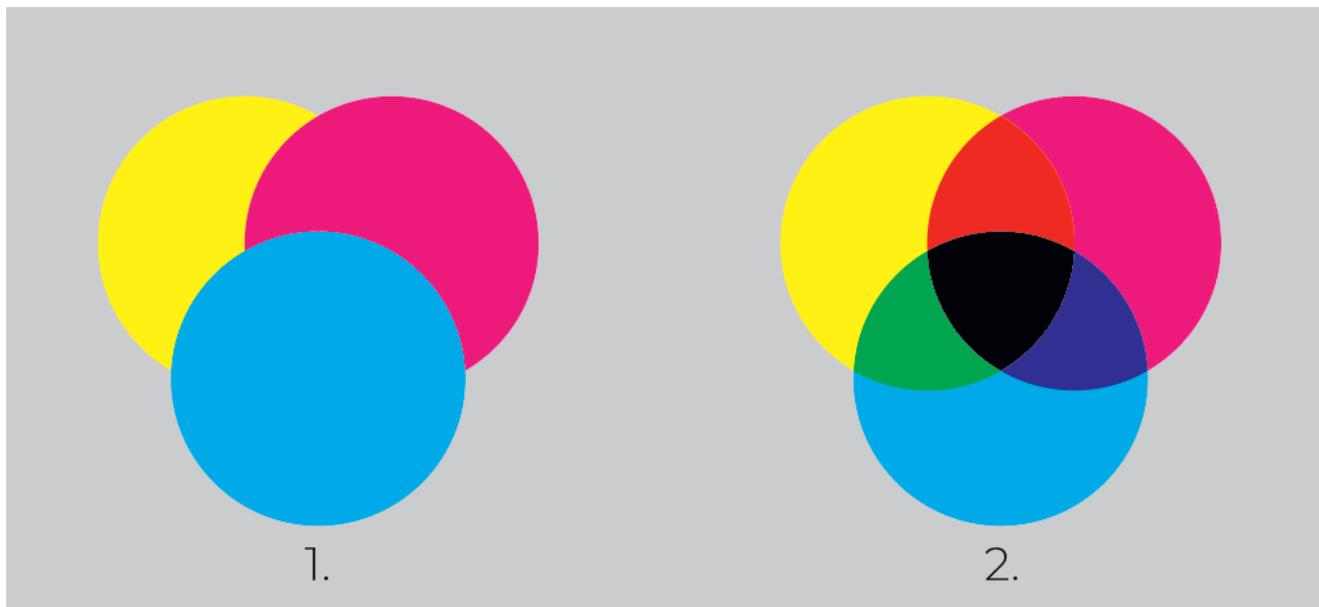Convert RGB photos to CMYK color mode.

For a better impression, it is desirable to control the contrast, color and brightness of the photos themselves. If needed they are additionally proceeded.

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OVERPRINT

Overprint is used to print small elements in black (text, lines, tables, etc.). It can also be used and applied when you get the effect of mixing multiple colors.

Elements given the overprint option are printed on the background color without highlighting to turn it into a visual look. In case of accidental release of the product will not be able to match the visual display in the electronic preparation.

If the option to overprint an element in white or a light shade is set, it will not be visible on the print.

Display of items where: 1. the overprint option is off 2.the overprint option is on

TEXT

When text is used in the preparation for printing, it is desirable to **convert it into curves**, so that there are no unwanted changes or loss of characters.

If there is a need for additional intervention on the file by us, it is mandatory to send us an open file with all the fonts used in its creation.

If the text is in black, its composition should be C = 0, M = 0, Y = 0, K = 100. When printing text that is composed of all four colors, side effects (mirroring, smudging) may occur. This also applies to white "drilled" text that is printed on a colored background of multiple colors.

For the text that is in black, use the overprint option.

It is recommended that the text is not processed in Adobe Photoshop or other raster graphics software as raster text always looks worse than vector text (the text will be rasterized with fuzzy edges). However, if you decide to process the text in raster graphics software such as Adobe Photoshop, you need to eventually merge all the layers of the preparation into one (merge layers).

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ВЕКТОРСКИ ТЕКСТ
РАСТЕРСКИ ТЕКСТ

ADDITIONAL CIRCUIT SPACE (Bleed)

When it comes to material that is printed up to the circuit, it is mandatory to **provide 3mm additional space** on each bleed side.

The additional space should not be left empty and is filled with wallpaper, elements, photos, etc. (eg A4 = 210x297mm, the file with bleed space should be 216x303mm). The additional space of 3mm during circumcision of the final product is eliminated, which eliminates the possibility of unwanted whiteness in places where the press is intended to be up to the circumcision.

For products that can be laminated (eg hardcover), the bleed must be at least 15mm.

Make sure the text and other elements are at least 3mm apart from the circuit itself.

3mm. THE TEXTS ARE SET AT A MINIMUM OF 3mm FROM THE LINE WHERE IT IS CUT

1. properly placed additional space for bleed.
2. improperly placed additional space for bleed.
The red line is a cut line.

DIECUT

You can submit the drawing of the diecut to us in two ways:
- ◆ As a separate file
- ◆ On the same file with the preparation, with the drawing **painted in PANTONE color (any), and with the option overprint.**

UV VARNISH / BRAILLE / HOT STAMP / EMBOSSING

If your product needs such finishing, the preparation for it is submitted in the same way as the diecut drawing.

MOST COMMON MISTAKES IN PREPARATION ON THE PRINTING MATERIAL

Preparation for printing without additional space for bleed

The error occurs when elements go beyond the specified format, but you have no additional space for bleed. In this case it is necessary to send us a new file with the default bleed space or to print it as it was sent to us, by entering the format during the bleed. With this, the final product will be in a smaller format than planned.

Bar code or text in all four colors

The bar code for readability is desirable to be only from black K = 100. The black text should only consist of K = 100 with the default overprint option.

Unnecessary use of Pantone colors

Highlight when you want to use pantone color, otherwise all pantone colors will be converted to CMYK.

Unsuccessful file check

Before sending us the file with your printing material, be sure to check:
◆ **FORMAT** - check if you have entered the correct dimensions of the document, and the extra space for bleed.
◆ **COLOR** - check if the file is in CMYK color model and if there is an unnecessary PANTONE color in it.
◆ **PHOTOS** - are they in CMYK color model and have a resolution of less than 300dpi.
◆ **FONTS** - convert them into curves.

Other

If you have a multi-page publication, be sure to:
◆ If it is a double-sided print, the number of pages must be even.
◆ If the connection is by staple, the number of pages must be divisible by 4.
◆ Include and plan empty pages (if any) in your preparation.
◆ When preparing such material, it is advisable to contact us in advance so that we can jointly define the exact number of pages.