

## **Instructions for preparing graphic files and making use of templates**

### **File formats:**

Files for printing must be submitted in PDF format. The version preferred by PromoNotes is PDF / X-4 (or PDF in version 1.4 or higher, allowing for saving layers). The file should not contain colour profiles. When flattening transparency, pay attention to whether the graphics have not been mixed up with template colours. The file should not contain any printing tabs (cutting lines, registration marks and colour stripes).

### **Colours:**

Materials should be prepared and delivered based on CMYK colour space. In the case of materials prepared with the use of PMS or HKS colours, the exact colour number should be specified, taking into account the type of paper (see below). PromoNotes always prints according to current templates. The templates are updated every year.

Pantone templates used by PromoNotes:

- for coated paper: Pantone Formula Guide Solid Coated – colours included in this template have an extra C letter added;
- for uncoated paper: Pantone Formula Guide Solid Uncoated – colours included in this template have an extra U letter added.

HKS templates used by PromoNotes:

- for coated paper: HKS K- all the colours included in this template have an extra K letter added;
- for uncoated paper: HKS N- all the colours included in this template have an extra N letter added.

Metallic Pantone colour print on both coated and uncoated papers is possible only in colours numbered 871-877, and only on coated paper in colours numbered 8003, 8021, 8062, 8100, 8201, 8281, 8321.

Neon Pantone colour print on both coated and uncoated papers is possible in colours numbered 801-807.

In the case when the Contractor uses black colour in the graphic design, PromoNotes recommends what follows:

- for large solid colour graphic elements - use black tint in the CMYK graphic range (suggested CMYK composition for deep black is 50/40/35/100);
- for small graphic elements, such as text or lines - use only black component (K 100%);
- grey-scale and black and white pictures should be prepared only from black tint. When grey shades are prepared from all CMYK ingredients, they will always take the shades of triad colours; what is more, the perception of the colour will depend on the lighting (metamerism). In the case of grey shades prepared from all CMYK ingredients, the reception of the colours

on monitor display will always be different than the reception of the finished product.

In the case of CMYK digital printing with white, the elements that are to be printed in this colour should be defined as an additional fifth colour named "WHITE".

Should the colour conversion in the submitted materials be necessary, PromoNotes assumes no liability for any differences between the original colours and the colours after printing. This applies in particular to any work submitted in the RGB colour range.

**Fonts:**

All the fonts used should be embedded in the file or converted into curves. PromoNotes recommends using font size of at least 6 pt, or fonts where the thickness of an element is not lower than 0.2 pt.

**Bitmap quality:**

Please note that the images used should have a minimum resolution of 300dpi. Below this value, PromoNotes takes no liability for their quality after printing.

**Embossing:**

- graphic elements must be submitted in the SVG form (scalable vector graphics - it is not possible to produce a matrix from raster graphics);
- the submitted files should be drawn up in a 1 to 1 scale;
- all the elements should be closed objects with uniform filling, they cannot contain outlines;
- minimum thickness of the element is 0.2 mm (= approx. 0.6 pt);
- minimum thickness of the selection (space between two elements) is 0.3 mm (= approx. 0.9 pt);
- matching the embossing with the printing elements is not possible;
- embossing cannot be performed on the UV varnish.

**Embossing with foil:**

- graphic elements must be submitted in the SVG form (scalable vector graphics - it is not possible to produce a debossing stamp from raster graphics);
- the submitted files should be drawn up in a 1 to 1 scale;
- all the elements should be closed objects with uniform filling, they cannot contain outlines;
- minimum thickness of the element is 0.2 mm (= approx. 0.6 pt);
- minimum thickness of the selection (minimum space between two elements) is 0.4 mm (= approx. 1pt);
- matching the embossing with the printing elements is not possible;
- embossing cannot be performed on the UV varnish.

**UV varnish:**

- minimum thickness of the element is 0.4 mm (= approx. 1 pt);
- minimum thickness of the selection (minimum space between two elements) is 0.5 mm (=

approx. 1.4 pt);

- the graphic files intended to be printed on A UV varnish should be approximately 0.1 mm (= ca. 0.2 pt) larger than the graphics onto which the varnish is supposed to be applied;
- the graphic artwork to be covered with UV varnish should be submitted in a separate file, it cannot be sent in the files for offset printing.

### **Silk screen printing:**

- graphic elements must be submitted in the SVG form (scalable vector graphics - it is not possible to produce a silkscreen from raster graphics);
- graphics must be prepared in single colours (C, M, Y, K, Pantone or HKS); mixing colours is not possible;
- colours have to be solid ( 100%) - printing colour separations or tonal transitions is not possible;
- minimum thickness of the element is 0.5 mm (= approx. 1.4 pt)
- minimum thickness of the selection (minimum space between two elements) is 0.5 mm (= approx. 1.4 pt)
- safe distance between two colours is 2 mm

NOTE! Files for screen printing containing a colour registration (adjacent or overlapping colours) will not always be possible to use. Graphics containing a colour registration must first be verified for the possibility of such printing.

### **Sticky notes pad with flip-book effect:**

The graphic file for a sticky note pad with a flip-book effect should contain as many pages, arranged in the same order, as the finished pad should have. If the sticky note has 50 sheets, then the PDF file with your artwork should also contain 50 pages. Sticky note with a flip-book effect can only be printed in CMYK.

ATTENTION! The animation moves forward or backward depending on the direction in which the pages are flipped. If the pages are flipped from top to bottom, the animation moves forward. If the pages are flipped from bottom to top, the animation moves from the end to the beginning.

In case of a sticky note pad containing 50 sheets, PromoNotes recommends preparing at least 10-15 different pictures. This amount will provide a good animation effect. The number of pictures can of course be bigger and equal to the entire number of sheets in a sticky note pad.

### **Templates:**

In the course of designing, one can make use of PromoNotes templates only. In the case when files are submitted along with the template component, the attributes of these ingredients given by PromoNotes (colours and their names, as well as overprinting) should be kept and the PDF file should be saved with the layers - the template and the graphics should be on separate layers.

**Template ingredients:**

- Preview page: It visualizes all product components, including dimensions and technological lines as well as their key notes. **No graphic design should be applied to the preview page.**
- Pages with product components: They visualize the individual components of the product separately, which are collectively displayed on the preview page. **Your graphic design should be applied onto these pages. These files will be used for printing.**

The templates, both in the preview pages and in the pages showing product components, contain technological lines. These lines determine the parameters of the product and are to facilitate the appropriate preparation of the graphic design. All the lines are described at the bottom of the preview page in the key notes.

In order to prevent the technological lines from being applied to the final product during printing, the colours that have been assigned to them (i.e. additional colours) are automatically removed from the design in the course of print preparation. Therefore, it is forbidden to use colours of the following names in graphic designs:

Trimbox, Bleedbox, Rubber Band, Page Symbol, Solid Board, Axis of the Crease, Glue bar, Holes, Safe Print Area, Glue.

**The pages containing the components have an appropriately set trimbox size. When importing the template to a graphics application and saving files for printing, special care should be taken to keep the correct trimbox.**

After checking the files and removing the template elements by PromoNotes, flattening the transparency and possible colour conversions, prior to printing, the PDF file will be sent to the Contractor for final verification and approval. If the adjustment to the received files turns out to be impossible, the Contractor will be asked to correct the files according to the provided guidelines.

See a sample of correctly prepared template.

Download instruction in PDF version.