



# *Artworking guide for print24*

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## General Requirements

Please send your files as PDF, JPEG or TIFF in CMYK colour mode and allow a 2 mm bleed. All pictures or picture files should have a minimum resolution of 300 dpi and be flattened to the background layer only. All fonts have to be embedded or converted into paths.

For any further information and guidance you can also see the factsheets, an extensive range of information collected in our Helpcenter as well as the FAQ's provided on the website.

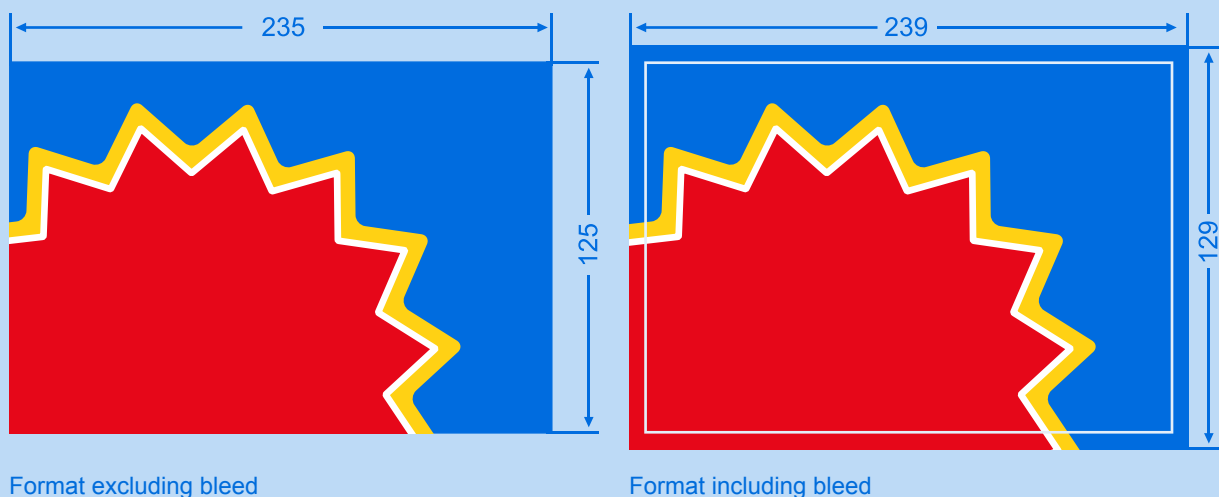
## Stickers

All circular and oval stickers have to be layed out rectangularly or as a square.

## Bleed

Due to processing reasons we need all printing products (except envelopes) set up with 2 mm bleed. Bleed is the part of the artwork that stretches over the ordered format.

All objects located close to the edges as well as background images will have to be stretched by 2 mm on each side. To make sure that no fonts and writings will get cut of—we recommend to leave a gap of 1.5 mm to the borders.



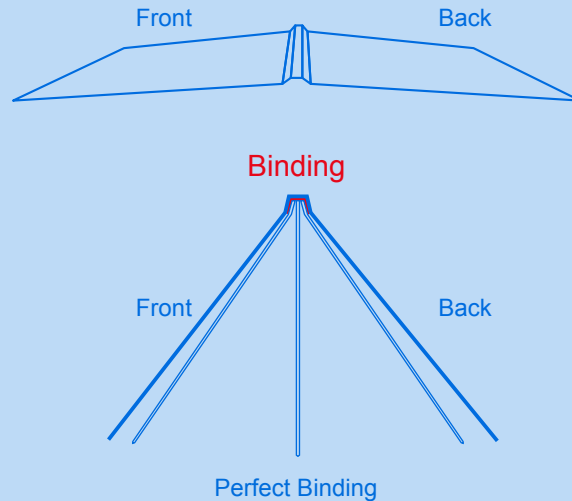
## Envelopes (PDF Template)

Due to processing reasons we are unable to print envelope designs right to the edges. Therefore please be aware of the printing areas that need to remain empty: from left, right and bottom – 2 mm, from top 10 mm and around the window edges another 2 mm.

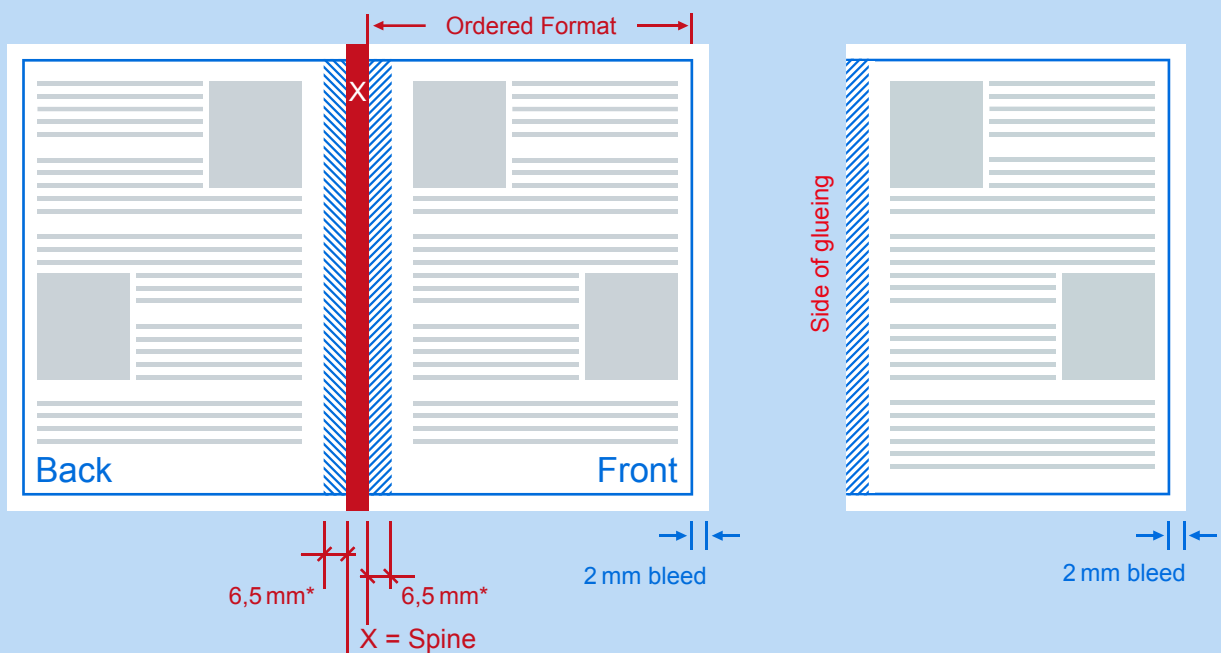
There is no need to create bleed for envelopes.

## Magazines with Perfect Binding

The cover of a magazin needs to be assembled and the spine already set up in the artwork. The spine depends on the number of pages. Please see the factsheet for further details. The inner pages have to be supplied as singles.



Please also be aware of the glueing edge of 6.5 mm, as writings, objects might disappear on the inner cover pages as well as on the first and last content page. We recommend to leave this area also empty on all inner pages and refrain from using multi-page pictures.



\*Glueing edge

bleed, perfect binding

### Folded Flyers

Inner and outer pages have to be assembled. Unfolded, they need to be supplied in minimum of 180 mm in width whereas each folded page should have a minimum of 74 mm (does not apply to the flap of letterfolds).

Please see the factsheet for further details.

### Inking

The total inking amount is the sum of all colours used for printing (Cyan, Magenta, Yellow, Black). This value shall not exceed 270 %, otherwise a reduction would be done at our end. This can lead to variation in colour.

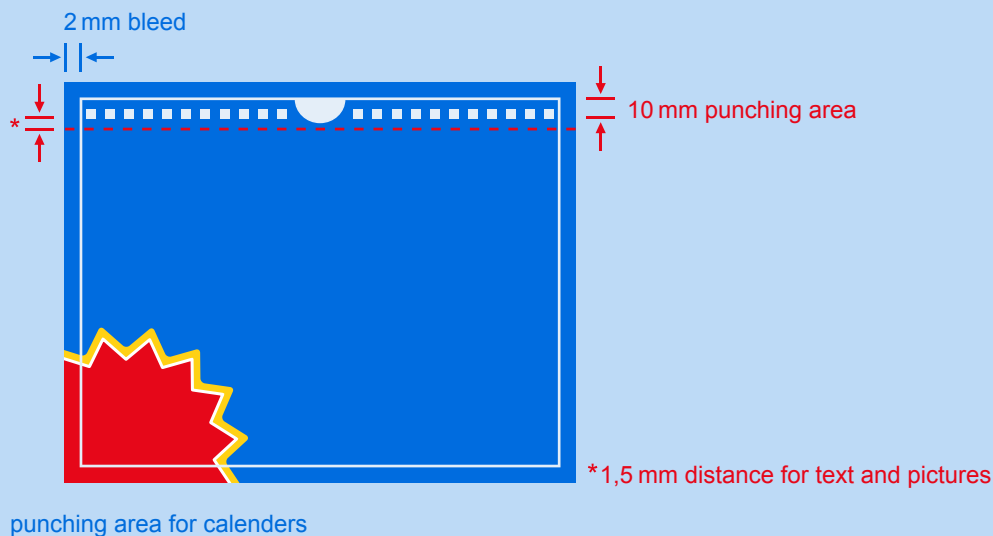
The attainable tonal range spans from 3 % minimum to 97 % area coverage. Watermarks need 3 % to 5 % single inking.

Coloured background areas may lead to colour fluctuations in printing, especially with magazines. Therefore the purchase and usage of a special colour is advised.

If possible, black or gray areas should only consist of the process colour Black. Deep black will be obtained by laying out the areas with 100 % Black and 35 % Cyan.

### Calender

Please be aware of the minimum size of 135x105 mm as well as the punching area.



### Line Thickness

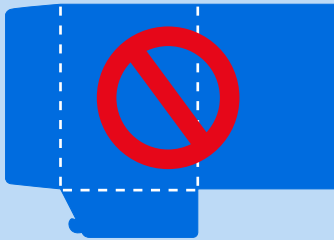
To prevent elements breaking, images should not have lines less than 0.25pt and fonts not smaller than 5pt. Please put the lines as checked pattern with a minimum of 20% black and 0.5pt lines.

### Posters/ Multi-sheet Posters

Very complex designs (high amount of paths, transparencies and image trimmings) very often cause RIP-problems. For that reason please supply us such designs as images.

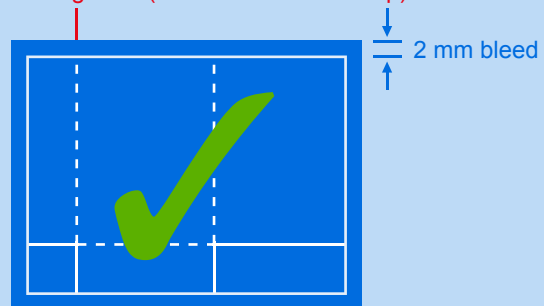
### Presentation Folders (PDF template)

Please lay out the artwork so that it covers the entire area (inclusive flaps and bleed). Please refer to our PDF template to find the measurements.



Incorrect presentation folder layout

Creasing lines (don't need to be set up)



Punch area (backgrounds and objects have to stretch 2mm over the line)

### Staple-bound Brochures

Your data have to be sent stringently as individual pages (preferably pooled in one PDF file). Single-PDFs need to be labelled clearly. In any case, page order (starting with the title) must be kept.

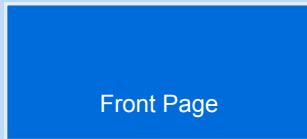
Starting from a total number of 20 pages, the occurring displacement has to be kept in mind. Please check that the pages fit together properly when using cross-page images.

### Notepads

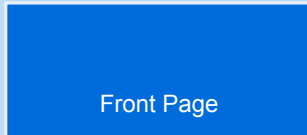
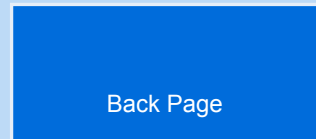
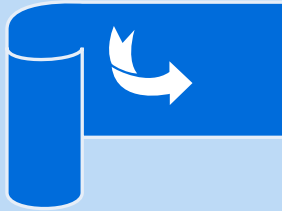
Please mind the orientation of the artwork for the notepad depending the gluing part (top gluing or bottom gluing).

## Page Orientation

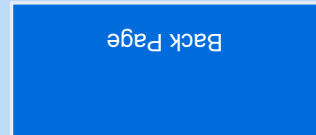
*Your files need to have a clear and correct page orientation. In relation to this please mind that our printing sheets are tumble-turned and not worked and turned.*



Tumble turn



Work and turn



## Special Colours

*We offer the colour systems HKS and Pantone. For gold and silver we use the colour system Pantone. The metallic effect can be achieved only with 100 % ink opacity. Gradients on the colours might lead to loss of brilliancy.*

*Please always use a separate colour channel for the special colours and leave the area behind blank. It is not possible to print a process colour (CMYK) as a special colour. For that reason please label the separate colour channel with your desired colour code. We can print only the special colour as ordered.*

## Stamps

*Your data (vector graphics preferred) has to be 100 % black/white and in the format of 57x21 mm. The font size should not be less than 5pt and the thickness of the lines should not be less than 0.2 mm. If possible please try not to use serif fonts, as the serifs might not appear afterwards. Gradients and complex graphics are technically not possible.*

### stamp graphics



Vector Graphic



Pixel Graphic

### fonts

#### Serif Font

(e.g. Times, Courier, Garamond)

#### Sans Serif Font

(e.g. Arial, Helvetica, Verdana)

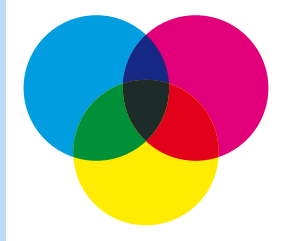
## Overprint/Trapping

While overprinting colours which lay on top of each other, a new colour will be created. This effect occurs because printing inks are glazed (translucent). As the overprint settings are disabled at our end, the effect needs to be simulated while creating the artwork. If this effect is not required, the area behind the images and text elements need to be left blank.

In order to avoid spots or white lines, your files will be automatically overfilled (trapped).



No overprinting



With overprinting



No spreading  
(streaker possible)



With spreading  
(overprinted edge)

## Displacement

When collating a staple or ring bound brochure, the individual sheets will be put inside each other and then stitched at the spine. Depending on the paper thickness and amount of paper an offset occurs towards the center spread. The offset can be manipulated through special applications. We call this a displacement.

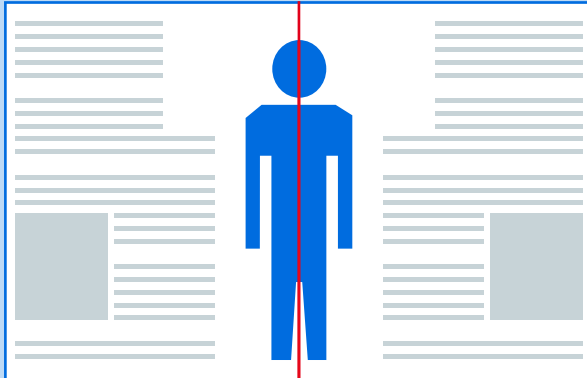
On images reaching across pages the manipulation can not be fulfilled, since that might cause imprecise fitting of the design. The same applies to double pages. In this case it might happen that information close to the edges is trimmed off. For that reason please leave enough space to the edges. The actual displacement value you can find on the fact sheet.

To understand this issue a bit better, please take a bunch of paper and fold them in the middle.

### Sample Brochure:

Format 210x297 mm; cover 4 pages 250 gsm semi glossy; inner 56 pages 135 gsm semi glossy. The occurring displacement on the inner spread is 3.4 mm.

Middle of page



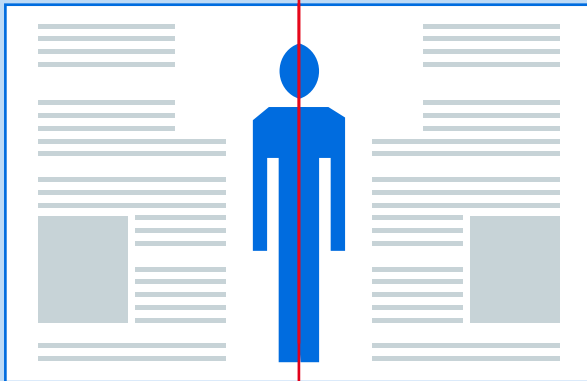
Page 30/31 without displacement

#### Advantage:

- Images reaching across pages fit properly (provided artwork laid out correctly)

#### Disadvantage:

- Page numbering "jump"
- Elements too close to the edge might be trimmed off



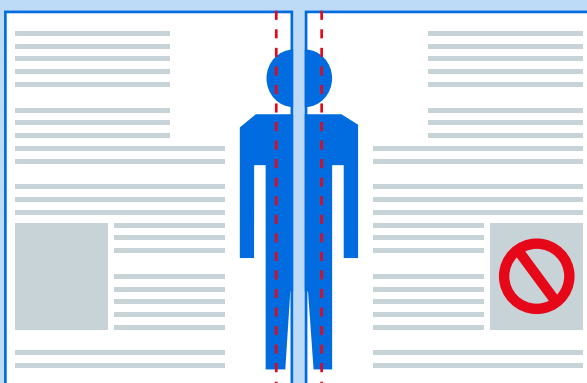
Page 30/31 including displacement

#### Advantage:

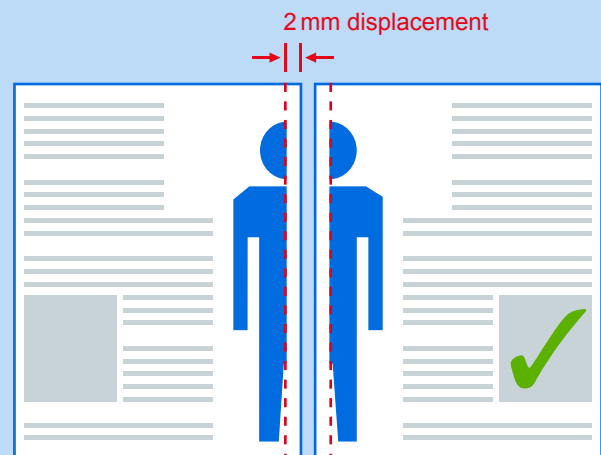
- No "jumping" page numbering on the final product

#### Disadvantage:

- Imprecise fitting of design reaching across pages



Incorrect layout and/or separated single pages



Correct layout and/or separated single pages