

Information

> Portrait

Ihr Produkt					
Datenanlieferung					

> Landscape

Ihr Produkt					
Datenanlieferung					

❗ The format orientation needs to be created in the design program – please do not rotate any of the pages in the print PDF!



> Format orientation:

It is not possible to mix portrait and landscape.

Please create backgrounds and images with edges up to the edge of the data format in order to avoid white borders.

Letterpress embossing – two-coloured

Only possible on the front side!

Letter press embossing allows your print design to simultaneously be coloured and deep embossed into the paper. This gives the printed product it's special look and feel.

The letterpress embossing is created using a full-tone colour.

To create full-tone colours, a graphic design software is necessary.
Do not use MS Office programmes to create these print files!

Instructions

- ☐ Create a **full-tone colour**. Please use only full-tone colours from the HKS N or PANTONE U (Solid Uncoated) colour palettes.
- ☐ Name the full-tone colours according to the following example and ensure correct spelling including spaces:
HKS 42 N
PANTONE 375 U
- ☐ Create a **second full-tone colour** with K (0/0/0/100) at a tonal value of 100% and name the full-tone colour "BLACK" (Please ensure the spelling is correct).
- ☐ Only use these two full-tone colours for your entire layout.

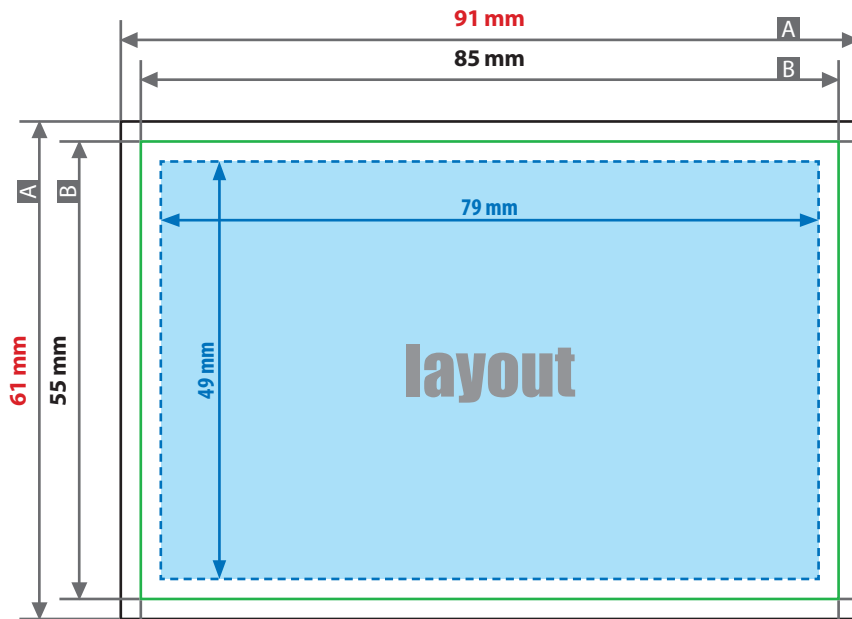
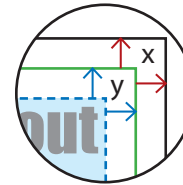
Size, possible positions and spacing can be found in the attached data sheet.

Checklist

- ☐ Your layout may only contain two full-tone colours ("BLACK" included)
- ☐ Vector files only
- ☐ Do not use any graphic effects such as distortions, transparencies, cast shadows etc.
- ☐ Tonal value has to be 100 % - do not use colour grids or half-tone values
- ☐ Font height minimum 1.1mm (small letters, approx. 6 pt Arial)
- ☐ Positive lines (lines in full-tone colour) should be at least 0.5 pt (0.2 mm)
- ☐ Negative lines (surrounding area of the line in full-tone colour) should be at least 0.5 pt (0.2 mm)
- ☐ Bleed off edge not possible
- ☐ Deliver print file as PDF/x3

Please note:

Avoid large colour areas in the layout if possible, as these can not be displayed evenly and cleanly due to production reasons.

Format**85 x 55 mm, format landscape**

Bleed (x)

3 mm

Safety distance (y)

3 mm

A = file format

B = finished size

= maximal printing area for the design / finish area

File format

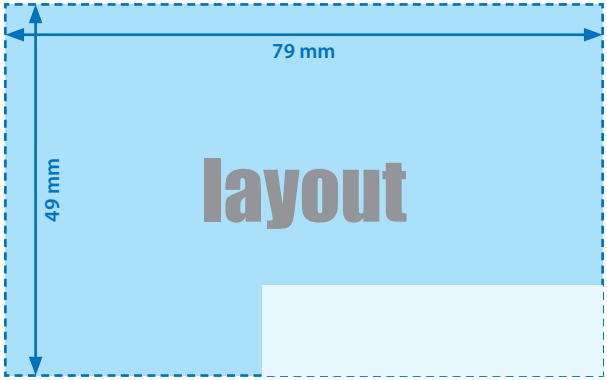
With the help of file format (A), the status of your design is transferred to the product.

Maximal printing area for the design / finish area

Please only create the design in the marked area.

ATTENTION:

Please remove the print



79 mm

The diagram shows a light blue rectangle with a dashed blue border. A horizontal double-headed arrow at the top indicates a width of 79 mm. A vertical double-headed arrow on the left indicates a height of 49 mm. The word 'layout' is centered in the rectangle. A white rectangular area is located in the bottom right corner of the light blue area.

49 mm

layout