

## BASIC REQUIREMENTS FOR SUPPLYING ARTWORK AS A PDF FILE

- **composite PDF** files
- **PDF/X-1a**, version **1.4**
- artwork saved as **single pages** (not spreads)
- data may be saved in one or more files
- **all fonts used must be fully embedded** in the PDF
- a print-appropriate colour space is used (i.e. **CMYK**); for conversion to the target space, please inform the printing house of the ICC profile used (but do not embed it in the data)
- an appropriate ICC profile must be used for conversion to the target colour space. CMYK: **Fogra 51**
- for **coated** papers and **Fogra 52** – for **uncoated** papers; for colours other than CMYK (spot colours, duplex, triplex, etc.) prior arrangement with the printing house is required
- reproducible tonal range: **3 % to 97 %**
- page size in the PDF: **100 %** of the output (i.e. the PDF trimbox must match the trim size stated in the order)
- crop marks must be placed **5 mm** from the trim size (all other control elements will be removed from the PDF at the printing house)
- bleed: **+ 3 mm**
- safe zone (type area): **– 5 mm**
- resolution of halftone images: **300 dpi**; resolution of line art: **1200 dpi**

### **Note on PDF generation:**

For processing graphic artwork and generating PDFs, we recommend professional software packages from Adobe, Quark or Corel. Please note: anything supplied in the PDF as comments or the entire annotation apparatus in Acrobat is ignored at the printing house during ripping.

### **Note on colours:**

Please be consistent when setting overprints; a global reset does not always lead to a perfectly correct result when exposing the printing plate. For colour corrections of print data and soft-proofing, we strongly recommend using colour management, suitable hardware (a calibratable monitor) and professional measuring equipment.

### **Note on fonts:**

All fonts must be consistently embedded in the final document. If the print workflow finds a text object with a non-embedded font, it evaluates the data as unsafe and does not allow further processing of the job. Such a job is returned to the client for rework, which costs additional time for both the printing house and the client's graphic designer. It is further recommended to embed 100 % of characters (not subsets). This allows the printing house prepress, in exceptional cases and at the client's request, to fix an error in the data ad hoc (e.g. correct a typo, change a catalogue price, adjust a phone number, etc.).