# HOW TO

## prepare a document for printing

This document contains templates

If you are preparing your own graphics for printing, we will show you how to make your materials ready so that the graphic artist will not have to correct them. This will result your order to be processed faster and the printed product will be exactly as you imagine!

**Summary of technical requirements for printing:**

1. **2.5 mm bleed and 2.5 mm neutral zone on each side**
2. **300 DPI (dots per inch)**
3. **Color mode CMYK**
4. **Output format Printable PDF Document**

This document contains templates

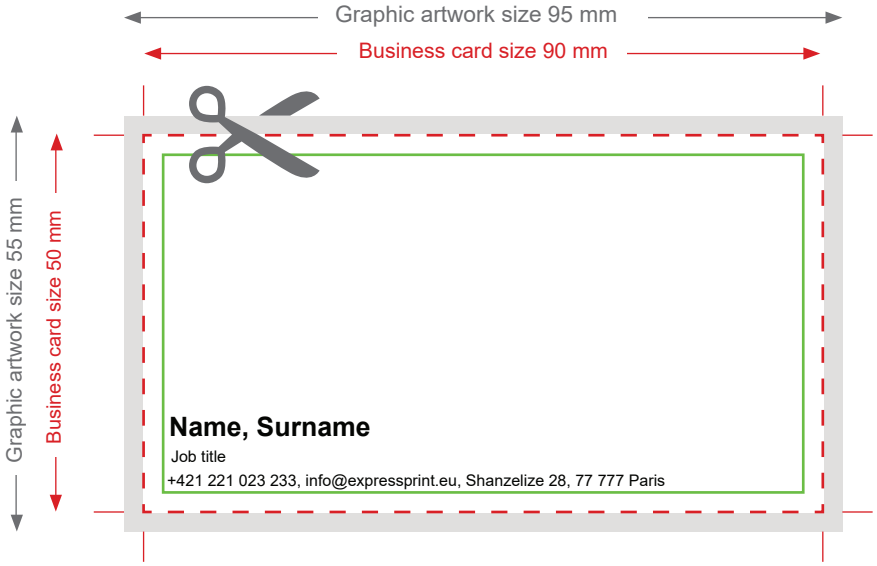
# Bleed zone

**A bleed zone is required to specify the dimensions of a graphic design.**

2,5 mm of bleed zone is required on each side of the document. Business cards and other marketing materials are trimmed after printing - the bleed ensures that no unprinted edges occur in the final trimmed document.

– – – – **Bleed**

**THE DESIGN (ARTWORK AND BACKGROUND) SHOULD EXTEND INTO THE BLEED AREA.**




** Adding trim marks to the final design is not necessary*

**Example**

If we have a business card base in the size of 90 x 50 mm, the resulting dimensions will be
90 + 2,5 mm x 50 + 2,5 mm = **95 x 55 mm**

# Neutral zone

**The neutral zone represents the marginal part of any graphic design (business card, poster, flyer, etc.) in which there should be no pictures or text.**

The zone is necessary to maintain 100% quality of printed materials - eliminates the visibility of any deviations after trimming. The neutral zone includes the area of an **2.5 mm distance from the edge of the print.**

——— neutral zone

# 2. Print resolution

It often happens that you need an image to be printed. You download it from the internet and it seems large enough and high quality. Later, however, you decide to prepare the print materials for which you want to apply this image. And here comes the stumbling block.

**72 dpi -** Common resolution

**300/72 = 4,17**

times worse quality!

**300 dpi -** High quality print resolution

Pictures you commonly encounter on the Internet sometimes are in a different resolution than the images appropriate for quality printing. The difference is in the DPI resolution.

**DPI** = dots per inch

The resolution of 72 DPI is the most commonly used on the Internet, but **the ideal requirement for printing is 300 DPI.** With the same image size in centimeters, the quality of the final product is 4,14 times higher.

## WHAT DOES THIS MEAN?

To maintain the required print quality, you need up to 4 times larger image than commonly available on the Internet.

# 3. Color mode

Each print material represents you or your company. Therefore, it is extremely important that these materials stay true to your brand identity. We will explain why you should pay attention to the colors.

## RGB COLORS

RGB exploits imperfection of color-sensitive cells in the human eye. It allows to replace visible light with a mixture of three basic colors (red, green and blue - RGB). By the composition of all three colors, white color is created - however, this white is different from the white light visible to the eye (which consists of the whole spectrum of colors). They use RGB mode on computer monitors and televisions.


## CMYK COLORS

CMY (or CMYK) mode. This mode is the second way to mix colors. CMYK is considered a printing mode / color palette because it is more convenient for the printing itself. This is because it is not possible to mix black in RGB mode.

CMY (K) uses components that are created by mixing color pairs in an RGB model. The case for CMYK mode is when colors are mixed with a separate black (for better quality of the printed image). CMYK mode also uses 32-bit color depth.

R: 105
G: 189
B: 69

**Notice the color difference on the final product**

C: 63%
M: 0%
Y: 100%
K: 0%

## WHAT DOES THIS MEAN?

To maintain maximum color fidelity, we recommend saving logo in CMYK. However, if you do not have a graphic software, send us at least the specific color codes.

# 4. Templates for printing

- Business card 90x50 PSD
- Business card 85x55 PSD
- A6 PSD
- A5 PSD
- A4 PSD
- A3 PSD
- 1/3 A4 PSD
- Business card 90x50 AI
- Business card 85x55 AI
- A6 AI
- A5 AI
- A4 AI
- A3 AI
- 1/3 A4 AI