

## I. DESIGN PRESENTATION

- Design layouts can be submitted in Adobe Illustrator (AI), Encapsulated PostScript (EPS) or Adobe Acrobat Reader (PDF) formats, and a preview file (JPG) must also be sent when sending the design;



\*.AI – Adobe Illustrator, version CC 2014 or lower;



\*.PDF – Adobe Acrobat Reader at least version 1.5;



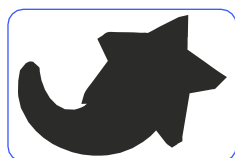
\*.EPS – Encapsulated PostScript (EPS) at least version CC.

## II. COLOURS

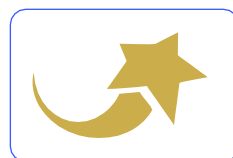
- Colours are used only from the CMYK model and the PANTONE® colour palette. We cannot use RGB, HSB or other colour models in the design.
- In the design, please indicate separately the names and codes of all colours used according to the CMYK or PANTONE® systems, as well as additional special colours (stamping, varnish, white, etc.).
- If the design uses white colour (white base), hot stamping, relief embossing, then such elements must be in their original place in the design, in separate layers with preview shown next to the design.



FULL VIEW



WHITE

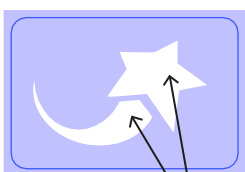


FOLIATION

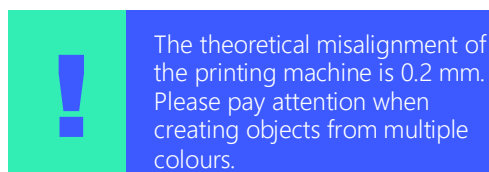


EMBOSSING

- If stamping or embossing is used in the design, all elements of these colours must be converted into objects, i.e. there must be no outlines (Corel) or stokes (Adobe), nor "hidden" powerclips (Corel DRAW), masks (Adobe Illustrator) or covering with other elements.
- If there is an unvarnished area in the design, it must be clearly marked with a special colour.



VARNISH  
UNVARNISHED



The theoretical misalignment of the printing machine is 0.2 mm. Please pay attention when creating objects from multiple colours.

- When creating a design, it should be taken into account that the maximum ink coverage in the print should not be more than 340%, but this is valid only when covering a large area of the design.

### III. FORMAT AND CUT-OUT

8. The shape of the cut-out must be rounded. The minimum rounding radius shall be 2 mm, when all sides of the label are shorter than 150 mm, if at least one side is longer, then the rounding radius shall be at least 3 mm.
9. The format shall be provided in integers, if the required format in integers does not fit, try to make the format as precise as possible (max. 2 decimal places). Note that in some cases rounding of the edges will change the size of the format.
10. The shape of the cut-out must be marked with a line: outline (Corel) or stroke (Adobe).
11. If a frame is used around the design format, then its thickness must not be less than 1 mm.
12. Design format must have at least 1 mm margin.
13. All graphic elements must be at least 1 mm away from the edges of the design format.
14. The border element (format) of the design cannot end with an outline (Corel) or stroke (Adobe).



### IV. PICTURES

15. Photos used in the design must have a resolution of at least 300 dpi (600 dpi is recommended), and the colours must correspond to the CMYK or PANTONE® model.
16. Photos must be submitted in separate files if links or embed function is used.
17. Pictures in the working file must be "uncropped", i.e. a continuous image must not consist of multiple clipped image rectangles.
18. Pictures must be submitted with layers, if any (\*.TIFF, \*.PSD).

### V. TEXTS

19. The text in the working files must be curved (Corel - Curved, Illustrator - Outlined) and/or not curved, but in this case, it is necessary to obtain files of all used fonts.
20. Text composed of one colour cannot be smaller than 2 pt.
21. Texts in raster colours should be avoided.