

HOW TO CREATE A PRINT-READY FILE:

PAPER TAGS

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, request a professional File Check or contact customer support.

1 FILE FORMAT

Our systems can only process files in PDF format and in 1:1 scale (not password-protected).

2 COLOURS

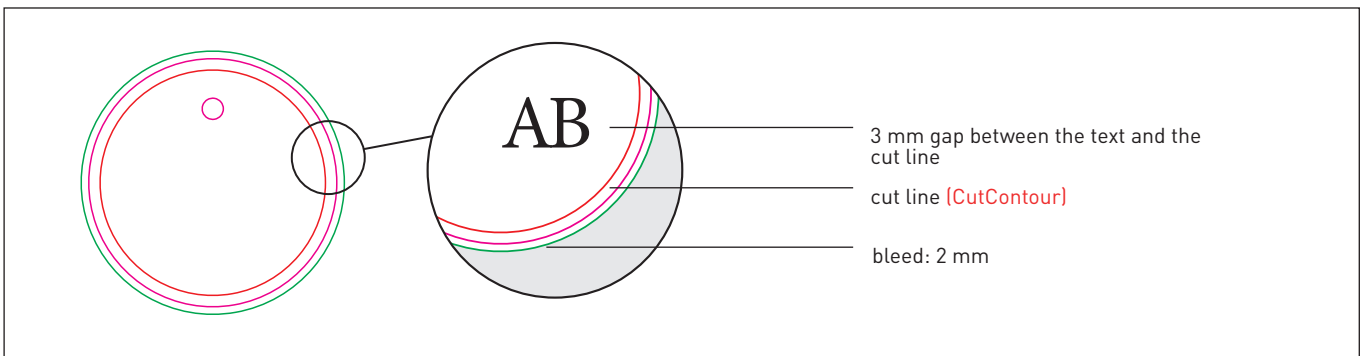
All files must be sent in CMYK (cyan, magenta, yellow and black), with a Fogra 39 colour profile. Any images which are sent in RGB or in PANTONE colours will be automatically converted using a standard separation profile.

3 RESOLUTION

The optimal resolution for the print files is between 250 and 300 dpi.

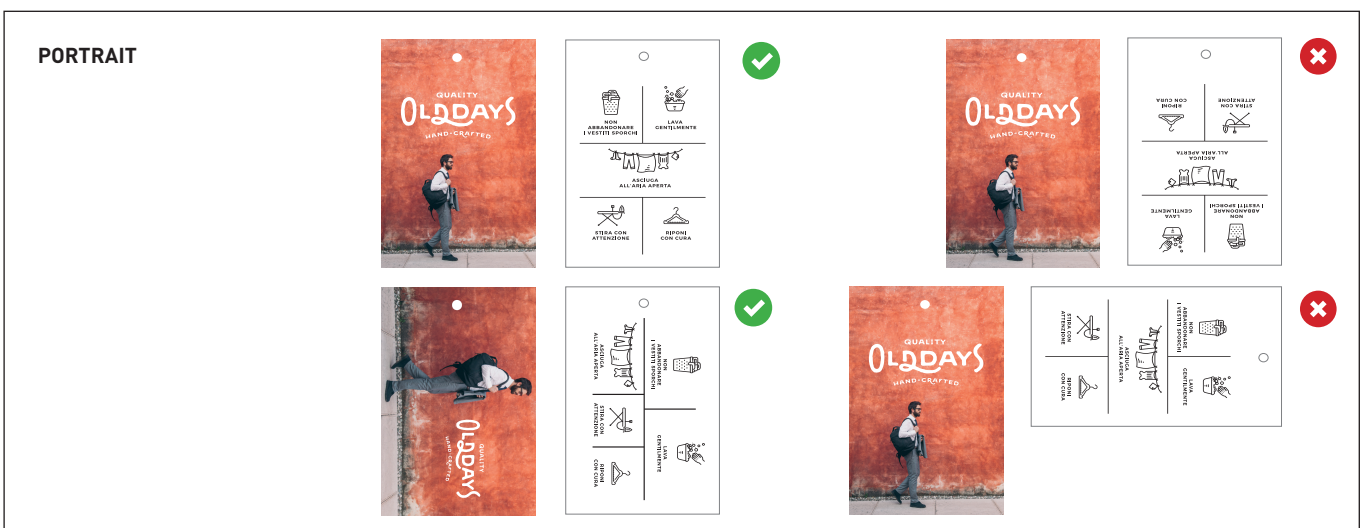
4 MARGINS AND BLEED

If you have chosen a round, square or rectangular tag, download the template for the product you have purchased; the required bleed of 2 mm on each side will already be in place. Leave a minimum of 3 mm between the text and the cut line. For tags with a custom size and shape, follow the steps in the following paragraph.



5 ORIENTATION AND DOUBLE-SIDED PRINTING

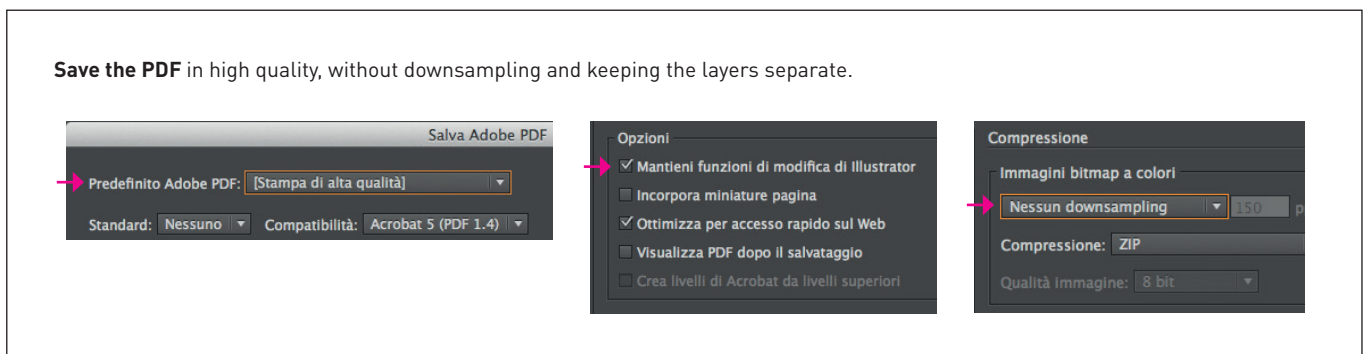
The orientation of the file must match the choice made when filling in the order form (landscape or portrait). Both pages must have the **same orientation**. PDF files with rotated pages cannot be used. For double-sided printing, the sheet is rotated on its vertical axis, as if turning the pages of a book: bear this in mind when positioning your artwork, to ensure it is printed the right way up.





6 TEMPLATE

Tags can be round, square or rectangular, or with a completely bespoke shape, and can be produced with or without a hole. Follow these steps to create a print-ready file.



Round, square or rectangular tags: to create a print-ready file for these products you must download the template from the website. Enter your artwork on the Artwork layer, covering the entire area of the template, up to the green margin. Delete the guidelines, except for the magenta CutContour line, and save the file again as a PDF. This will ensure your file is print-ready. If you have also requested a hole, the template will include a 4 mm hole 3 mm from the margin, which you can move and resize.

For tags printed double-sided you only need to include the cut line on the front; there is no need to include it on the back as well. Remember not to alter the scale of the design, and do not resize the template.

Do not use spot colours when creating your graphics, as they will not be printed.

Tags with custom shape

- Create a new file with the same dimensions as your tag, not forgetting to add a 2 mm bleed on each side.
- Add your artwork.
- Create a new layer from the **Layers** palette, and name it “CutContour”.
- Create a new colour swatch from the **Swatches** palette and name it “CutContour”; select **Spot Colour** as the **Colour Type** and assign the following CMYK percentages: 0, 100, 0, 0 (magenta only).
- Create a vector outline on the **CutContour** layer which corresponds to the cut line for your tag, and assign it a stroke colour that corresponds to the newly-created **CutContour** swatch.
- Save the file as a PDF, keeping the layers separate.

CutContour **stroke colour**

Using Illustrator:
Window > Swatches > New Swatch

Nome campione: **CutContour** (name it **CutContour** (not CUTCONTOUR or cutcontour))

Tipo di colore: **Tinta piatta** (colour type: Spot Colour)

Metodo colore: **CMYK** (Colour mode: CMYK)

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

cut line:
CutContour vector outline

We recommend that you do not create overly complex cut lines, as this could cause the cut to be inaccurate or uneven. The outer CutContour line must consist of a single, closed line.

✓

✗

✗

✗

too complex

internal angles < 90°

multiple cuts

For shaped, double-sided paper tags you only need to create the cut line on the first page of the PDF, naming it CutContour. If a round hole is required for a lanyard (not supplied), it should have a minimum diameter of 4 mm and be positioned 3 mm from the edge.

CutContour cut line on the front only

CutContour cut line on front and back

front

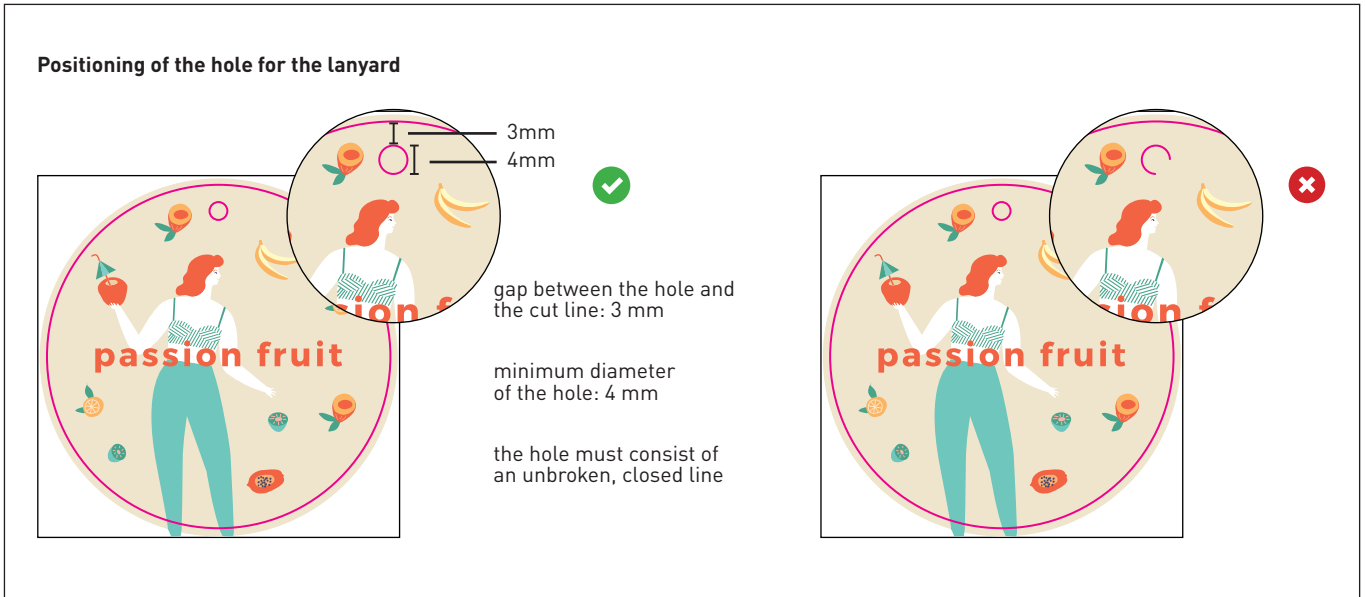
back

front

back

✓

✗



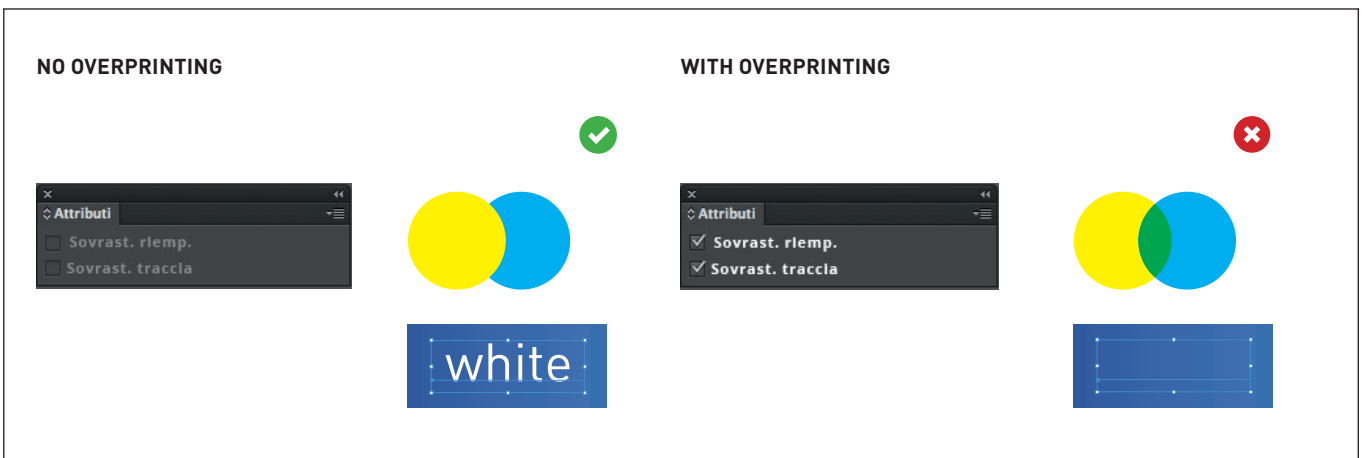
7 FONTS

Fonts should be embedded in the PDF or converted into curves/paths. The minimum font size (below which we cannot guarantee perfect print quality) is 6 pt.

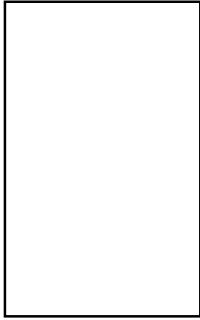
8 ADDITIONAL INFORMATION

Vector paths should have a weight of at least 0.25 pt. We do not advise placing frames and passepartouts too close to the edges, to avoid any inaccuracy due to the cutting tolerances.

By default, when overlapping opaque colours are printed, the top colour knocks out the area underneath. Overprinting prevents knockouts and allows the inks to overlap. To avoid unexpected colour results, check that your file does not contain overprinted objects or text.



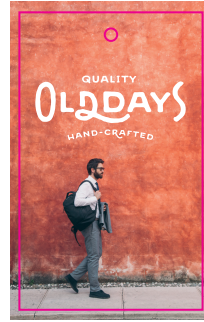
GOOD TO KNOW - Paper Tags



CREATE THE DOCUMENT
with a 2 mm bleed



INSERT YOUR
ARTWORK



CREATE THE CUT LINE
on the CutContour layer



SAVE THE PDF
in layers



PDF



250-300 dpi



CMYK



FOGRA 39