The FLYERALARM checklist for the creation of print files

as of: 12/2018

Please always pay attention to the specifications in the relevant product data sheet. These contain additional information about the file format, the required resolution, page orientation and special colours. Please adhere to these specifications in order to achieve the best print results.

Where can you find the data sheet? The data sheet can be accessed in the base price table when configuring the product, in your customer account under file upload, and from your order confirmation.

File format

- [ ] **Create the size of your print file according to the specifications in the data sheet, including bleed area.**

  Example: you are ordering business cards (landscape format) with the dimensions 8.5 x 5.5 cm (finished size). The file format for the file to be supplied must have the dimensions 8.7 x 5.7 cm including the bleed specified in the data sheet.

- [ ] **Please beware of the safety margin indicated in the data sheet.**

  Text, images, logos and other elements that should not be cut must not be contained in the safety margin area. Set the background area to cover the entire surface. These should be created beyond the safety distance up to the file format.

- [ ] **Avoid print, fold or cut marks in your file as these will then also be printed.**

  Print marks are used for colour, quality and position controls of the unfinished flat sheets. We will generate these marks ourselves. Please do not include them in your design.

Colour

- [ ] **Use the correct colour space.**

  - For products with 4/4 double-sided print and 4/0 single-sided print: CMYK
  - For products with 1/0 and 2/0 single-sided print: Please mind the special colour information in the data sheet.
  - CMYK must not be used for products that are created exclusively in special colours.
  - When supplying files using an RGB workflow, please note that the data will automatically be converted to CMYK in a subsequent step. There may be colour variations, for example RGB colours that appear bright on the screen may be more pale in the printed product.

- [ ] **Use special and full-tone colours correctly.**

  Please make sure to correctly name the colour channel or colour field name with the desired colour value for special colours (HKS/Pantone). This information can be found in the data sheet.

  Special colours cannot normally be used in overprint mode. Otherwise, the colour tone after printing will not match the special colour shown in the HKS or PANTONE colour fan. However, in the case of special finishes, special colours must be created as overprint, e.g. in the case of foils or varnishes.

Please note that in the file preview in the customer account, certain finishes, for example varnishes or foils, are displayed in magenta for better visibility. This is done only for preview purposes and has no impact on the print.

☐ **Please download the correct colour profile, install and activate it in the document.**

- **In general: ISO Coated V2 300 % (ECI), download ICC colour profile**
- **For advertising technology and posters (digital printing): ISO Coated V2 (ECI), download ICC colour profile**
- **Further information on ICC profiles from ECI can be found at eci.org.**

The colour profile should be created as an output intent (output condition).

In Adobe InDesign, select the corresponding profile from the “Output method profile name” field in the PDF Export dialogue. The output intent stored in the PDF can also be checked in Adobe Acrobat using a preflight report.

☐ **Create black and grey tones correctly.**

You can find common mixing ratios here for orientation:

- Pure black: C=0, M=0, Y=0, K=100
- Deep black: Can be achieved by mixing in other colour components, e.g. C=40, M=0, Y=0, K=100
- Grey tone: C=0, M=0, Y=0, K=50
- Cold or warm grey: To create specific warm light impressions, a small amount of cyan or magenta can be added to grey, e.g. C=10, M=0, Y=0, K=50 for cold grey or C=0, M=10, Y=0, K=50 for warm grey.

☐ **Create texts in pure black (C=0, M=0, Y=0, K=100).**

☐ **Always ensure that the total coverage never exceeds 300 % and does not fall below 10%.**

When using the ISO Coated V2 300 % (ECI) colour profile, this is the default setting.

☐ **White elements are only printed if they are not created in the “overprint” mode.**

Images

☐ **Use the correct resolution.**

- **In general: 300 dpi to 356 dpi**
- **Large-format printing (from A2): 100 dpi to 150 dpi**

When using low dpi values, the print output may be blurry and individual pixels may be visible. The general rule is: the closer the print product is viewed, the higher the resolution should be.

ⓘ You can check the quality of your data in Acrobat Reader by setting the zoom to 250 %.

☐ **Select the CMYK colour space for your images.**

☐ **Links to original images are available and up to date.**

ⓘ Avoid using overly complex vector graphics with multiple paths, anchor points, or shadow and transparency effects. If you require these nevertheless, export your file as a pixel graphic (JPG) at the end.

Text and lines

- [ ] **The font size must be at least 6 points.**
- [ ] **Embed all fonts or convert them into paths.**

  If this is not the case, the text elements will be displayed incorrectly or not printed.
- [ ] **Note the minimum line thickness.**

- **Positive lines (dark line on light background) should be at least 0.25 pt (0.09 mm) thick.**
- **Negative lines (light-coloured line on a dark background) should be at least 0.5 pt (0.18 mm) thick.**

- [ ] **Delete or hide dimensioning templates.**

  If you use the format template from the data sheet for your desired product when creating the print file in the graphic design software, for example in order to follow punch contours, this layer must not be contained in the print-ready PDF, or should at least be hidden.
- [ ] **Do not create a frame or outline around your file.**

  This can result in a white edge („bleed“) becoming visible at the cut edges. If you want to create a frame or outlines, you must create it with a minimum width of 4 mm.

> Set black text with small font sizes and thin black lines to „overprint” where possible. Doing this when printing on coloured areas in particular will avoid colour gaps.

File

- [ ] **Depending on the product, you can send us your file as a PDF, TIF or JPG.**

  Please observe the information on the required file type in the data sheet.
- [ ] **Use the PDF/X-3 or PDF/X-4 standard (precise information can be found in the data sheet).**

  In addition to CMYK and special colours, PDF/X-3 also allows the use of RGB, LAB and ICC-based colours. Conversion to CMYK takes place in the pre-print stage if required. However, the target colour profile is usually taken into account when exporting from the graphic design software. Transparencies and layers are automatically flattened.

  PDF/X-4 is used when printing textiles, for example. PDF/X-4 differs from PDF/X-3 in that transparencies are not flattened but remain in the final print data.
- [ ] **Do not encrypt your print file or use password protection.**

Document pages

- [ ] **Check the sequence of the document pages. This should comply with the specifications of the data sheet.**
- [ ] **Create the number of pages according to the product you have configured.**
- [ ] **Make sure that the page alignment (landscape/portrait) is correct. All pages in the document must be in the same correct alignment.**

Layers

☐ **Reduce layers to the background layer. This applies to PDF and TIF files that have been created in an image editing software programmes such as Adobe Photoshop or GIMP.**

Everything ticked off? Great! Now you can upload your print file in your customer account. You can access this either directly using the button in the order confirmation or under “Further actions” in the order overview in your customer account.

Do you have questions about creating print files?

Our experts will be happy to assist with any questions you may have about print files and file uploads.

Call an expert
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Contact experts
hellouae@flyeralarm.com

Ask an expert
Data and design service

Space for notes: