

TO CREATE A GRAPHIC FILE FOR PRINT CORRECTLY

The following instructions aim to help create a correct file ready to print, or else request our graphic design service, in this case we will take care of optimizing your file for printing by applying all the necessary checks.

RESOLUTION

The image in the file should have minimum of **300 dpi resolution** and **real size 10x15 cm**.

COLOR

The files must be converted into **CMYK** (cyan, magenta, yellow, black) assinging the color profile **Fogra 39**.

FORMAT

The fonts must be incorporated in the PDF **or converted into curves**.
The minimum size for print is **6 pt**.

FILE FORMAT

The final file size must be a 1:1 scale format **PDF/X-1a:2001**.

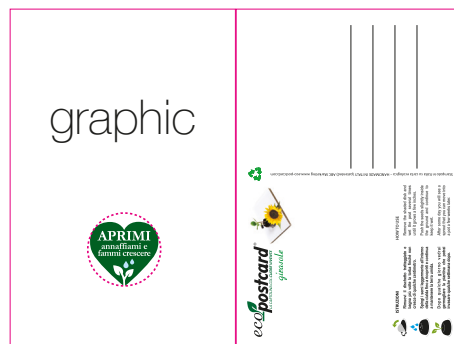
ORIENTATION OF THE GRAPHICS

The orientation of the graphics must always consider the correct position of the dotted disk, even in the case of a different personalization on the back.

HORIZONTAL OPTION



VERTICAL OPTION A



VERTICAL OPTION B



The back of the postcard can also be personalized with a different graphic from the classic postcard, provided that the mandatory wording highlighted in yellow remains.

A REMOVABLE DISK AREA

The dotted circle corresponds to the paper area that is raised to access the seeds and peat. We advise to put an instructory image of this process here, or to use the icon already available with the possibility to adapt the colors of the graphic.

B LINE CUT

The continuous magenta line defines the cut area and it's the real size of the postcard, all elements beyond this line will be cut off.

C EXTERNAL BLEED

The dotted black line defines the bleed area beyond the cut that must be 5mm for each side.

D INTERNAL LINE CUT AREA

In this area there is a cut between the front and the back of the postcard. The cut could trespass about 1 mm on both sides. We suggest you position the front graphic within the line cut around 2 mm (example A), or extend the graphic on the back to 2 mm (example B).

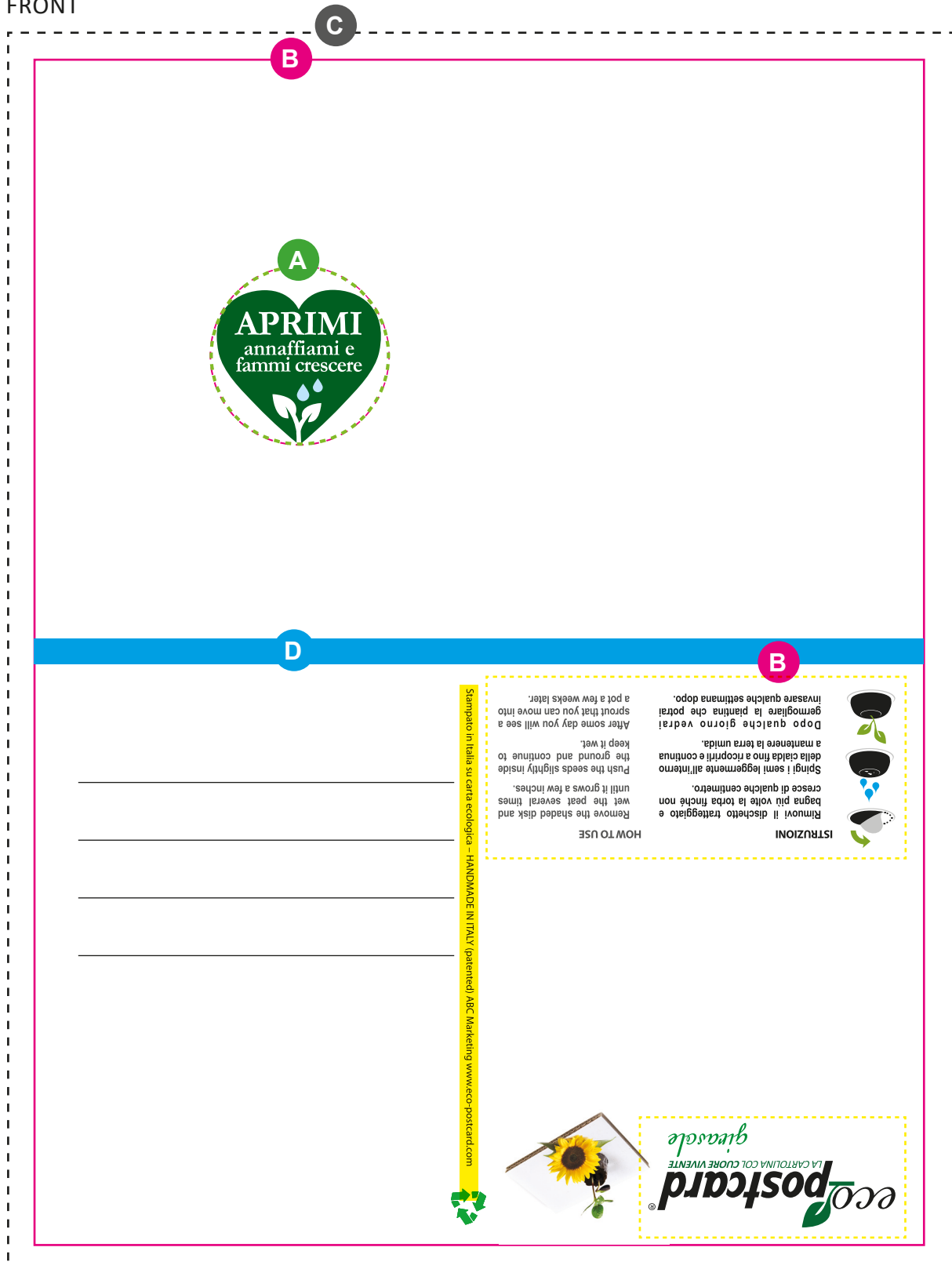
EXAMPLE A



EXAMPLE B



FRONT



BACK

The back of the postcard can also be personalized with a different graphic from the classic postcard, provided that the mandatory wording highlighted in yellow remains, while the dotted yellow line indicates the recommended elements.