

Cerovski

PREPRESS INSTRUCTIONS



PRINT BOUTIQUE

GENERAL

Please send files for print in PDF format with a 3 mm bleed and crop marks 4 mm apart (0.125 mm width).

We recommend and prefer the PDF/X-3:2002 format, because PDF/X is reliable and designed for prepress. For more information, go to www.gwg.org and www.pdfx.info

Be sure to check your PDF before sending it. Do a *preflight* and visually check the pages to make sure they contain all the necessary elements.

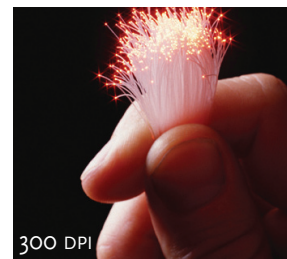
Check the image resolution. The standard is 300 DPI, although 250 DPI is also acceptable, while lower resolution will cause poor quality, as can be seen in the example below.

PANTONE COLOURS & VARNISH

In addition to standard CMYK colours, our Frenki (Indigo 5500) also uses the fifth and the sixth colours – Indigo and Violet, and can faithfully emulate 97% of the Pantone colour scale.

You can SIMULTANEOUSLY use an unlimited number of colours from the Pantone scale. Please choose from the corresponding menus (Swatch libraries) in the application you use, and do not forget that the C at the end of the Pantone colour name means *coated* (coated paper, i.e. glossy paper, e.g. PANTONE orange 021 C), while U means *uncoated*, matte paper.

VARNISH. If you want your print to be partially matte varnished, prepare (any) SPOT colour, name it INDIGO LAK (two words, in block letters) and mark it as Overprint (example on p. 4).



PREPRESS INSTRUCTIONS



MARKS FOR FINISHING

UV VARNISH, FOLDING, DIE CUT, FOIL STAMPING, EMBOSSING, PERFORATION...

The standard procedure is to use a full line to mark the cut and a dotted line to mark folding or perforation. For all finishing marks, please use SPOT colours and mark them as *Overprint*.

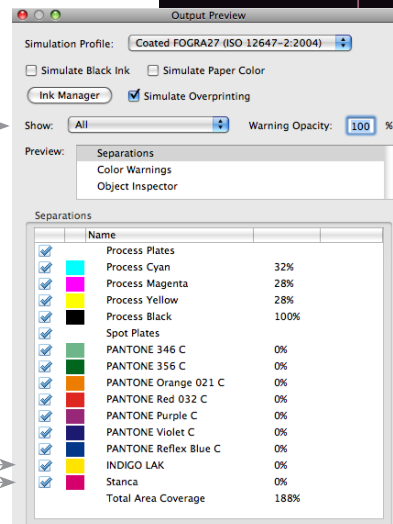
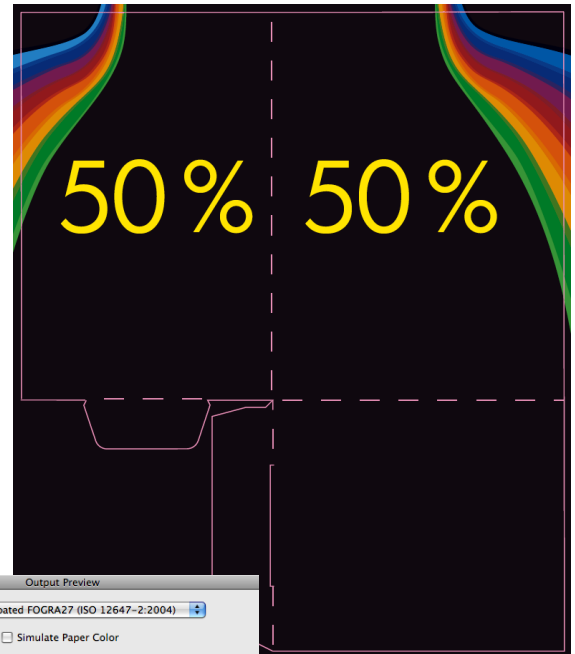
Prepress for the box on the right should serve as an example of good prepress and marking. →

The die cut is named “Stanca” and marked as SPOT colour. Full lines for cutting and dotted lines for folding are clearly visible. INDIGO LAK is correctly marked – the name used is correct and so is the SPOT colour.

This is all visible on the *Output Preview menu* in Adobe Acrobat. →

Rich black is correctly defined in CMYK values 32, 28, 28, 100%

(Frenki prints all 7 Pantone colours simultaneously :-).

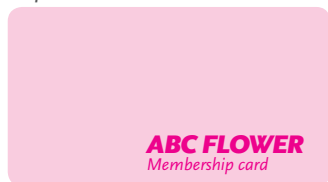


PERSONALIZATION

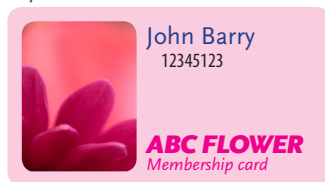
For personalization, prepare two PDF files:

- one without personalized elements (picture 1)
- one personalized with the final layout, arrangement, colour and size of all elements (picture 2).

picture 1



picture 2



Also, please send us the fonts you have used for personalization, which should contain ALL diacritical and other necessary marks according to the *Unicode* standard (we recommend *Open Type* fonts).

The data, i.e. your data base, should be sent as an *Excel* file.

The data should be structured logically, in line with the personalization you created.

If photographs are also part of your personalization, you should state the exact name of the image with the extension in the Excel base (e.g. “flower 123.jpg”).

PHOTO BOOK

Photographs for Photo Books should be in the sRGB format (with the “sRGB” profile) in standard print resolution (300 DPI).

FTP

Info for accessing the Cerovski FTP

Adresa: ftp.cerovski.hr
User name: public-ftp@cerovski.hr
Password: cerovskiftp

Please, send us an e-mail after you finish the upload.

	A	B	C	D	E	F
1	First name	Last name	City	Adress	ZIP code	Picture
2	John	Barry	London	45 High St.	12345	Flower 123.jpg
3	Brenda	Kelly	Paris	Rue Legendre 86	56788	Flover 456.jpg
4	Alex	Bar	Barcelona	Muntades 12	11555	Flower 789.jpg