# Technical requirements for ready-made original layout files

**Formats:**

1. Electronic files of original layouts shall be accepted in the following formats:

- Adobe Portable Document Format (.PDF).

2. File deliver format to FTP:

- self-extracting archive files are not accepted;
- file name must not exceed 30 characters;
- file name can only include the Latin letters a-z, A-Z and digital characters 0-9, Russian letters are not allowed;
- for word separation use the underscore character "_", usage of other characters is not allowed;
- for convenience, the file name must match its contents. For example: blok_p25.pdf (block, page 25)

**File Transfer:**

1. File transfer by the Customer to the FTP-server shall be performed strictly in the personal section (folder) created separately for each customer, with a personal login and password. The files for each of the works should be placed in a separate folder with the name corresponding to the name specified in the letter of enquiry for the manufacture of products.

2. Upon transferring the files to the FTP-server, the Customer shall send an e-mail notification to the lead manager about the file transfer.

3. This notice should contain the following information:

- information about the Customer (name of the company/publishing house);
- name of the transferred file and name of the folder to which the file was transferred;
- date and time of file transfer;
- information on the number of color inks and number of pages of each of the product elements (block, cover, etc.) or a copy of the letter of enquiry for the manufacture of products.

4. If the publication contains specific pages for the coordination of the technical process, the Customer should:

- report the numbers of such pages;
- provide the pictures in the center spread;
- provide the pages with more filling than other pages (pictures or large bleed solid plates);
- provide page setting (back and top page margins).

5. If replacement is required, the files shall be re-transferred to FTP, the Customer shall immediately inform the lead manager to that effect:

- by e-mail notification,
- or by calling to the phone number of the lead manager (057) 730-17-13.

**Main technical requirements:**

1. The files must be composite, and saved in PDF 1.4 version, page by page, in one file.

1.1. Board books must be placed in spreads, in one file.

2. If the layout contains the objects with spot colors (Pantone) with use of the transparency effect, then in order to avoid errors of transparency processing, the files must be saved in PDF version 1.3.

3. PDF files must comply with PDF / X-1a: 2003 standard. Saving a document in PDF / X-1a format shall guarantee that:

- All fonts and images are fixed;
- All elements of the file are saved in CMYK color model or in the form of spot colors (Pantone).

4. The file should have no embedded ICC profiles.

5. All used fonts must be embedded in the file.

6. The value of the font size for the text specified by the reverse print and more than in 1 color, should be at least 7 pt. It is preferable to use a sans-serif type and use no "thin" types, and a small gray font (less than 50% of black) will be illegible.

7. All images must be embedded in a file without OPI function. All bitmap images must match the color model: CMYK, Grayscale or Bitmap. Resolution of bitmap images shall be equal to: 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.

8. The lines width when printing in monochrome should be at least 0.1 mm. For the lines consisting of several colors or specified as a reverse in other elements, the width should be at least 0.2-0.3 mm.

9. The minimum width of objects, colored with several colors, or placed as a reverse against the background of several colors - 0.35 mm for two and at least 0.7 mm for three or more colors.

10. The limit of halftone images reproduction on one color is not less than 5%.

11. The sum of all colors should not exceed 300% for coated paper, 280% for offset paper.

12. There should not be PDF-files comment objects inside the cut size of the page and bleeds.

13. In-process, the printing house shall use default Overprint settings, for black color only. For white objects, the Overprint setting should be disabled. If the Overprint attribute is set manually, you should inform the printing house about this.

14. When printing the black color on bronze or silver, the black color should be 97-98%.

15. The size of the page in the publication should correspond to the bleed size of the product, the edge allowances must be equal on all four sides of the page and have a width of at least 3-5 mm.

16. All elements printed on edge-to-edge basis should have a 3-5 mm "bleed".

17. For the products in the cover of type No. 3, with perfect binding:

- for the products with perfect binding, 2-3 mm of unprinted space must be laid in binding space of the block to compensate for cutting of the centerfolds on each page, the text and image passing through the center spread must have an allowance of at least 3 mm from the shelf back for each page.
- proper allowance must be made for the fact that the lateral sizing of the shelf back reduces the useful area of the inside pages of the cover, the first and last pages of the block by about 5 mm from the side of the shelf back; the image on the 2nd page of the cover and on the 1st page of the block or on the last page of the block and the 3rd page of the cover, must be shift for 4mm from the shelf back;
- the shelf back of the publication at reverse page should be unprinted, the size of the unprinted field should be equal to the width of the shelf back + 4mm (2 mm from each edge).

18. For the products in the cover of Type No. 7, No. 7BC, No. 5:

- proper allowance must be made for the fact that the flyleaf shall be adhered to the first and last page of the block and all significant elements in the shelf back of the page should be located not less than 10 mm from the inner margin of the page.

19. The cut size of the page must be specified using the Trim Box setting.

20. When printing the work in different languages with black color replacement, the files should be delivered as such:

- CMYK-file (original, which contains all graphic elements "image, background, etc.")
- text-file (extra file with text in black color in different languages)

21. If the Customer wishes to keep his trapping setting, this must be agreed in advance and specified in the letter of enquiry. In the absence of the Customer's wishes for trapping setting, the printing house shall reserve the right, in case of technological need, to apply trapping without notice to the Customer.

22. Default print settings:

- for web printing: screen ruling 80-100 lpi;
- for sheet printing: screen ruling 133-175 lpi;
- screening angles: Cyan 15 °, Magenta 75 °, Yellow 0 °, Black 45 °.

If the print settings are different, this must be agreed in advance and specified in the letter of enquiry.

For Pantone color, its display settings shall be specified when delivering the files. If there is no information, the settings shall be set at the discretion of the printing house.

**Technical requirements for ready-made original layout files with additional styles of finishing: digital spot UV coating, stamping, die-cutting**:

1. When preparing the layouts for products with additional styles of finishing, the files with details of each style of finishing must be provided separately from the main file, and have a page size equal to the main file page size.

2. A separate file with accurate applying of all additional finishing details on the original image of the main file must be compulsory provided.

3. If the product layout includes the printing and stamping, one file may be provided instead of several separate files, where the layout of the printed image and the layout of the stamping details are located on different pages.

4. For convenience in operation, the file name must match its content and begin with the name of the finishing style ("LAK", "KONTUR_PAPKI", "SHTAMP", etc.). For example: LAK_obl_p1.pdf (vanish, cover, page 1).

5. Requirements for digital spot UV coating details:

- the file with coating details should contain no halftones, 0% - without varnish and 100% - with varnish only;
- minimum width of stroke for coated paper is 0.3 mm, for cardboard - 0.5 mm;
- minimum distance between the strokes is 0.5 mm;
- UV coating details should not:

- fall on the turn-up of cover intended for the manufacture of bookcases of type No. 5.

- fall on the turn-up of cover and the locations of the turn-in on the covers intended for the manufacture of bookcases of type No. 7;

- tactile varnish and glitter should not overlap the turn-in (the place of cross-hatching the book) and fall on the turn-up of cover;

- for the products in the cover of Type 3, the tactile varnish and glitter should be placed at least 3 mm from the trim margin of the book. The placement of the coating details in the scoring places and on the edgefolds is not allowed;

- the coating details should be placed at least 2 mm from the scoring, cross-hatching, folding, turn-up lines.

6. Requirements for die-cutting, scoring and perforating details:

- only the stamp profiles (die-cutting, scoring, perforation, etc.) should be presented in the die-cutting details profile;

- die-cutting profile must be designated with full closed lines in color contrasting to the background of the page;

- scoring and perforation profiles must be designated with colors other than the color of the die-cutting profile;

- minimum distance between the die-cutting and scoring and/or perforating lines is 4 mm;

- space from the die-cutting, scoring, perforation edge to the significant image and text elements should be at least 3 mm;

- for die-cutting images, a bleed should be at least 3 mm against the die-cutting profile.

7. Requirements for stamping details:

- file with stamping details must be executed in vector format and have 100% Black fill;

minimum width of stroke is 0.3 mm, distance between the stamping details is not less than 0.6 mm.