



"SPECTA INTERPAK" LLC

Zelenaya str., 10, Kostroma,  
Russia, 156019

Tel.: (4942) 49-19-19

E-mail: [specta@specta.com](mailto:specta@specta.com)

[www.specta.com](http://www.specta.com)

## **REQUIREMENTS FOR PRINT LAYOUTS**

### **ORIGINAL LAYOUT FILE FORMATS AND MEDIA**

All original layouts will only be accepted in electronic form in the formats:

- ai, eps (Adobe Illustrator from CS.5)
- cdr (CorelDRAW from X7)
- psd (Adobe Photoshop from CS.5)
- Pdf (Version 1.3 (Composite), PDF/X-1a)
- indd (Adobe InDesign from CS.5)
- tiff (CMYK color reproduction), (no alpha channels, layers, paths, no compression allowed).

The finished layout must be accompanied by a preview file in jpg format. The preview file must have a title that corresponds to the contents of the file.

The file formats must be compatible with Windows. Files must have the extension of the program in which they were created (.ai, .cdr, .indd, etc.).

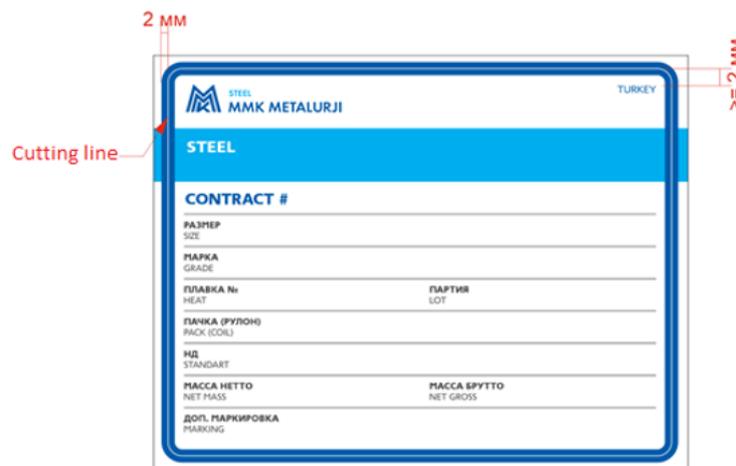
The files are transmitted via:

- Email, your manager
- File sharing websites (the link to the file sharing website should be included in the email).

### **FILE SIZES AND CONTENTS**

- The size of the original layout should be exactly the same as the trim size, +1.5mm on all sides below the trim at 100% scale (for example, if the label size is 90x50mm, the size of the layout provided should be 93x53mm). Backgrounds must extend beyond the cut line and any important elements such as text, logos or headings must be at least 3mm from the edge. This prevents graphics or text from falling below the trim line.
- It is not allowed to have control scales, crop marks, non-printable and other technical information must not be present on unused layers even in invisible display mode.
- Layout size accuracy - 1 mm, rounded to whole numbers.
- No objects that are part of the original layout may extend beyond its boundaries. It is also not allowed to have elements hidden under the layout.
- Each layout must be saved in a separate file.

- The file name of the approved layout must match the nomenclature on the order form.
- For vector formats: If the layout contains whitewash, selective varnish, stencil varnish, embossing, and die-cuts, these will be placed on a separate layer with an appropriate layer name and comment. The outline of the die-cut line of the label is placed on a separate layer.
- Do not use OLE objects (Excel spreadsheets, Word text, images copied from the clipboard). - The images in indd format used in the layout must be integrated into the layout (Option - Links - Embed file). Also, all files related to the layout (fonts, objects) must be collected in a folder (option File - Package). The folder should be packed into a zip archive and sent as such.
- The following effects are not allowed in the publication created in CorelDraw: drop shadow, transparency, gradient fill, lens, texture fill and postscript fill. All of the above effects must be converted to cmyk-bitmap 300 dpi.
- When working in CorelDRAW, the use of externally linked bitmaps is not allowed. All images and files (links) must be integrated into the layout.
- You cannot use transparency, shadow, lens, or gradient mesh effects, or pattern, texture, or postscript fills. All elements with such effects and fills must be rasterized into a single bitmap along with the background.
- All clipped objects must be merged with the background.
- Do not use transparency on bitmap objects colored in spot colors (Pantone, Monotone, Duotone, etc.). This can cause objects to disappear.
- In CorelDRAW, all vector effects (Envelope, Contour, etc.) must be separated from the element / converted to curves. The content of the Powerclip must not be unlocked (the content must move with the contour).



## RASTER GRAPHICS

**Files with raster information are accepted in the following formats:**

- **TIFF CMYK for full color printing (300 dpi).**
- **TIFF GRAYSCALE for monochrome printing (300 dpi)**
- **TIFF BITMAP for bar codes (1200 dpi)**
- **All layers must be merged.**
- When using raster original layouts, it is not recommended to use small elements
- It is not allowed to use raster graphics in RGB color space.
- The raster image must be saved in 8-bit mode.
- It is not allowed to save layers (Layers), alpha channels (Paths) and color profiles (ICC Profile) in a raster file TIFF.
- Compression is not allowed.
- The allowable range for image resolution in the original layout is 200-350 dpi. If the resolution exceeds this range, the artist reserves the right to reduce the excess resolution to 350 dpi.

- Do not apply LZW compression to images. This may cause distortion or loss of the image.

#### Fonts

- Fonts used in the original layout must be converted to curves; fonts are only allowed to be embedded in PDF files (at most, font files will be included with the order).

- Do not use the system fonts: Arial, Times, Tahoma, Windings, etc., because these fonts may be different in different versions of Windows, so that the previously agreed layout may change in the original layout. Otherwise, all fonts must be converted to curves.

#### BEAUTY

- For a full color layout, only the CMYK color space can be used.

- If you use the Pantone palette, you MUST include the plate color numbers in your layout.

- The sum of the colors (Total ink limit) must not exceed 300%. (For example, in the layout there is a color sum of C- 90% M - 60% Y- 70% K- 100% - this results in 320%).

In such a case it is necessary to change, to reduce the percentage in color.

- The percentage of each color must be at least 5%, a color fill of 1-4% is not guaranteed.

- Gradients - printing gradients below 5% is not guaranteed, it is recommended to add noise to gradients to avoid blurring.

Do not rely on the image on your monitor. It is better to make a digital color proof or use special color guides (Pantone Color Bridge is very handy; it presents interpretations of colors in CMYK). Do not forget about the type and texture of the material used.

#### POSTSCRIPT AND PDF FILES

- It is recommended to output PDF files using PostScript (via Adobe Distiller).

- To create PDF from CorelDRAW, use the PDF/X-1a setting standard.

- The front and back of a product should be on separate pages and each should have its own layout file name.

- PS and the PDF file should be saved without a color profile (ICC profile), i.e., the "Embed color profile" option must be deactivated. - The format used to generate the file should be chosen so that it can accommodate cropped contours and other important technical information.

#### RECOMMENDATIONS

**- It is not recommended to use a thin frame around the perimeter of the layout (at least 0.20 mm) or lines parallel to the sides of the layout that are close to the edge. If they are used, we do not guarantee that this frame or its indentation from the label edges will be uniform.**

**- It is not recommended to use a large solid-fill field, as it may appear heterogeneous. If they are needed, overlay it with a light texture or translucent image.**

#### **WARNING.**

**-Responsibility for the content in the layout of spelling, syntax and other errors lies solely with the Customer!**

- **Your signature on the original layout confirms the location of the design elements, the content and accuracy of the text information, the number and shades of colors, the accuracy of the bar code, the size of the product, the wrap direction.**
- **Layouts created in Word, Excel, Paint, etc. or saved in jpg, gif, png, bmp and other formats will not work!**
- **If color models other than CMYK are used in the files, it is possible that the colors in the file and in print will not match!**
- **No changes can be made after the original artwork has been approved.**