

HOW TO CREATE A PRINT-READY FILE:

PVC TAGS

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, request a professional File Check or contact customer support.

1 FILE FORMAT

Our systems can only process files in PDF format (not password-protected).

2 COLOURS

The same colour can appear slightly different on different media. This is due to the material's physical composition. All files must be sent **in CMYK** (cyan, magenta, yellow and black), with a Fogra 39 colour profile. Any images which are sent in RGB or in PANTONE colours will be automatically converted using a standard separation profile.

3 RESOLUTION

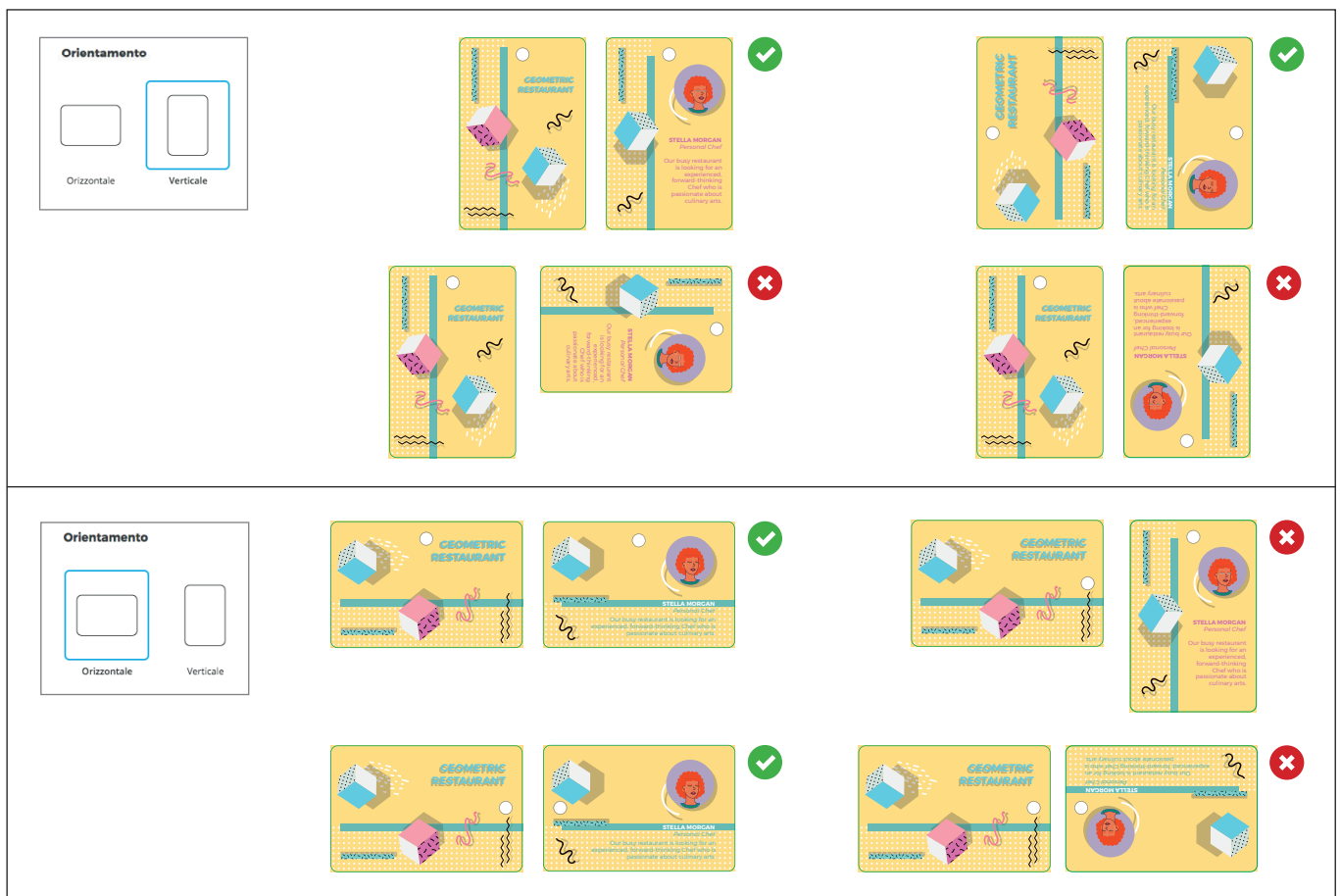
The optimal resolution for the print files is **300 dpi**.

4 FONTS AND PATHS

Fonts should be embedded into the PDF or converted into curves/outlines. The minimum font size (below which we cannot guarantee the legibility of the font when printed) is **6 pt**. The minimum printable line weight is **0.25 pt**.

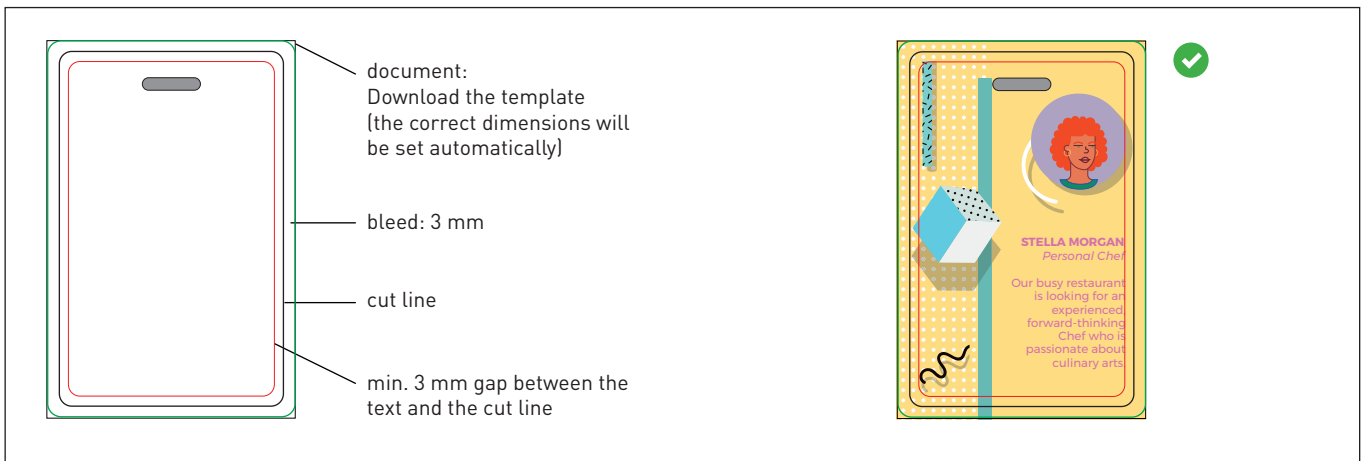
5 ORIENTATION AND DOUBLE-SIDED PRINTING

The orientation of the file must match the choice made when filling in the order form (landscape or portrait). Both pages must have the **same orientation**. PDF files with rotated pages cannot be used. For double-sided printing, the sheet is rotated on its vertical axis, as if turning the pages of a book: bear this in mind when positioning your artwork, to ensure it is printed the right way up.



6 MARGINS AND BLEED

Download the template for the product you have purchased; the required bleed of 3 mm on each side will already be in place. Leave a minimum of 3 mm between the text and the cut line.



7 TEMPLATE

To create a print-ready file for these products you must download the template from the website. Enter the artwork on the Artwork layer for the whole area of the template, up to the green margin, and create a layer for the selective white if you have chosen that option (see point 8).

Delete the guidelines except for the bleed (the green line) and save the PDF again, with one page for the front and another for the back of the card, keeping the layers separate. You can either create a multi-page PDF or two separate PDF files, which can then be uploaded in the Upload Area. If you do not want the back to be printed, send a white PDF anyway, with no artwork. This will ensure your file is print-ready. Do not alter the scale of the drawing or resize the template. **Do not use the spot colours when creating your artwork (they will not be printed).**

8 SELECTIVE WHITE

If you have chosen **PVC tags** made of **transparent PVC** or with a **Gold Glitter** or **Silver Glitter** background colour, we recommend you insert a white printing layer so the artwork on the front does not obscure the design on the back. The layer of selective white can be in any shape you like, allowing you to highlight only certain parts of your artwork if required.

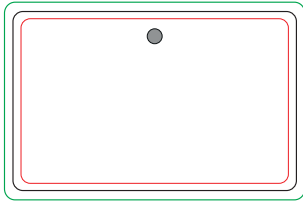
CREATING THE FILE FOR THE SELECTIVE WHITE AND WHITE COVERING

- Create a new layer from the **Layers** palette, and name it **'white'**.
- Create a new colour swatch from the **Swatches** panel and name it **'white'**; select **Spot Colour** as the **Colour Type** and assign it the following CMYK percentages: 100, 0, 0, 0 (cyan).
- Create a vector outline on the **'white'** layer which corresponds to the area of the artwork you want to highlight with the white layer.
- Give the vector path the newly-created **"white"** fill colour.

Using Illustrator: Window / Swatches

The screenshot shows the 'Nuovo campione' dialog box with the following settings: 'Nome campione: white', 'Tipo di colore: Tinta piatta', 'Metodo colore: CMYK', and CMYK values of C: 100%, M: 0%, Y: 0%, K: 0%. A pink arrow points from the 'white' text to the 'Nome campione' field. Another pink arrow points from the 'Tinta piatta' dropdown to the text 'colour type: Spot Colour'. A third pink arrow points from the 'CMYK' dropdown to the text 'Colour mode: CMYK'. A fourth pink arrow points from the CMYK values to the text 'C: 100%', 'M: 0%', 'Y: 0%', and 'K: 0%'. Below the dialog box is a small icon of a white swatch with a red diagonal line, labeled 'white fill colour'.

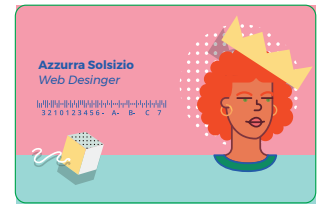
GOOD TO KNOW - PVC Tags



DOWNLOAD
THE TEMPLATE



INSERT YOUR ARTWORK
on the Artwork layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT



PDF



300 dpi



CMYK



FOGRA 39



Do not alter the scale of the drawing or resize the template.



ADDITIONAL INFORMATION

The minimum printable line weight is 0.25 pt.