

MATERIAL INSTRUCTIONS

OFFSET/ DIGITAL PRINTING

When submitting printable PDF materials, please check the following:

1. IMAGE RESOLUTION

Continuous-tone image resolution should follow the limits for 1:1 sized images mentioned below.

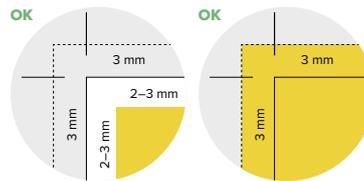
- Digital printing 200–300 ppi
- Offset 300 ppi, in art prints (stochastic rasterisation) 450 ppi.

For line art, the recommended resolution is **1200 ppi** for all printing methods.

**SUFFICIENT
IMAGE
RESOLUTION**

2. BLEED MARGINS 3 MM

All materials must come with 3 mm bleed margins. Without bleed margins, there may be unwanted white areas on the edges of the printed product.



**ALWAYS
INCLUDE
BLEEDS**

3. FONTS

- Fonts must be complete and embedded in the PDF.
- Fonts included in graphic files are most likely to work when converted into paths.
- Reverse types (white text on a coloured background) of less than 10 points must be discussed with the printer due to a possible misalignment affecting the readability of the text.
- Do not use Type1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master or MM), as they are no longer supported as of January 2023.

4. LINE THICKNESS

The smallest recommended line thickness is 0.25 pt. Narrow lines should not be used for multi-colour, rasterised or reverse printing.

5. OVERPRINT

Please do not use overprinting for any other printed partial colour than black. The only exceptions to this are dielines and additional effects, which must be overprinted.

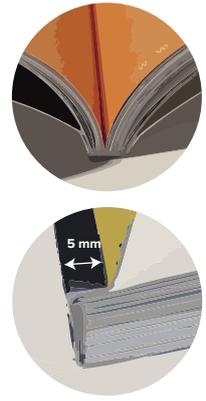
Ask for more information if you'd like to use overprinting for other colours.

**IF YOU
HAVE
QUESTIONS,
PLEASE ASK**

6. TAKING THE BINDING METHOD INTO ACCOUNT

- Avoid extending small text across spreads in **adhesive bound** products, as doing so can result in some of the text being hidden due to adhesive bound products being somewhat difficult to open.
- **Adhesive binding** involves applying side glue between the inside of the cover and the first page, which hides the last 5 mm or so of the edges facing the spine of both pages (if there is an image extending across them, the pages need to be moved out by the corresponding amount).
- **Wire bound** products require bleed margins on all sides, as a result of which the layout cannot be designed as spreads in desktop publishing software.

Ask your representative for further instructions if necessary.



7. ADDITIONAL EFFECTS IN PRODUCTS

These can include various types of precision varnishes (UV varnish, soft touch varnish), foiling or embossing. **In the printable material, additional effects should be marked in the same file on top of the content to the printed using a separate SPOT colour and overprinting.** Ask for further instructions if necessary.

- Foiling: spot colour named **Grano_folio**, (colour C77 M0 Y0 K0).
- UV varnish: spot colour named **Grano_uv-lakka** (colour C100 M0 Y0 K0).
- Embossing: spot colour named **Grano_preeglaus** (colour C00 M50 Y100 K0)
- White print: spot colour named **WHITE** (colour C0 M0 Y100 K0).

If you want to use foiling or other effects in digital print products, you should take the challenges associated with accurate alignment into account in the design of the material.

8. DIELINES

- Materials that need to be cut into shape must have dielines marked with a **spot colour named "Cut" (line colour C0 M100 Y0 K0)** and **overprinting**. Ask for further instructions if necessary.
- The dieline must be a **single continuous line**, not several separate pieces.
- If possible, submit the material **with and without the dielines**, making it possible to use the material with as many different printing methods as possible.

9. FOUR-COLOUR BLACK

Please do not use four-colour black (= Registration black in desktop publishing software) in your material.

10. COLOURS

For four-colour works, we recommend that you define the colours as process colours (CMYK), with only any additional colours defined as SPOT/PANTONE colours. You can also use RGB colours if you are unsure about how to translate them into process colours. Our default profile for RGB images is Adobe RGB. Be sure to always embed RGB and CMYK profiles in PDF files. This will ensure that the colours are converted correctly on our end.

Our recommended CMYK colour profiles:

- coated paper: **PSO Coated v3, FOGRA 51**
- uncoated paper (offset only): **PSO Uncoated v3, FOGRA 52**

**PLEASE NOTE
THAT PDF
PROOFING AND
ANY ADDITIONAL
WORK DUE TO IT
WILL BE
INVOICED
WORK UNLESS
OTHERWISE
AGREED.**

**100% BLACK
0/0/0/100**

11. CREATING A PDF

Regardless of the printing method, please note the following:

- Always include **cutting lines** in the PDF (with a 3 mm margin).
- The content must be **centred on the page**, all pages must have the **same size and same orientation**, and the pages must be in the **correct order**.
- **When ordering sticker sheets**, the content may only be the size of one sticker, and the PDF file may only contain the content of one sticker, not the entire sticker sheet.

12. MATERIAL SUBMISSION

Please submit the material as agreed beforehand. We recommend that you pack the material into one .zip file.

FTP submission

- Works both with a web browser and via an FTP client.
- <http://transfer.grano.fi> – for temporary material transfers, the user can log in with a public username. Both the username and the password are “vieras”.
- **After the transfer, please notify your contact person by e-mail.**



**IF THE FILE
SIZE IS SMALL,
YOU CAN ALSO
SUBMIT YOUR
MATERIAL VIA
EMAIL TO YOUR
REPRESENTATIVE**