

## INSTRUCTIONS FOR TEMPLATES USE

VERSION 1.0 - APPLIES ON 01.03.2018

Always use the latest version!

### COMPONENTS OF THE TEMPLATES

#### 1 OVERVIEW PAGE

It shows all those product components that can be personalized, along with dimensions and safe print area lines.

**!** On the overview page, WE DO NOT APPLY any graphic artwork. Pay attention to the descriptions!

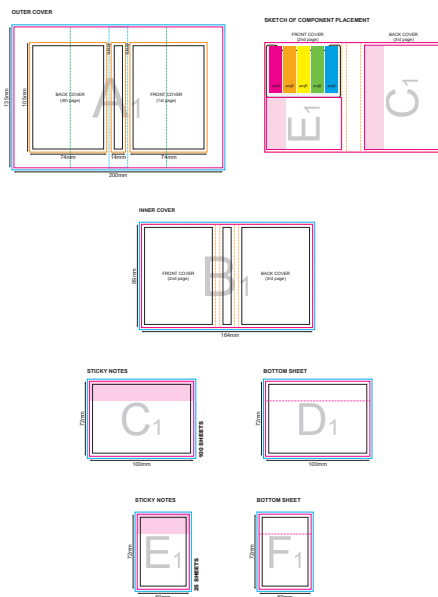
#### 2 PAGES WITH PRODUCT COMPONENTS

Each page visualizes the respective component of the product that collectively are shown on the overview page.

**!** On the pages with components, we DO APPLY GRAPHIC ARTWORK. These files will be used for printing.

#### Example

STICKY NOTES SET IN HARDCOVER  
GRAPHIC TEMPLATE  
PRINTED: 100 x 210 x 100 x 100 mm - 1



#### Important:

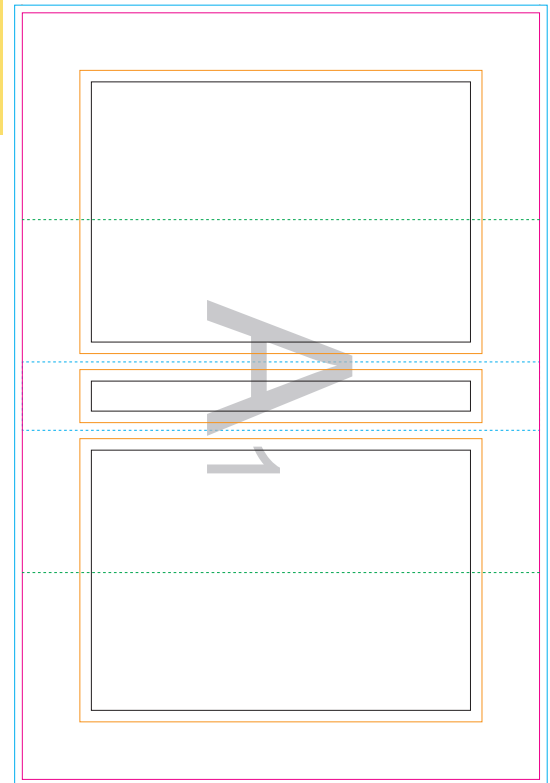
Please use this page as preview/position guide.  
Please do NOT place your elements on the page.  
Please use next pages (2-7) for print-ready files ONLY.

- page 2 - outer cover (A1)
- page 3 - inner cover (B1)
- page 4 - sticky notes (C1)
- page 5 - bottom sheet (D1)
- page 6 - sticky notes (E1)
- page 7 - bottom sheet (F1)

Key:

- Product component data
- Product name in case of multi-page: please select 1 and then the
- Safe print area. Keep all important text and graphics within this area.
- Safe print area
- Edge of front sheet
- Visual spine ridge
- Back of the Product
- Edge of cover
- Spine

#### Example



### COLOURS APPLICATION

**!** On the product template – as well on the overview page as on the product component pages – there are technological lines. These lines determine the parameters of the product and are meant to make it easier to prepare the graphic artwork properly. All lines are described at the bottom of the overview page in the key. To make sure that lines are not applied on the product during printing, the colours that have been given to them (i.e. additional colours) are automatically removed from the artwork in the pre-press process.

## WHICH COLOURS SHOULD BE USED?

### CMYK COLOURS

We recommend preparing artworks in the CMYK colour model - in other colours consisting of four base printing colours, i.e.:



CYAN



MAGENTA



YELLOW



BLACK

### PANTONE COLOURS

Graphic artworks can also be prepared in the Pantone colour identification system, giving the exact colour code (U - for uncoated paper, C - for coated paper).

### HKS COLOURS

It is also possible to use the HKS colours in your artwork, giving the exact colour code (N - for uncoated paper, K - for coated paper).

## WHICH COLOURS NOT TO USE?

### ADDITIONAL COLOURS

The colours defined to mark the elements of the template. The additional colours are named as follows:



TRIMBOX / FINISHED COMPONENT SIZE



BLEEDBOX / BLEED AREA



RUBBER BAND / CLOSING FLAT ELASTIC BAND



AXIS OF THE CREASE



PAGE SYMBOL



SOLID BOARD



SAFE PRINT AREA

## IMPORTANT



**WE DO NOT USE DEFINED ADDITIONAL COLOURS ON ANY OF THE ARTWORK COMPONENTS. OTHERWISE, ELEMENTS MARKED WITH ADDITIONAL COLOURS WILL NOT BE SHOWN ON THE FINAL PRODUCT.**

**PLEASE DO NOT CHANGE NEITHER ADDITIONAL COLOURS NOR THEIR NAMES ON TEMPLATES.**

## HOW TO EXPORT TEMPLATES PROPERLY?

Working on graphics in Adobe Illustrator, pay special attention to the TrimBox dimension. It changes while opening the template in the graphics software, which leads to changes of the final file dimensions after exporting it. To make sure that the file will be correctly exported, you follow the below points:

- 1 Using the white arrow (keyboard shortcut - A), mark the line that relates to the cutting area (pink line - Trimbox - described on the overview page).
- 2 Use the SHIFT + O keyboard shortcut.
- 3 Expand the "Workspace / Presets" droplist, which is located on the upper bar of the graphics software.
- 4 Select "Fit to selected artwork" option.

**!** After exporting the file, make sure that the file dimensions match the dimensions of the component given on the overview page and check the use of bleeds (if required by the artwork).

## AUXILIARY MATERIALS

- 1 On the last page of this manual, you will find a table with translations of the names that we use in our templates.
- 2 Pay attention to the product sketches at the top of each template. These sketches show the location of each product component.
- 3 Check our website – there you will find photos and visuals of our products.
- 4 Ask for sample artworks. They will help you to understand how to prepare a project.

**!** If you do not know how to prepare artworks, please contact us.

## BEFORE SENDING ARTWORK TO US CHECK CAREFULLY:

Have you used the latest, up-to-date product template?

Are the colours in the artworks compliant with the assumptions?

Are the dimensions of printing files compatible with the dimensions given on the template?

Is the quality of the bitmap appropriate (we recommend 300dpi)?

Do artworks have bleeds added?

Are all important elements (logos, texts etc.) within the safe printing area?

## DICTIONARY OF THE EXPRESSIONS USED IN TEMPLATES

EN	DE	FR	IT	ES	PL
outer cover	Umschlag außen	couverture extérieure	copertura esterna	cubierta exterior	okleina
inner cover	Umschlag innen	couverture intérieure	rivestimento interno	cubierta interior	wyklejka
outer and inner cover	Umschlag aussen und innen	couverture extérieure et intérieure	copertina esterna e interna	cubierta exterior y interior	okleina i wyklejka
soft cover	Softumschlag	couverture souple	copertina	cubierta	okładka
bottom sheet	Bodenblatt	semelle	foglio di fondo	base	podkładka
box	Karton Spender	boîte	scatola	caja	pudełko
label	Einleger	étiquette	etichetta	etiqueta	etykieta
paper slide-in case	Pappschuber	étui cartonné	astuccio da regalo	paper slide-in case	etui
notepad	Notizblock	bloc-notes collé en tête	blocco incollato in testa	bloc encolado	notes klejony na grzbiecie
wire-o notepad	Notizblock mit Wire-O Bindung	cahier à spirale	blocco a spirale	bloc con wire-o	notes szyty spiralą
sheets	Blätter	feuilles	Fogli	hojas	kartki
calendar sheets	Kalendarium	calendrier	calendario	calendario	kalendarium
slope notepad	Schräg gestanzte Notizblöcke	bloc-notes biseauté	blocco fustellato	bloc transversal	notes "skos"
spiral notepad	Spiral Notizblock	bloc-notes tordu	blocco spiralato	cubo espiral	notes spiralny
additional sheets	zusätzliche Blätter	feuilles supplémentaires	fogli aggiuntivi	hojas adicionales	dodatkowe kartki
paper wrapper	Papierbanderole	bandeau papier	fascetta	banda del papel	obwoluta papierowa
sticky note	Haftnotizen	bloc notes adhésif	blochetto adesivo	notas adhesivas	notes samoprzylepny
paper index tab	Papierhaftmarker	marque-page en papier	segnapagina di carta	marcapaginas del papel	znacznik papierowy
z-note	Z-Marker	z-note	z-note	z-note	z-notes
notepad PUR bound	Notizblock PUR gebunden	feuilles dos collé PUR	blocco PUR	libreta PUR	notes PUR
additional sheets	zusätzliche Blätter	feuilles supplémentaires	fogli aggiuntivi	hojas adicionales	dodatkowe kartki
cube	Zettelklötze	Bloc-notes cube	cubo	cubo	kostka
soft cover	Softumschlag	couverture souple	copertina	cubierta	okładka