Z-CARD® Guidelines

Setting up and supplying digital artwork to Z-CARD®

Z-CARD

> Our design studio check every piece of digital artwork Z-CARD® receives prior to print/production. Based on the checklist attached, we will highlight any potential problems we foresee with the artwork to ensure the job will print and finish correctly. We will then insert our patent details and supply PDFs for final approval.

1 SUPPORTED APPLICATIONS

Where possible, please supply your artwork to Z-CARD® as high resolution PDFs

We would prefer artwork to be supplied as print ready PDFs, as this means your artwork can be processed quicker by the Z-CARD® studio.

ADOBE ACROBAT

However, if you would rather send original, open artwork, we also accept files in the following applications:

ADOBE INDESIGN **ADOBE ILLUSTRATOR**

WHEN SENDING OPEN ARTWORK, PLEASE ENSURE YOU HAVE SUPPLIED THE FOLLOWING :

INDESIGN
- Separate files for covers and inserts
- **All linked files and fonts (including fonts/images used in linked illustrator files)**
- Low resolution PDFs for reference

ILLUSTRATOR
- Separate files for covers and inserts
- **All linked files and fonts (fonts can also be outlined)**
- Low resolution PDFs for reference

The above are the only programs we can accept artwork in.

If you are using any other program to set up your artwork please call Z-CARD® before starting artwork to discuss whether we can accept it, and if so, how best to supply it to us.

> Please be aware that there will be a standard charge of £50 when artwork is re-supplied due to an amendment made by the client, or the client requests the Studio to make an amendment due to the original artwork supplied being incorrect.

2 TEMPLATES

You should always set up your artwork using a Z-CARD® supplied template

THERE ARE SEPARATE DOCUMENTS FOR THE COVERS AND INSERTS. DO NOT RESIZE THE TEMPLATES.

ONCE YOU RECEIVE TEMPLATES, IF ANYTHING IS UNCLEAR, PLEASE DON'T HESITATE TO CONTACT US

Please note: if you are using a template which is magenta in colour this is our old template. Please contact us to ensure you have a blue template (as seen below). This is our most up to date version.

FRONT COVER

BACK COVER

INSERT 1 - COVER SIDE

INSERT 2 - NON-COVER SIDE

TEMPLATES CONTINUED

① LAYERS

Please be aware the template elements have been created using layers. This can be viewed in the menu bar. Go to Window > Layers.

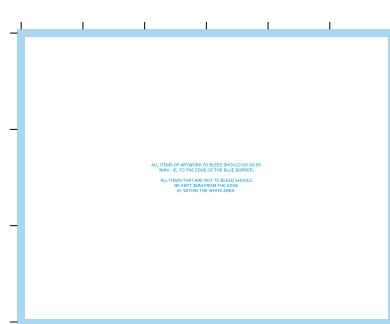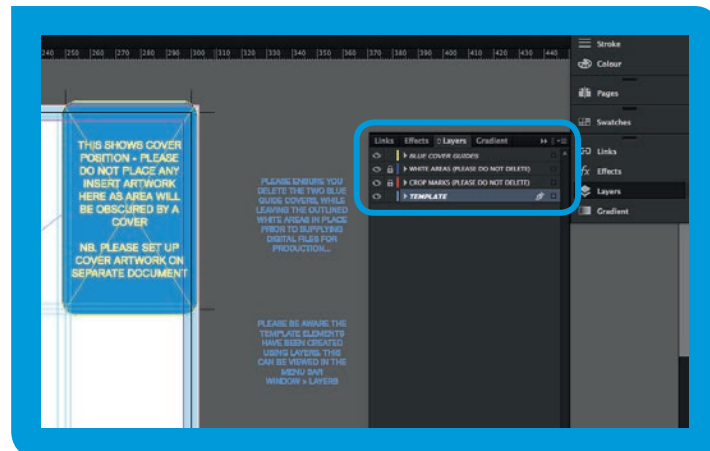**YOU WILL NOTICE THE TEMPLATE HAS BEEN SEPERATED INTO 4 LAYERS. THIS HAS BEEN SET UP TO ENSURE THE PROCESS WHEN EXPORTING PDFS IS SIMPLE AND PRINT READY.**

② TURNING LAYERS OFF

Before you start creating your artwork, we recommend you hide the blue cover guides and template layers.

TO DO THIS, SELECT THE TWO LAYERS AND TURN OFF THE EYE SYMBOL. YOU CAN TURN THESE LAYERS ON AND OFF WHEN NEEDED. YOU WILL NOTICE THAT SOME ELEMENTS WILL DISAPPEAR. THE DOCUMENT SHOULD LOOK LIKE THIS. ┄┄┄┄┄>
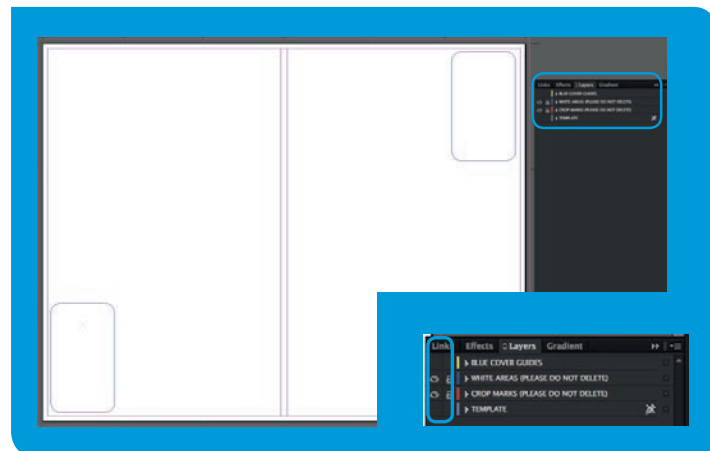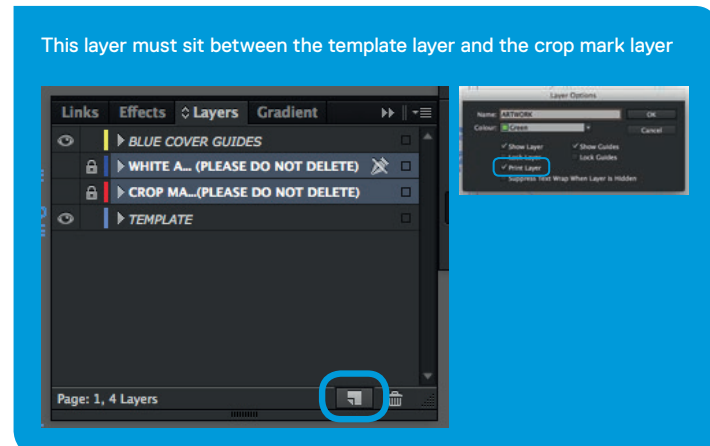

③ CREATE A NEW LAYER FOR ARTWORK

To create a new layer simply go to the Layers window menu and select new layer. Alternatively you can click this icon:

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PLEASE MAKE SURE THAT THE ARTWORK LAYER IS SET TO A 'PRINT LAYER'.

This layer must sit between the template layer and the crop mark layer

④ COVER POSITIONALS

Z-CARD®s have specific cover positions which are shown on all our templates.

YOU SHOULD NOT CHANGE THE COVER POSITIONS WITHOUT SPEAKING TO Z-CARD® FIRST.

This area needs to be kept clear
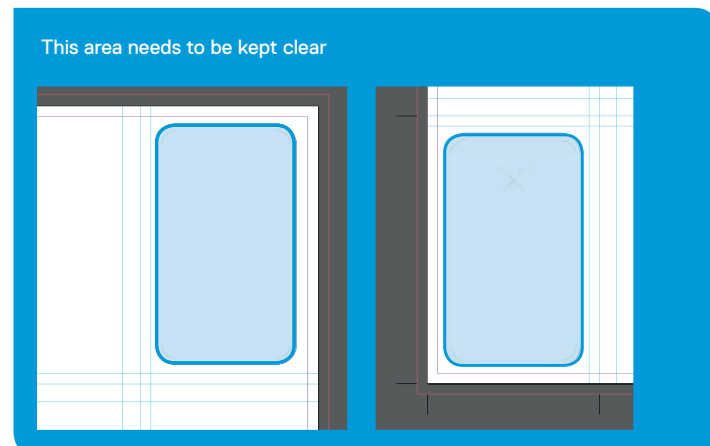
Z-CARD® CHECKLIST / AVOIDING PROBLEMS

Please take time to read through this Z-CARD® specific artwork checklist

FORMAT/DOCUMENT SIZE

BEFORE STARTING YOUR ARTWORK, PLEASE CHECK YOU HAVE BEEN SUPPLIED THE CORRECT FORMAT/ TEMPLATE AS PER YOUR ORDER

We have a range of different templates to suit your design needs. If the template you have chosen is not big enough or you would prefer a different format, please contact our friendly sales team for advice and a re-quote.

ARTWORK UNDER COVERS

ANY IMPORTANT ARTWORK (E.G.TEXT, LOGOS) SHOULD NOT BE PLACED UNDER OR VERY CLOSE THE COVER POSITIONS. WE RECOMMEND PLACING ARTWORK AT LEAST 5MM FROM THE COVER EDGES.

Cover artwork must to be set up on a seperate document.

5MM FROM COVER

ALIGNED WITH COVER

GLUE AREAS

WHERE THE COVERS ARE ATTACHED TO THE INSERT, WE REQUIRE A WHITE/ BLANK AREA TO BE LEFT.

Your templates will already have these boxes in place, please do not delete them.

The white areas are set 5mm from the document edge and folds as illustrated here.

IF THERE IS PRINT IN THESE AREAS THE COVERS WILL NOT GLUE SUCCESSFULLY TO THE INSERT.

BLEED / TOLERANCES / BORDERS

Our trimming machinery has 'tolerance' (or possible variation) of 3mm, so:

MAKE SURE ARTWORK DESIGNED UP TO THE EDGE OF THE DOCUMENT 'BLEEDS' (EXTENDS) BY 3MM.

MAKE SURE ESSENTIAL CONTENT (E.G. TEXT, LOGOS) IS 3MM FROM THE EDGE OF THE INSERT AND 5MM FROM THE COVER.

AVOID THIN BORDERS AROUND THE EDGE OF INSERTS AND COVERS - AS THESE CAN APPEAR UNEVEN WHEN TRIMMED OUT.
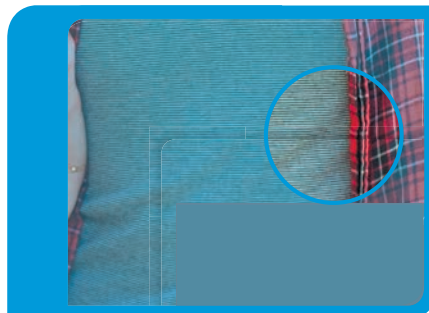
NO BLEED

3MM BLEED

TOO CLOSE TO CROP

3MM FROM CROP

④ IMAGES AND TOLERANCE

IF YOU CHOOSE TO EXTEND YOUR INSERT ARTWORK ONTO YOUR COVER PLEASE NOTE THERE IS A 3MM TOLERENCE

We cannot guarantee that the artwork and insert will line up as intended.

IMAGE QUALITY / RESOLUTION + COLOUR MODE

PLEASE MAKE SURE ALL SUPPLIED BITMAP IMAGES (E.G. PHOTOSHOP) ARE AT LEAST 300DPI.

*It is a clients decision/ responsibility if they wish to proceed with low resolution images.

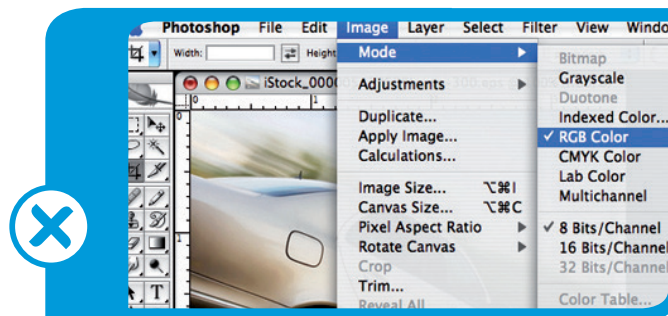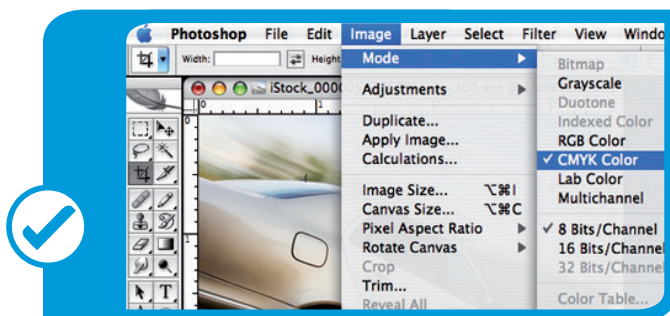300dpi - 100% size ✓

200dpi - 100% size* ✗

100dpi - 100% size* ✗

All images should be saved as CMYK (not RGB), or converted to CMYK at the PDF stage.

INDESIGN IS NOT LIKE ILLUSTRATOR OR PHOTOSHOP WHERE YOU ARE RESTRICTED TO ONE COLOUR MODE. CMYK AND RGB CAN CO-EXIST IN ONE DOCUMENT, SO PLEASE CHECK COLOURS CAREFULLY.

HEAVY INK COVERAGE / SHOW THROUGH / 4 COLOUR BLACKS

Our standard insert paper stock is 70gsm. Therefore, heavily inked areas can 'show through'.

AVOID DARK (OR HEAVILY INKED) AREAS BACKING-UP ONTO LIGHT AREAS ON YOUR ARTWORK OR USE A HEAVIER PAPER STOCK.

ON 70GSM PAPER HEAVILY INKED AREAS MAY 'SHOW THROUGH' AS ILLUSTRATED BELOW

IF YOU HAVE LARGE SOLID BLACK AREAS IN YOUR DESIGN, WHERE POSSIBLE, DO NOT USE HEAVY 4 COLOUR BLACKS. WE WOULD RECOMMEND USING A CYAN 'SHINER' TO ACHIEVE A RICH BLACK. I.E. A 4 COLOUR BREAKDOWN OF C40/M0/Y0/K100.

For small fine text, where possible, do not use 4 colour blacks. We recommend using 100% black C0/M0/Y0/K100. Doing so will prevent mis-registration and will provide you with sharp and clear text.
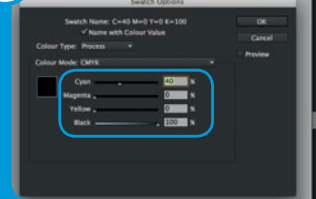
Mis-registration can mean very small text (particularly white-out) can appear blurred or hard to read, so:

DO NOT INCLUDE COLOURED TEXT UNDER 6 POINT OR REVERSED OUT WHITE TEXT UNDER 7 POINT.

HEAVY INK COVERAGE
E.G. C95/M85/Y80/K100
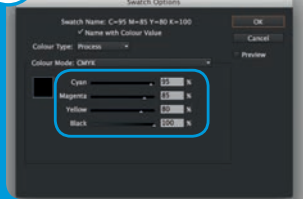
'CYAN SHINER'
C40/M0/Y0/K100

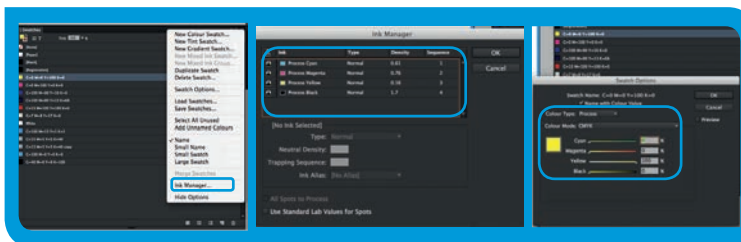**IN ALL ARTWORK, PLEASE DO NOT EXCEED 320% INK COVERAGE**

We recommend **260%** maximum **INK COVERAGE** for **UNCOATED PAPER** and **320%** maximum for **COATED PAPER**

CRACKING ON COATED PAPER

Please be aware that if heavy ink coverage / 4 colour blacks are used on a coated paper stock there will be some 'cracking' on the folds.

SPOT COLOURS

IF YOUR JOB IS TO BE PRINTED 4 COLOUR, ALL SPOT COLOURS SHOULD BE REMOVED OR CONVERTED TO CMYK.

If you intend to use spot colours please inform Z-CARD® as soon as possible as this will affect the costs.
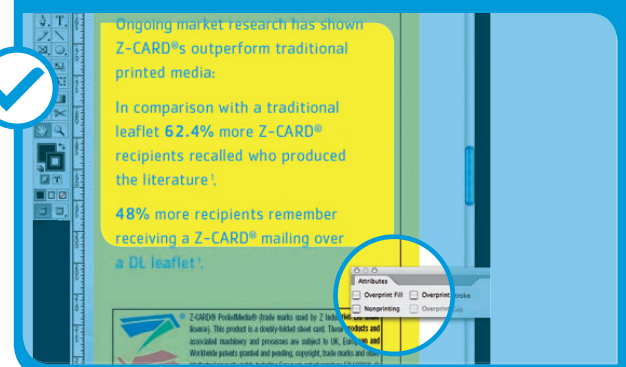
IF THERE ARE PANTONE OR SPOT COLOURS IN THE ARTWORK, PLEASE ENSURE THEY ARE CONVERTED TO CMYK PROCESS COLOURS USING THE SWATCH OPTIONS AND INK MANAGER.

OVERPRINTING

Before sending your artwork, check that no elements of your artwork are set to overprint unnecessarily.

FOR EXAMPLE, WHITE TEXT/OBJECTS SET TO OVERPRINT CAN RESULT IN ARTWORK NOT IMAGING OR BLUE COLOUR TEXT SET TO OVERPRINT ON YELLOW WOULD RESULT IN THE TEXT LOOKING GREEN.
(SEE ILLUSTRATION)

Blue text is set without overprint applied and will print correctly as viewed here

Ongoing market research has shown Z-CARD®s outperform traditional printed media:

In comparison with a traditional leaflet 62.4% more Z-CARD® recipients recalled who produced the literature¹.

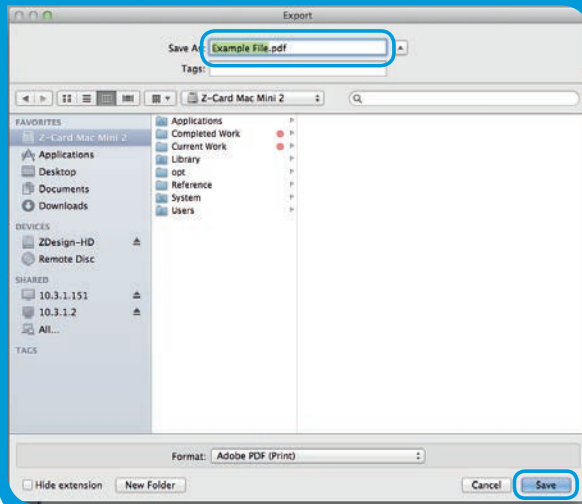48% more recipients remember receiving a Z-CARD® mailing over a DL leaflet¹.

④ INDESIGN CS6 / CC EXPORT TO PDF

BEFORE CREATING PDFS THE BLUE COVER GUIDES AND TEMPLATE LAYER SHOULD BE DELETED AS SHOULD ANY NON Z-CARD CUTTER / FOLD LINE GUIDES
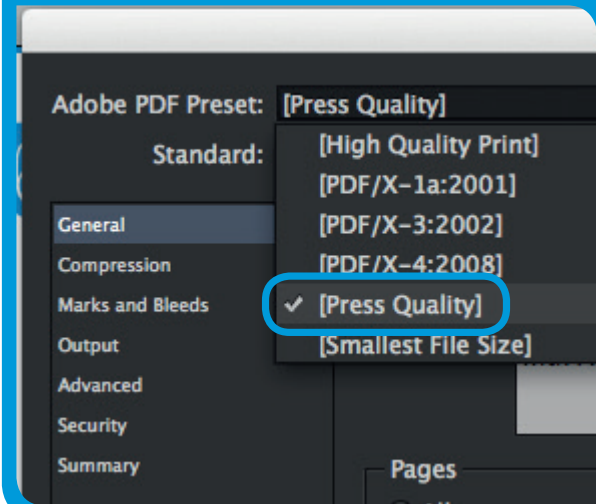
1 SELECT **FILE > EXPORT**, THEN IN **FORMAT** CHOOSE **ADOBE PDF(PRINT)**. NAME THE FILE AND SELECT THE FOLDER YOU WANT TO SAVE IT IN, AND CLICK **SAVE.**
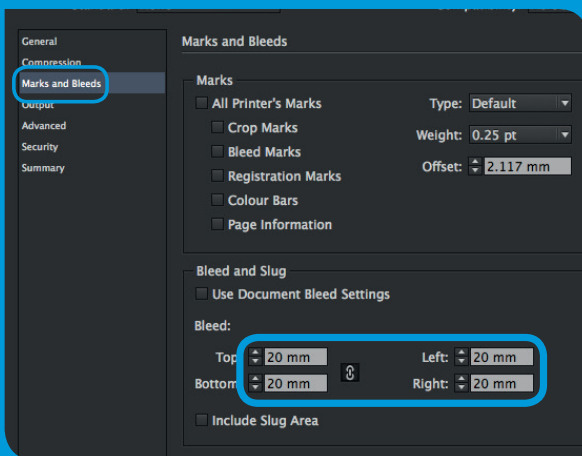
2 IN THE **ADOBE PDF PRESET** DROP DOWN MENU SELECT **PRESS QUALITY**

THE MAJORITY OF SETTINGS WILL BE AUTOMATICALLY SET UP FOR YOU, HOWEVER YOU WILL NEED TO AMEND THE MARKS AND BLEEDS SECTION - PLEASE DO NOT CHANGE ANY OTHER OPTIONS OTHER THAN THE BELOW:

3 IN THE **MARKS AND BLEEDS** SECTION YOU WILL NEED TO ENSURE THE ARTWORK WILL BE SAVED WITH **20MM BLEED AROUND EACH EDGE**, SO THE ARTWORK BLEED AND CROPS WILL APPEAR IN THE PDF FILE

4 PRESS **EXPORT** TO SAVE THE FILE