



## **Technical recommendations for designs.**

1. It is recommended to supply designs on CD and DVD or to place them on FTP server.
2. Presence of control printouts is obligatory (scaling is allowed), which should contain the whole design including bleeds or PDF for preview.
3. Designs are accepted if made in the following programs: Page Maker 7 (and below), Free Hand 11 (and below), QuarkXPress 7.0 (and below), Illustrator CS3 (and below), CorelDraw 13 (and below), In Design CS3 (and below). Other variants of design supply are discussed separately.
4. Publication size and the placement of all elements of the design should be set strictly according to the crop size of the publication.
5. All raster objects should be presented as separate files in CMYK model in TIFF or EPS (without JPG-compression) with resolution not less than 300 dpi at 100% scaling. Their total ink density should not exceed 300%. It is forbidden to use OLE-objects (pasting through clip-board), you should use Import command. It is obligatory to supply all used fonts, but it is better to transfer them into curves.
6. All colors should be defined in CMYK model, except for spot colors (defined in Pantone scale). To simplify the process it is recommended to define Pantone form the standard palettes of the programs used.
7. In multi-page documents all repeating elements must repeat (absolutely), and elements reaching the back should reach it (absolutely) and should not transfer to the other page. Special attention should be paid to the folios, which should be symmetrical to the back.
8. Bleed margins should not be less than 3 mm, for the multi-page documents v 5 mm. At the same time all important elements should be placed more than 2 (4) mm away from the cutting line.
9. All non-standard overprints should be marked (or discussed) on the supplied printout. Only 100 % black overprint is standard.
10. It is highly recommended not to use overprint when printing on metallic inks.
11. It is forbidden to use raster images with embedded color profiles, in such a case printing house will not be responsible for color distortion during film output and the following printing.
12. You should remember that with wire stitching the size of the inner spread differs by 1 v 4 mm form the size of the cover depending of the publication volume and the paper used (i.e. publication thickness). It is recommended not to place important elements of the publication

near the back side and the outer side of the page simultaneously. If the brochure is glue-binded all important elements of the design should be moved 8 mm from the back.

13. If design contains post-printing operations (foil stamping, varnishing, embossing) this elements should be situated in separate layers with corresponding names and should be painted with separate colors with corresponding names. This operations require separate printouts or PDF files.

14. Supplied PS files should be generated with Herkules or Dolev driver, centered and separated, containing bleeds. It is not recommended to make impositions because printing house has its own requirements for scales and marks.