

BY PRINT EUROPE  
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# TECHNICAL GUIDE

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# SUMMARY



# PRINTER & MUCH MORE!

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We're not just a print shop.

Business cards and flyers, yes, we do.

But that's not what we're fighting about !

What drives us every day is imagining, creating, inspiring,  
breaking with the ordinary...









# D T P GUIDE



THE ESSENTIALS FOR CREATING  
YOUR PRINT FILES



## PAGE LAYOUT

We recommend that you leave a safe area of 3 mm in relation to the final format to avoid important elements being too close to the edges or caught in the binding when cutting.



## IMAGE RESOLUTION

For optimum rendering, the resolution of your visuals should be 300 dpi (pixels/inch).



## DOCUMENT FORMAT

Allow for bleeds on your document for cutting.

A 2 mm margin on each side of the document is essential.



## FILE FORMAT

We recommend that you send us files in high-definition PDF/X4 format.



## **COLORIMETRIC MODE**

Send us your files in CMYK mode.  
The RGB color mode is dedicated to  
screen display and not printing.



## **COLOR CONTROL**

Make sure the inking ratio is correct:  
the sum of CMYK color values must  
not exceed 300% for images and  
solids.



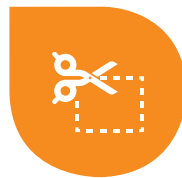
## **ABOUT FONTS**

Fonts should be vectorized wherever  
possible, i.e. converted to strokes  
or embedded to avoid compatibility  
problems.



## **LINES AND CONTOURS**

We advise you not to use outlines  
less than 0.5 pt thick.



## **CUT-OUT FORM**

If you are using a cut-out shape,  
please include the direct tone trace  
named CutContour in a separate  
layer..



## **LEGAL INFORMATION**

It's your responsibility to include any legal  
notices. (e.g. "Do not litter" or "Alcohol  
abuse is dangerous for your health"...).



# ACCEPTED FILE TYPES

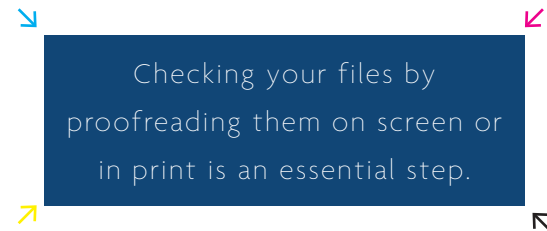
---

We recommend that you supply PDF/X4 files. Using this format frees you from compatibility problems between applications or operating systems.

## SPELLING AND COMPOSITION

We do not verify the content of your document.

1. If we notice an error in your file, we will inform you of the type of error and the order will be put on hold until the new file is returned.
2. If your file is correct and we don't need to intervene on it, we don't send a proof unless requested at the time of order. The file goes straight into production.





# FILE CREATION

## I CHECK MY DOCUMENT



CMJN



Vectorized fonts



Cutting marks and bleeds



PDF/JPG/PNG file



Reread your file before sending

## FILE FORMAT

Send your file in PDF format at a scale of 1:1 to avoid your document being distorted or enlarged, and work directly to the final format of your order. Use a resolution of 300 dpi. A lower resolution may result in blurring or pixelation.

Enlarging an image from 72 dpi to 300 dpi will not improve its quality. It must have an original resolution of at least 300 dpi.



The screenshot shows a software interface for document preparation. It includes sections for 'Zones de page' (Page zones) with options to show zones and set margins, 'Modification du format de page' (Page format modification) with options for fixed or personalized dimensions, and 'Etendue' (Extent) with options for page range and application. A preview of a document page is shown on the right.

**Zones de page**

☐ Afficher toutes les zones

Unités :

Commandes de marge

Application :

Haut :

Bas :

Gauche :

Droite :

☐ Conserver les proportions

☐ Supprimer les marges

Taille de la zone de rognage : 148,00 x 230,00 mm

**Modification du format de page**

☒ Tailles fixes ☐ Personnalisé

Format de page :

Largeur :  Hauteur :

☒ Centrer ☐ Décalage X :  ☐ Décalage Y :

**Etendue**

☐ Toutes les pages

☒ De :  à :  sur 1

Application :

# LAYOUT THE MUST-HAVE !

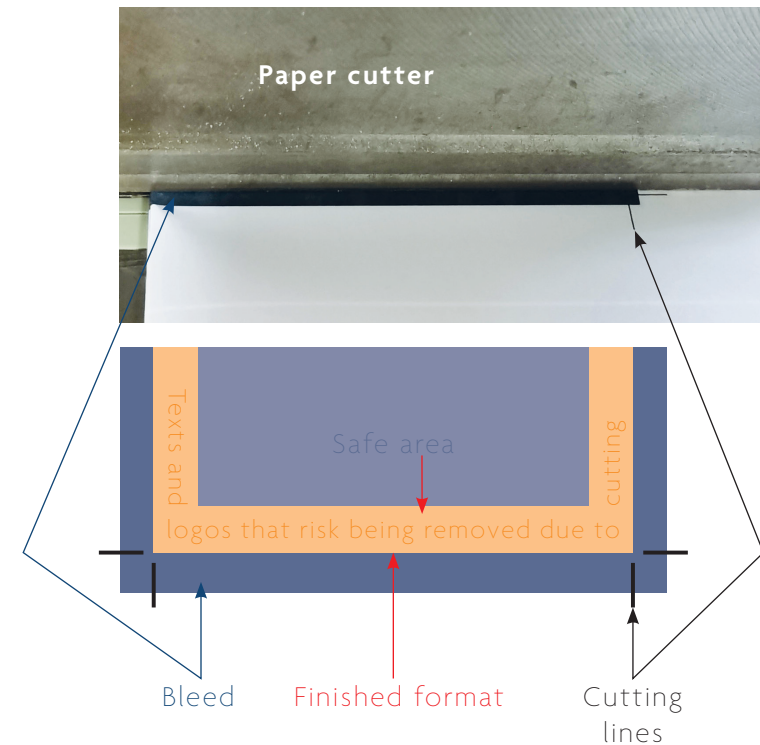
## BLEED

As soon as a graphic element reaches the edge of a page, it is essential to allow for bleeds. A bleed means that the image extends outside the finished page format (by at least 2 mm), to prevent fold or cut imperfections. Without bleed, the risk of a white border appearing between the image and the page edge is very high. In your typesetting software, you must specify the size of the page bleed when you create the document. This means that your document must extend beyond the paper's cutting area. Why must this be the case? When it comes to cutting, this overhang will enable us to cut into the printed material to obtain an impeccable cut.

**Add a minimum of 2 mm bleed on each side of your document, and let your background elements (images, solid colors, etc.) protrude from it.**

## SAFE AREA

This is the inner margin of your documents, in which you should avoid placing text or logos. This is a minimum of 3 mm for most products.



# EXAMPLE

## FINISHED FORMAT A6 - 105 x 148 mm

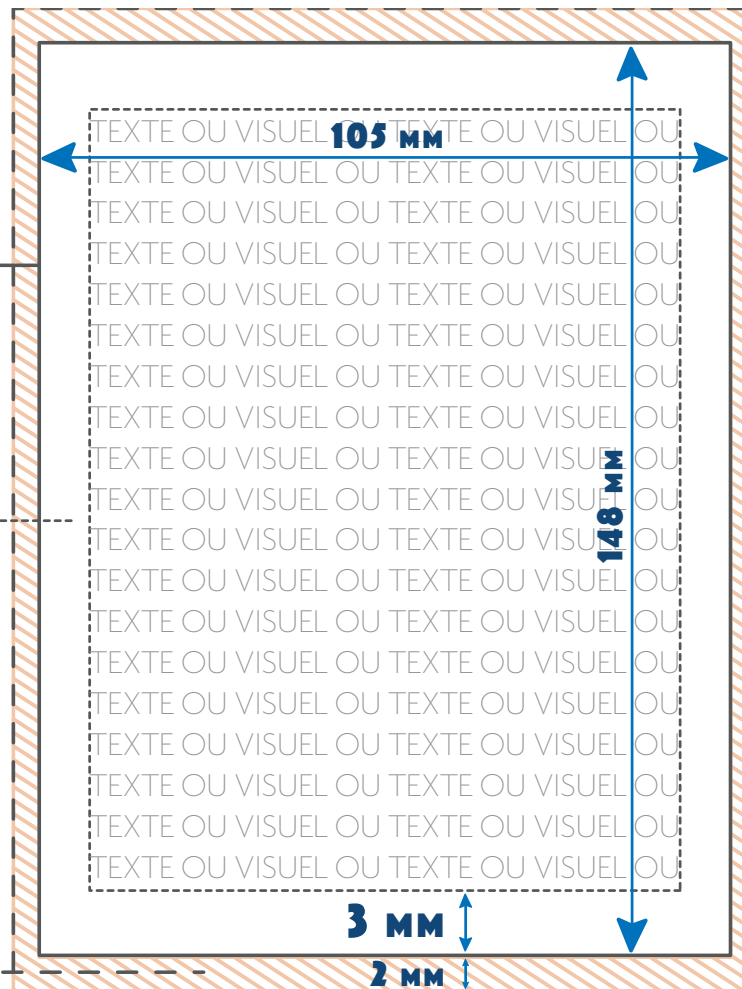
The document will be cut here.

## SAFE AREA 3 - 5 mm (ACCORDING TO DOCUMENT)

Avoid placing text or logos.

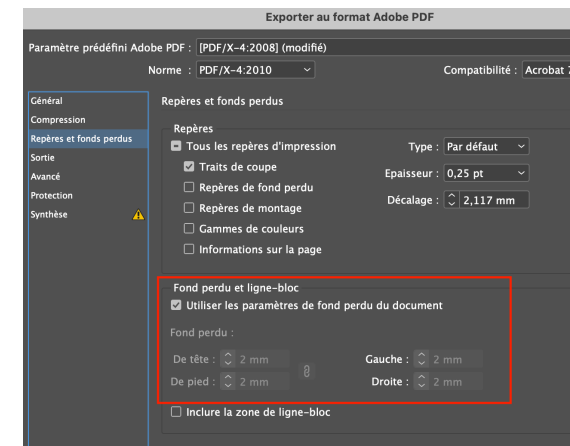
## BLEED AREA (152 x 109 mm) 2 mm

Make it protrude your background elements (images, solid colors...)



## WARNING !

Just because you have bleeds in your software (Illustrator or InDesign) doesn't necessarily mean that they will be taken into account during registration. Check that only "Cuts" are ticked in the "Cues and bleeds" section, and that at least 2 mm of bleeds are taken into account in "Bleeds and block lines".



## OVERPRINTING

It's important to check your documents by displaying overprints, as this will give you a preview of your work before printing. To avoid unpleasant surprises when printing, check this option and activate the overprint preview in Acrobat or your DTP software.



Without  
transparency

Without overprint



With overprint (colors are  
added together)

- blue becomes green  
overlapping orange.
- the word written in white disappears.

## CHECK OVERPRINTING

In Acrobat, to check whether overprinting is active on an object in your .PDF file, go to “Tools” > “Pre-press” > “Output preview” then check and uncheck the “Simulate overprinting” box, while watching your document on screen.



By default, all colors deflate those below except 100% black, which overprints.

**NEVER use 100% black to create a special color.**

If you need to break up the color underneath with black, you can use 100% black **BUT add 5% cyan.**

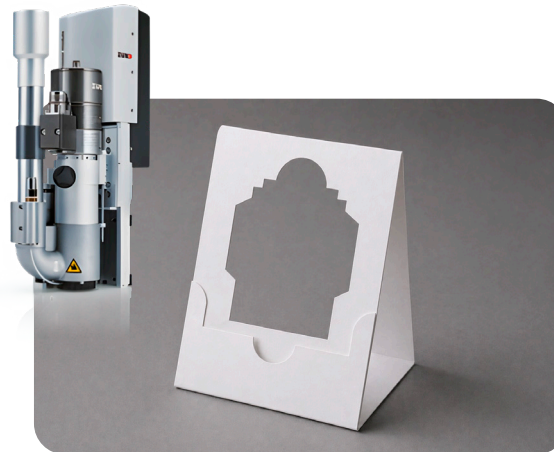


# SPECIAL-SHAPED CUT

---

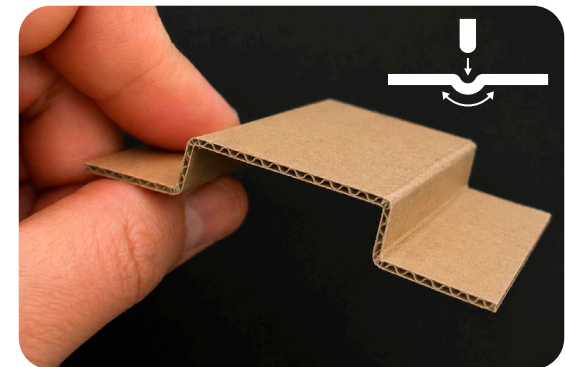
## CUTTING

In some cases, it is necessary to create cutting paths manually, particularly for specific shapes. However, print formats with straight, square or rectangular cuts do not require this type of adjustment. For playing cards, there is no need to include a cutting path for rounded corners; this option can simply be specified during production.



## CREASING

Creasing is a machining process generally used in conjunction with die-cutting, particularly in the fields of packaging, point-of-sale displays and more technical designs. It involves creating a groove at the fold line to make the material easier to fold, whilst ensuring a clean, precise finish during assembly.



# CREATING A CUTTING PATH

To ensure your files are created correctly, the cutting outlines must be identified by the digital cutting table. To do this, it is important to **create named spot colours**.

Any error in naming will cause a bug, including the use of uppercase letters instead of lowercase ones, so please follow the naming conventions below to the letter.

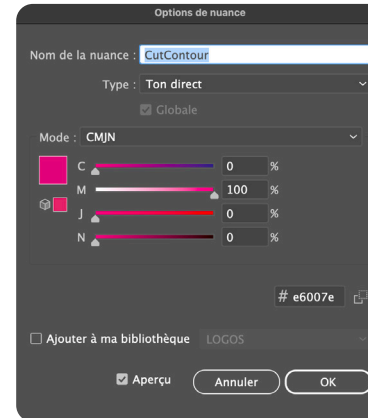
For die-cutting and creasing, the colours specified are as follows:

- For 'CutContour' cutting - Spot colour
- For 'Crease' creasing - Spot colour

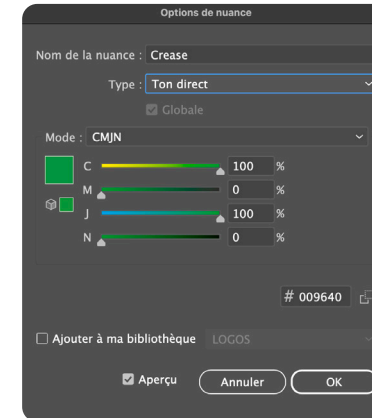
We recommend using 100% Magenta spot colour for the CutContour and a green spot colour for the Crease to clearly distinguish between the two processes.



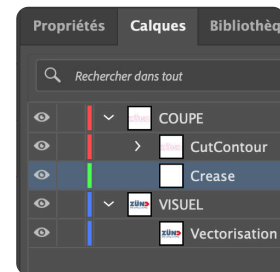
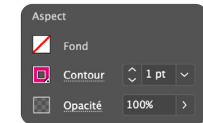
## COLOUR OF CUT-OUT



## CREASE COLOUR



## OUTLINE



To make the file easier to read, **create two separate layers** : one for the die-cut (and creasing, if required) and another for the artwork. Place the die-cut layer on top for previewing and include bleed.

## CUT LAYER



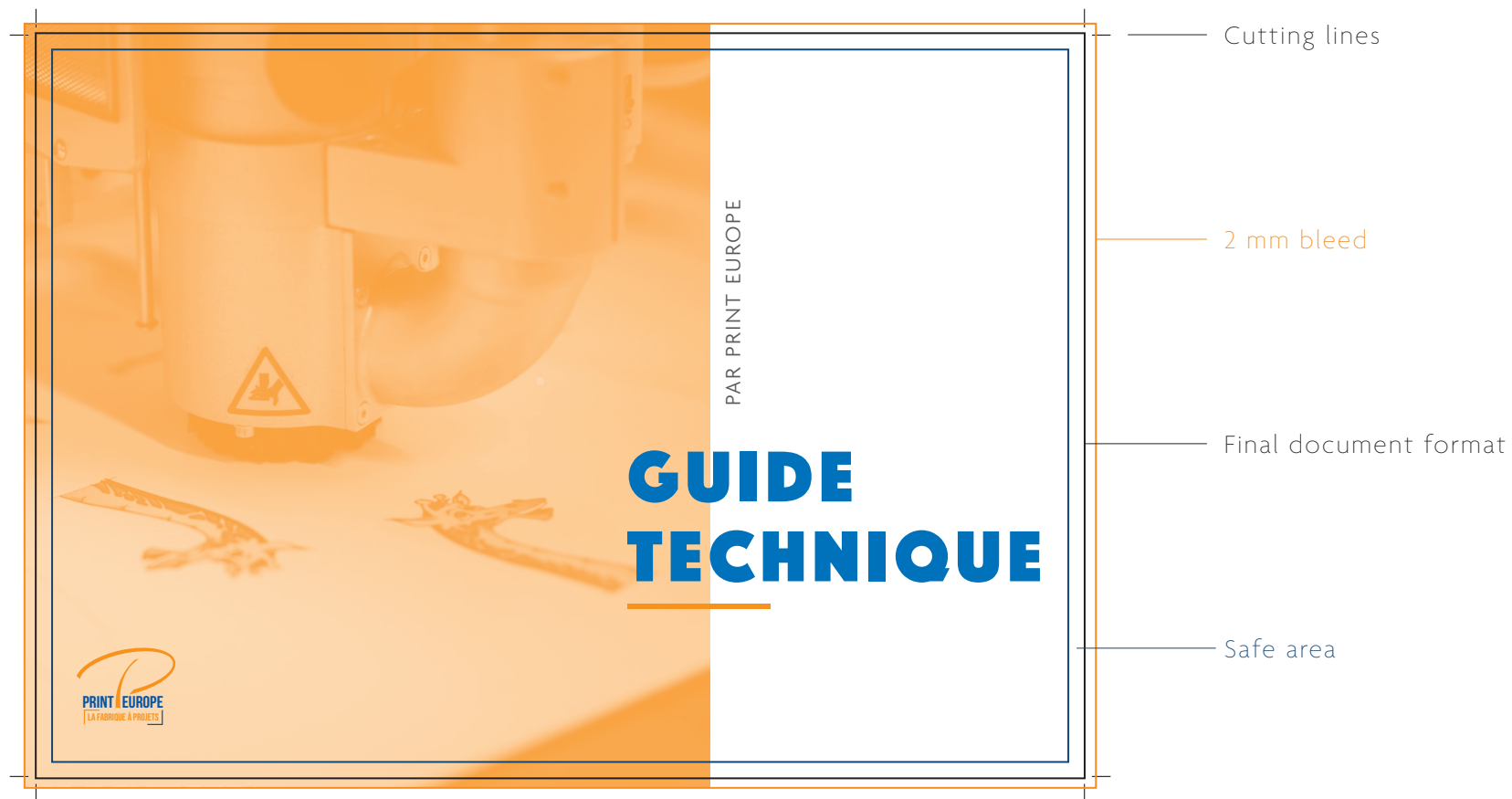
## VISUAL LAYER



## FILE OUTPUT

A minimum bleed of 2 mm.



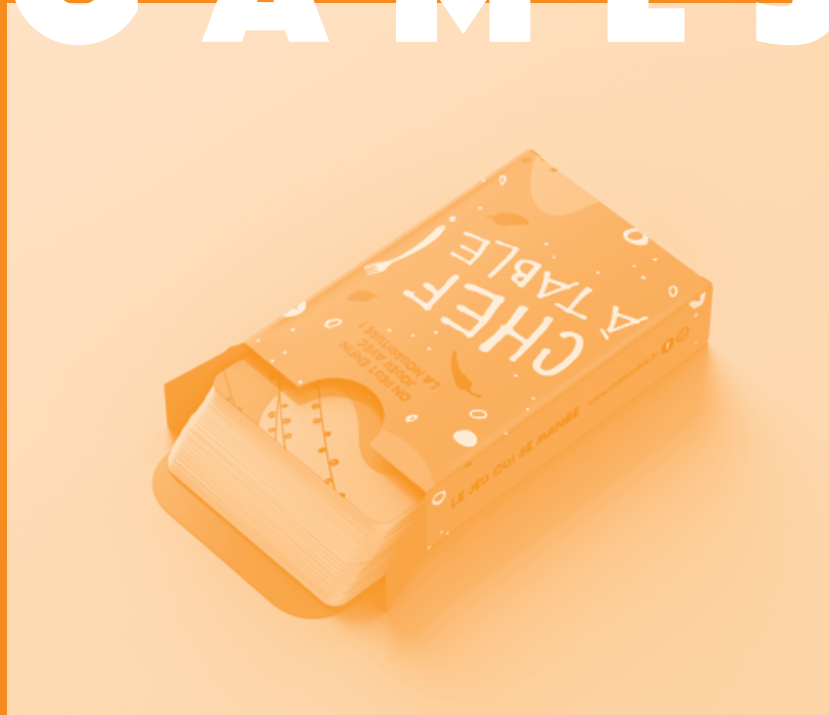


# RECAP





# CARD GAMES



TECHNICAL SHEETS FOR CREATING  
YOUR PERSONALIZED DECKS OF  
CARDS

## FILE SPECIFICATIONS

- Recommended software : InDesign, Illustrator, Photoshop, Canva
- File export: PDF file CMYK 300 dpi - 1 card per page - back on page 1. If your set includes several different backs, create one file for each type of back. If all your cards are different, create a complete file: page 1 = front card 1, page 2 = back card 1, page 3 = front card 2, page 4 = back card 2, etc.
- Bleed: A minimum of 2 mm all around on the outside of the card format is required for edge-to-edge printing (without running white).
- Safe area: This is a 3 mm inner margin. No text or important elements should be located in this zone.

## USEFUL TIPS

- Solid black: 100% black will render better than composite black.
- Backs with white background: we advise against leaving the backs of your games predominantly white, to avoid any transparent effect on the sides of 300 and 350g papers. Alternatively, you can choose a smooth opaque 310g paper..
- Frames: avoid placing frames or outlines less than 3 mm from the edges, especially when they are on the front and back.
- Fonts: remember to vectorize your fonts or check that they are embedded in the PDF file.

## TECHNICAL SPECIFICATIONS

- Printing: our digital press has a tolerance of plus or minus 0.5 mm when registering on both sides. There can therefore be up to 1 mm of offset when cutting the sets. The visual may therefore be slightly off-center. Please take this into account when preparing your files (frames, respecting the safe area, sufficient bleed, etc.).
- Rounded corners: our cards are cut with rounded corners, radius 4 mm. Cutting with straight corners is also possible on request (price remains unchanged).
- Cases and cloche boxes: the case template will be sent to you within 24 hours of your order. You'll need to send us your PDF file with bleed and without the template lines (green and magenta lines).
- Fonts, transparency and overprinting: we accept no responsibility for any font, transparency or overprinting problems that may arise during printing.

## FILE CONTROL

For each order, we check the following points on customer files: format and number of cards as per order, bleed, safe area. The quality of the file transmitted is not checked. The customer is solely responsible for the creation and conformity of his file. In certain cases, Print Europe may modify the dimensions of the file by plus or minus 2%, in order to bring it into line with our technical constraints.

# CARDS

## FORMATTING

If you'd like to have a preview of your file before printing, you can choose between a digital proof and a paper proof to check that everything is in order.

 Final format \*

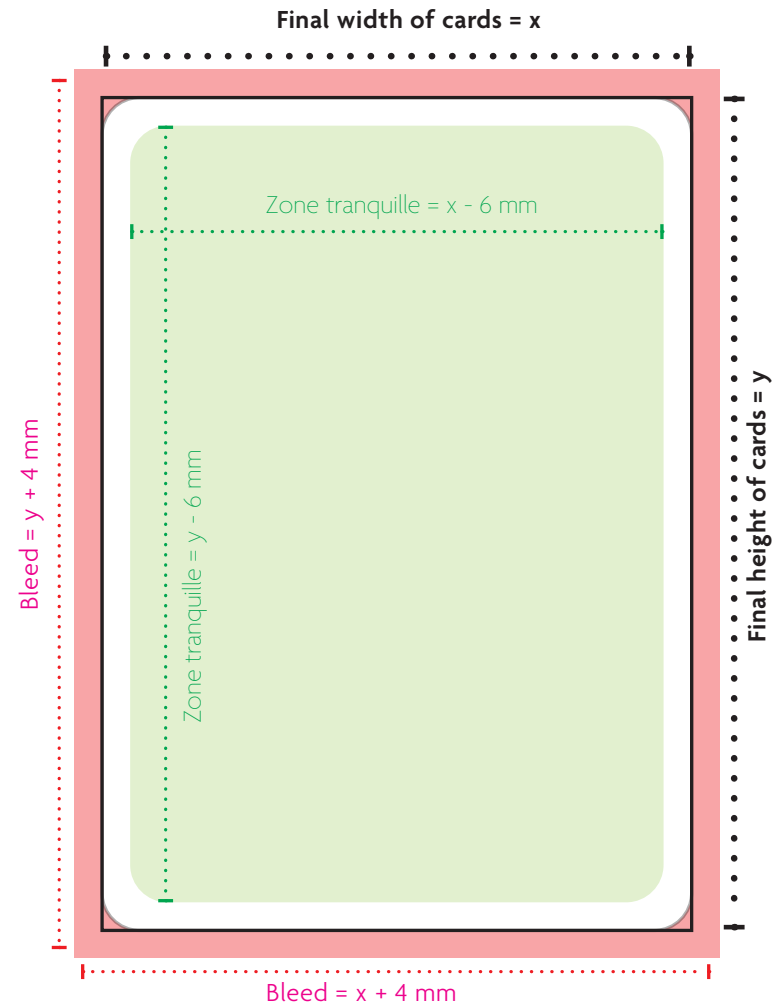
 Safe area

 Bleed area

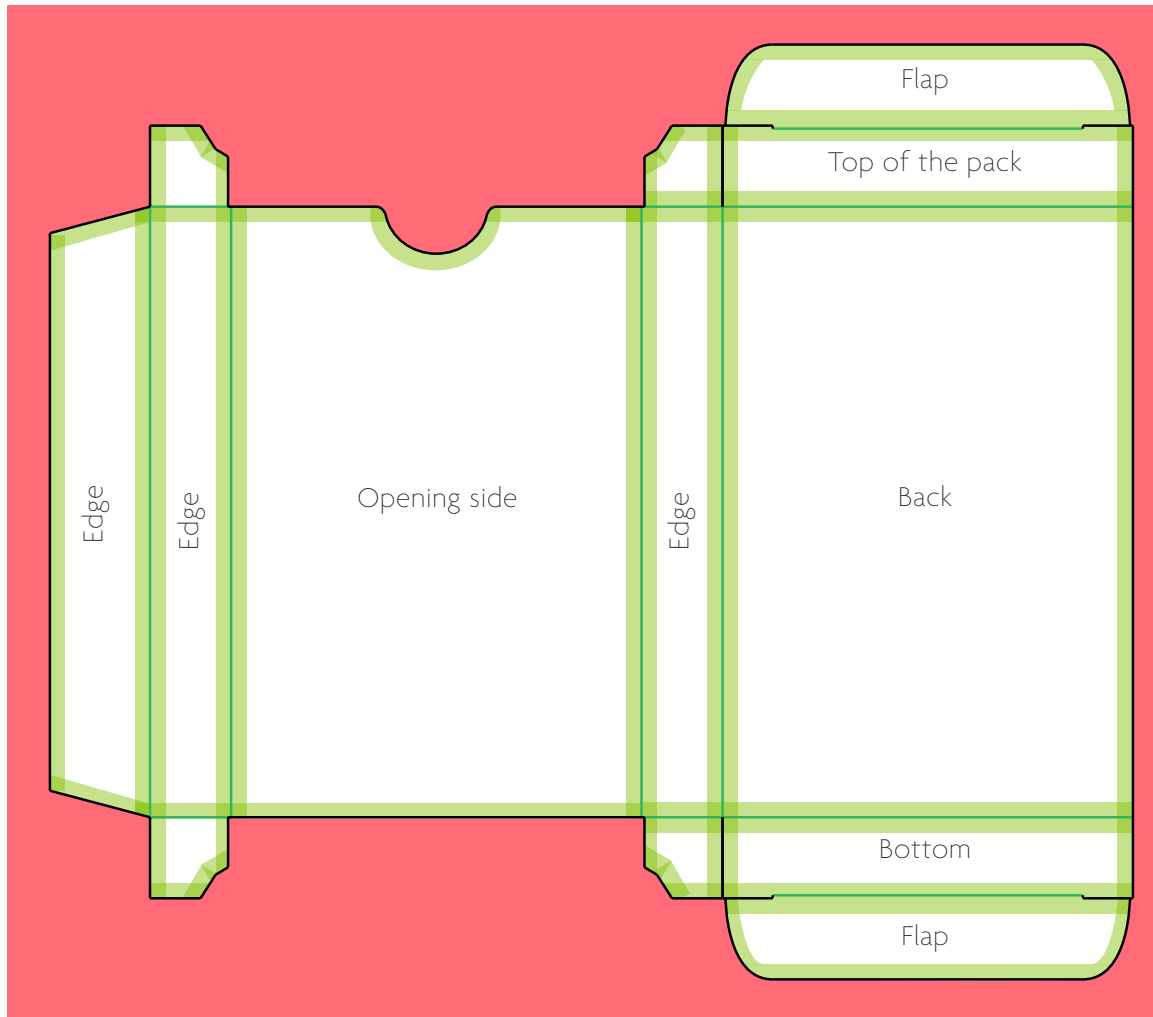
↘ Here you can download standard layout templates:  
<https://docs.printeurope.fr/gabarits/GABARITS-CARTES-STANDARDS.zip>

↗ ↖ ↘ ↗

\* Don't materialize corners in your card files, but take them into account when composing so that no elements are present.

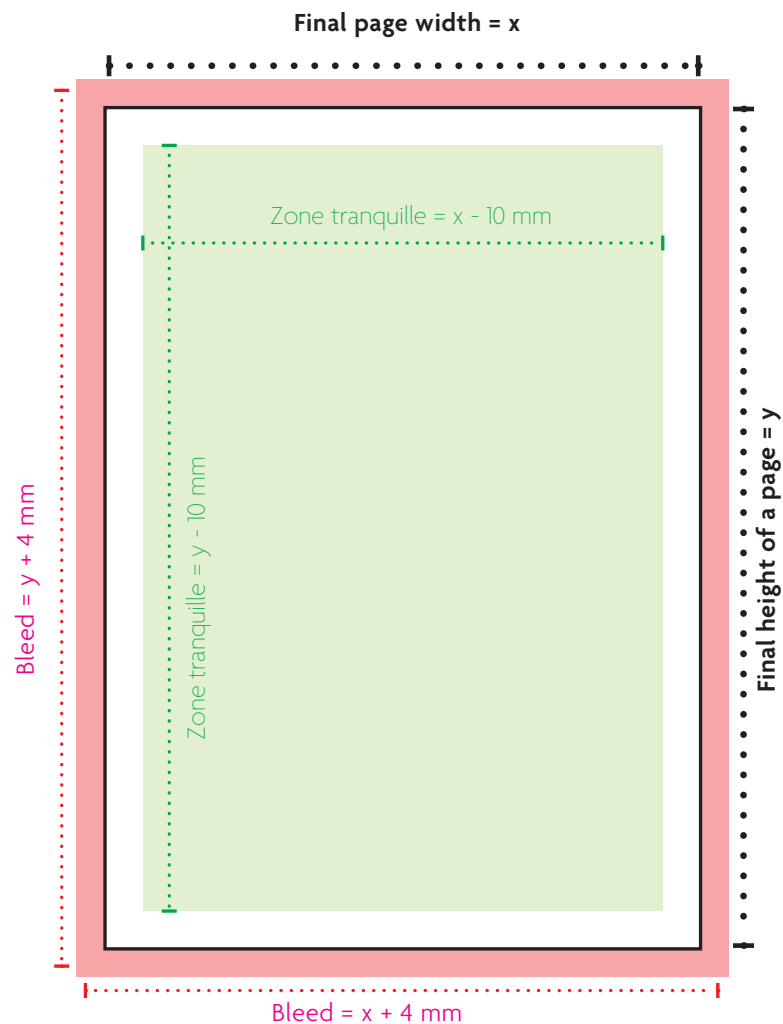


## CASE



## TO RECAP

- Document in .pdf format, without cut lines
- 2 mm minimum bleed
- Text and graphics at least 3 mm from edge
- File and image(s) in CMYK (or Grayscale for Black & White printing)
- Vectorized text and Overprint disabled
- Export without template



# FOR YOUR BOOKLETS AND LEAFLETS

Text and graphics must be 5 mm from the edge to avoid bleed when cutting. Please supply your document page by page, not as a double-page PDF (or plate), and not a double-page (or plate) PDF.

 Final format \*

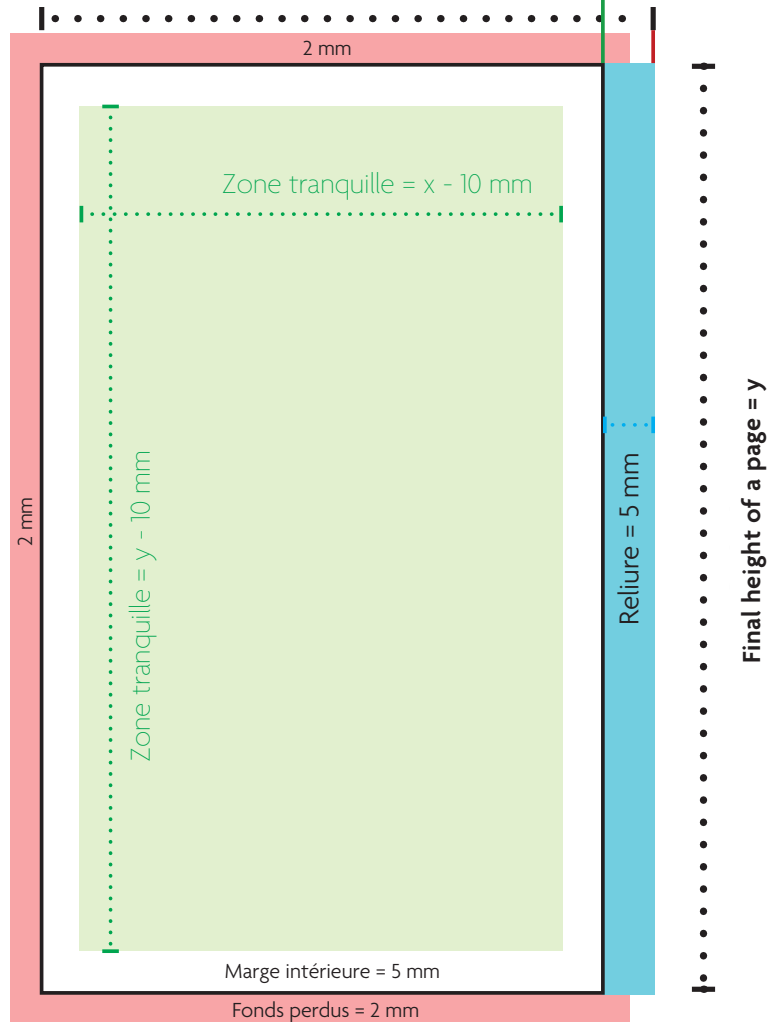
 Safe area

 Bleed area

**5 !  
mm**

✓ Final width of your page =  $x - 5$  mm (to be sent to us)

✗ Width of the finished brochure =  $x$



# FOR YOUR BROCHURES WITH PERFECT BINDING

Create your document by **subtracting 5 mm** from the width of the finished size. The height remains the same.

**Example:** for a final size of  $90 \times 140$  mm, this gives  $90 \text{ mm} - 5 \text{ mm} = 85 \text{ mm}$  in width, meaning the document should be created in the 85 × 140 mm format.

Please provide us with your document page by page, rather than as a double-page (or spread) PDF.



 Final format \*

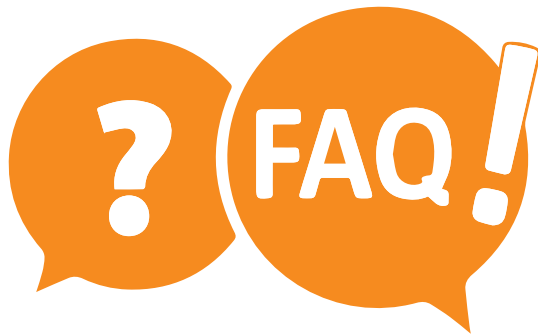
 Safe area

 Bleed area

**5 !  
mm**







### **I'D LIKE TO CREATE MY OWN GAME, WHAT ARE YOUR PRICES ?**

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You can calculate your price directly on our online calculator: [jeuxdecartes.printeurope.fr](https://jeuxdecartes.printeurope.fr)

It's quick, easy and free. Just follow the instructions and fill in the necessary fields and options. The price will be calculated directly, so there's no need to enter your contact details. If you'd like to receive your quotation by e-mail, fill in your billing details at the end of the form. To place an order, activate the Place order option and follow the instructions.

### **WHAT ARE YOUR MINIMUM AND MAXIMUM PRINT QUANTITIES ?**

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We can print your games in quantities of five or more.

The maximum quantity calculated by our calculator is 2500 sets. For larger quantities, please contact us: [serviceclient@printeurope.fr](mailto:serviceclient@printeurope.fr)

### **DO YOU MANUFACTURE IN FRANCE?**

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Our personalized decks of cards are made entirely in France, more precisely in our Mundolsheim workshop (near Strasbourg).



### **DO YOU COMPLY WITH CE AND NF STANDARDS AND HAVE ANY CERTIFICATIONS?**

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Our card games are entirely made in France. The CE standard only applies to toys. Card games do not fall into this category. All our paper is PEFC and/or FSC certified (paper from sustainably managed forests). We also have a contract with a

recycling company to process all our production waste.

### **WHAT ARE YOUR LEAD TIMES ?**

---

Our calculator shows you the estimated manufacturing time, depending on the options chosen. It generally varies between 5 and 15 working days, depending on the quantity of games ordered and the options chosen.

### **WHICH FILE DO I NEED ?**

---

Refer to the instructions on the previous pages.

### **HOW CAN I CHECK MY FILE BEFORE PRINTING?**

---

If you'd like to have a preview of your file before printing, you can choose between a digital proof and a paper proof to check that everything is in order.

### **IS MY FILE CHECKED BEFORE PRINTING ?**

---

For each order, we check the following points on customer files: format and number of cards as per order, bleed, safe area. The quality of the file transmitted is not checked. The customer is solely responsible for the creation and conformity of his file. In certain cases, we may modify the file format by plus or minus 2% in order to meet our technical constraints.

### **HOW LONG DOES IT TAKE TO PROCESS MY ORDER?**

---

All orders placed before 12:00 are processed the same day. If all the files comply with our technical constraints, the manufacturing lead time begins on that day (Day 0). Otherwise, it begins when all files have been received and checked by our services. Where applicable, the lead time begins on receipt of the final press proof.

### **WHAT TYPES OF INDIVIDUAL PACKAGING DO YOU OFFER?**

---

Depending on the format and number of cards, you can choose between plastic boxes and customized cardboard cases. We can also manufacture semi-rigid cloche boxes and rigid cases.

### **ARE THE GAMES DELIVERED IN INDIVIDUAL PACKAGING?**

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Yes, when you order boxes or cases, we systematically insert the games inside.

### **HOW ARE SETS ORDERED WITHOUT INDIVIDUAL PACKAGING PACKAGED ?**

---

We generally shrink-wrap games in packs of 3 to 10 with a separator. We do not put games in individual blister packs.

### **WHAT ARE YOUR DELIVERY TIMES AND DELIVERY METHODS?**

---

In mainland France, the standard delivery time is 48 hours by UPS or Colissimo. Some larger orders are shipped on pallets, and delivery generally takes 48 to 72 hours. You can also choose the “24h delivery” option. For deliveries within the European Union (border countries), the delivery time is generally 2 to 4 working days. For Switzerland and other countries, the delivery time varies according to the distance from France and the processing time by the customs services. Once the goods have been dispatched, we cannot be held responsible for the carrier's delivery

time. The manufacturing time indicated on our calculator is estimated and does not include the delivery time.

### WHAT PAYMENT METHODS ARE ACCEPTED ?

We offer payment by credit card through our partner Stripe (secure payment).

(You can also pay by bank transfer (your order will only be processed on receipt of payment). If you are an administration or government department, you can also select the Chorus Pro option (your order will be processed on receipt of your purchase order).

### MERCHANDISE CONTROL & COMPLAINTS

Please check the condition of the goods as soon as you receive them: if any part is damaged, we invite you to make an explicit reservation on the delivery note before the driver

leaves (defect noted + quantity affected) and to take photos of the defects encountered. You have 14 days from receipt of the goods to send us your claim. Please note: without reservations or photos, we will not be able to respond favorably to any claim you may make.

### WHAT IF I STILL HAVE QUESTIONS ?

You can contact us by e-mail, Messenger or telephone. We'll be delighted to discuss your project with you.

**TECHNICAL AND SALES SUPPORT :**  
serviceclient@printeurope.fr

**PHONE :** +33 (0)3 90 20 39 49

**OPENING HOURS :** Monday to Friday, 8:00 a.m. to 6:00 p.m.



CARDS  
& CASE



CLOCHE  
BOX



LEAFLET



BOOKLET



**C A N V A**

*Canva*

DESIGN TUTORIAL

# FORMATTING ON CANVA

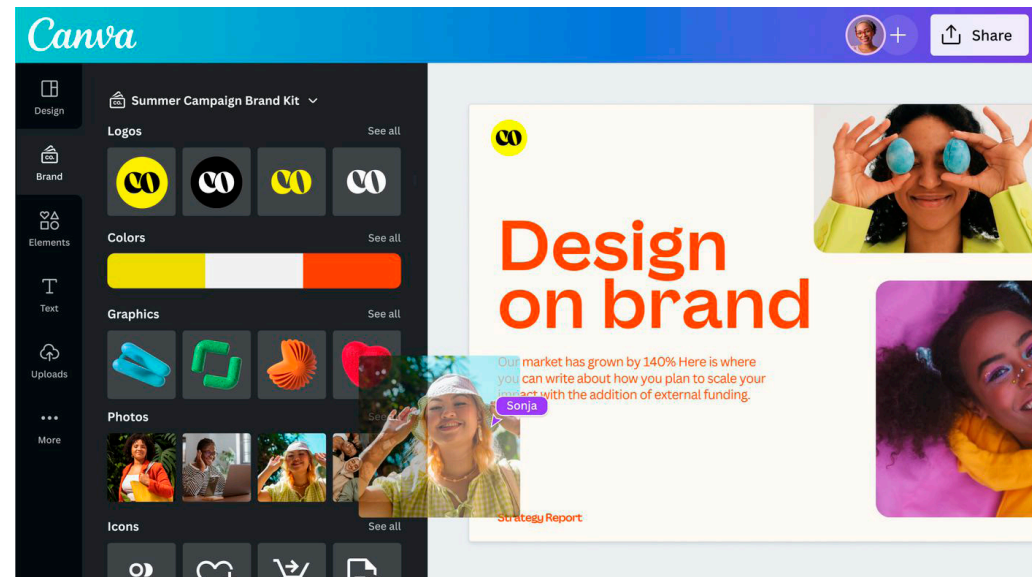
---

To create your print files, you can use the Canva design software.

Canva is an online design and visual communication tool whose mission is to enable everyone to design what they want..



Create your Canva account Via this link  
[https://www.canva.com/fr\\_fr/](https://www.canva.com/fr_fr/)



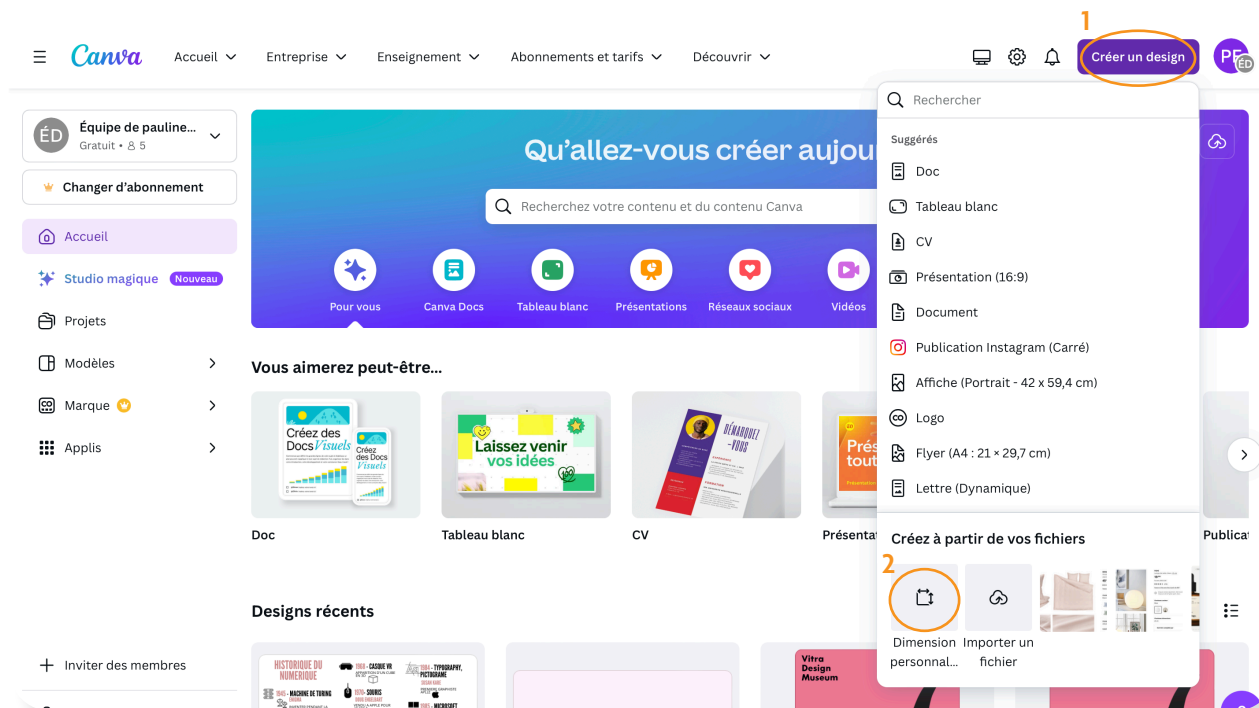
# STEP-BY-STEP GUIDE

---

## PLAYING CARDS

Be sure to follow the various steps carefully to produce a file suitable for printing.

# 1 CREATE YOUR DOCUMENT



1 Start by creating your design.

2 Create a custom-sized document to fit your cards.

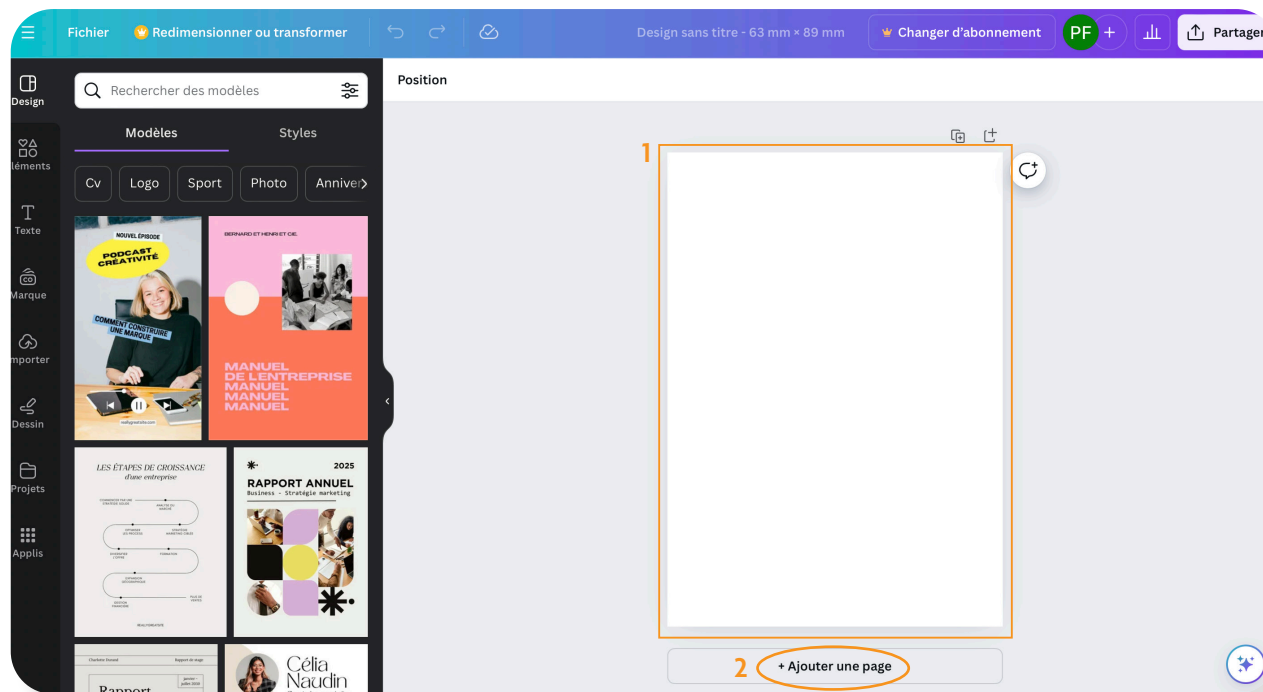
A screenshot of the 'Dimension personnalisée' (Custom Size) dialog box in Canva. The dialog has a search bar at the top with the text 'Dimension personnalisée'. Below it are three input fields: 'Largeur' (Width) with the value '63', 'Hauteur' (Height) with the value '89', and 'Unités' (Units) with a dropdown menu showing 'mm'. A red circle highlights the 'mm' unit. Below these fields is a purple button labeled 'Créer un nouveau design'. At the bottom of the dialog, there is a section titled 'Dimensions récentes' (Recent Dimensions) with a list of three dimensions: '32 x 24 cm', '32 x 29 cm', and '29.7 x 42 cm'.

## WARNING !

Please enter your dimensions in mm.



# 2 CREATE YOUR CARDS

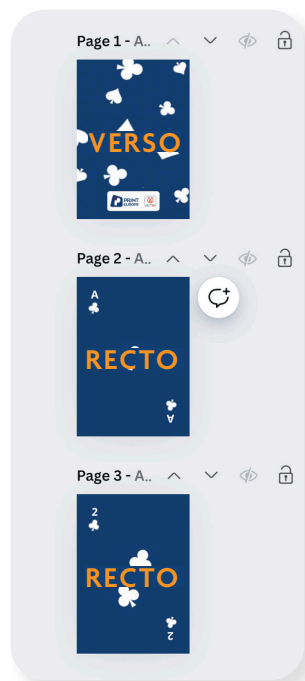


- 1 Once you've created your document, simply design each of your cards on your work surface.
- 2 Be sure to add a page for each new card.



### OPTION 1

The back of my cards is the same for all my cards



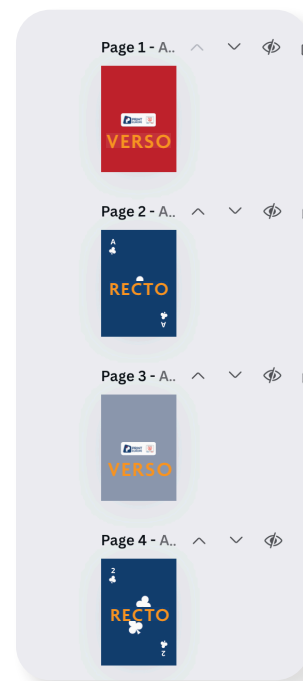
If each of your cards has the same back, place the back on the first page, then create the rest of your cards.

**If your deck consists of 55 cards, your document must contain 56 pages.**

**1 VERSO + 55 RECTO**

### OPTION 2

The back of my cards is different for each of my cards

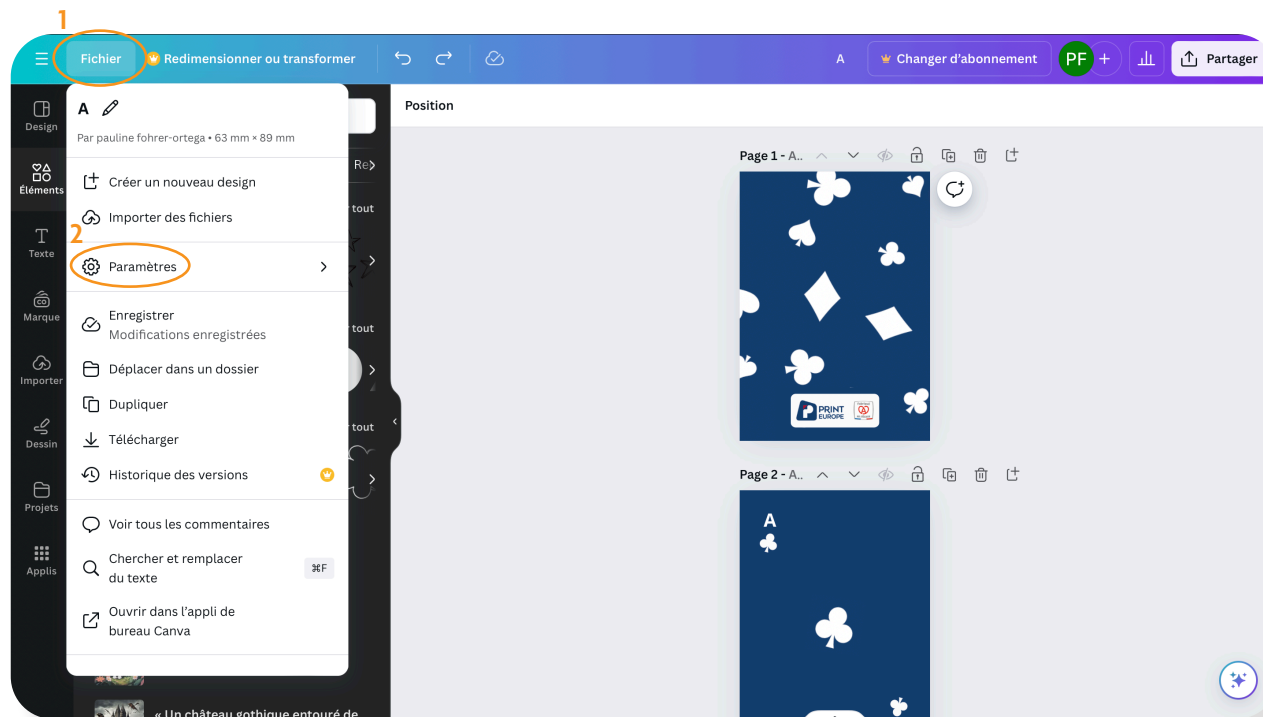


If each of your cards has a different back, place the back then the associated card and so on.

If your deck consists of 55 cards, your document should contain 110 pages.

**55 VERSO + 55 RECTO**

# 4 BLEED



1 Go to your document settings.

2 Then add the bleed to your document.

Afficher les règles et les repères



Ajouter des repères

Afficher les marges

Afficher le fond perdu

Vérifier l'accessibilité du design

Langue

# 4 BLEED



The bleed is characterized by a 3mm space around your document.

Please make sure that your visual fills this area completely, otherwise we won't be able to process your cards.

## ● BLEED

Bleed is the extra space around your design that will be cut off during production. Bleed is essential in the printing of almost all types of paper print products.

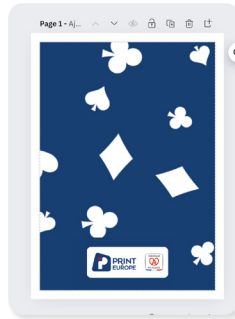
# 4 BLEED

## EXAMPLE

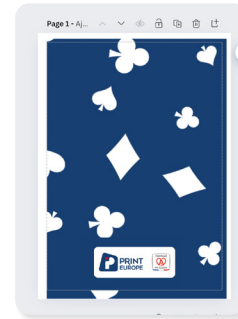


Simply enlarge your visual until it fills the entire area.

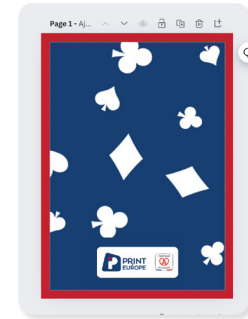
## COMMON ERRORS



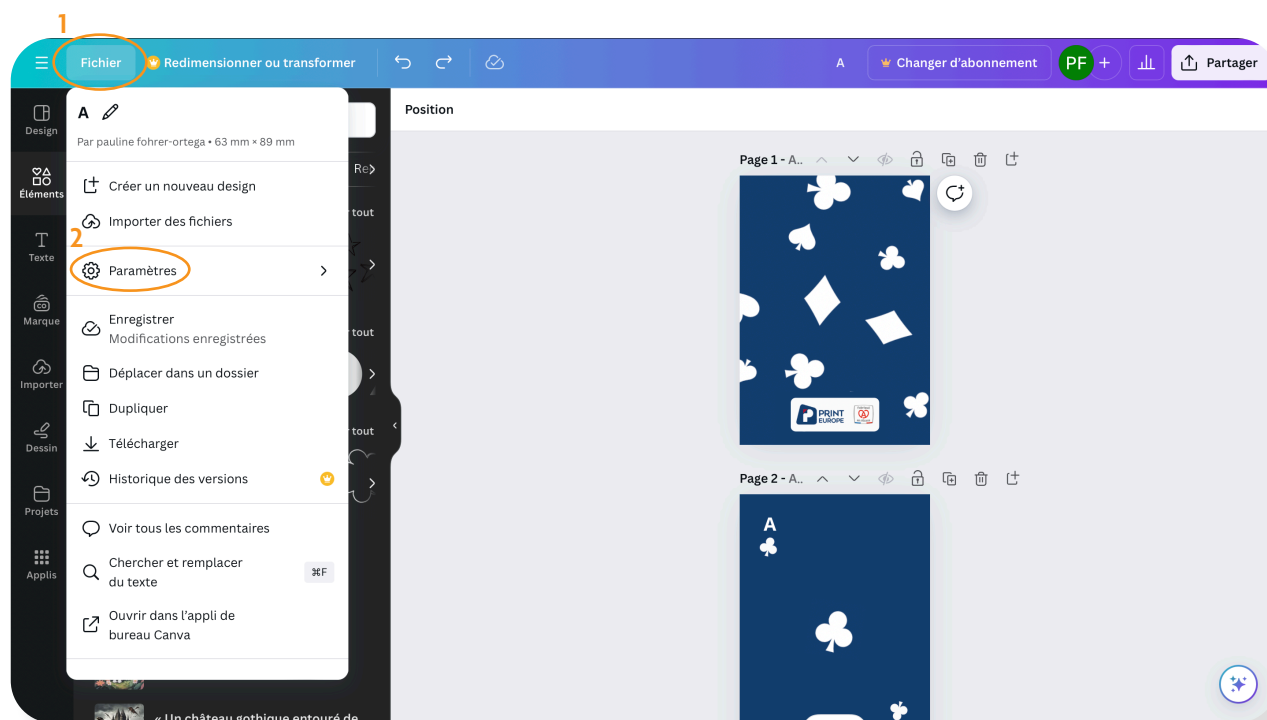
Do not place your visual on the bleed.



Only partially use the bleed area.



Do not use the same visual as the one on your card.

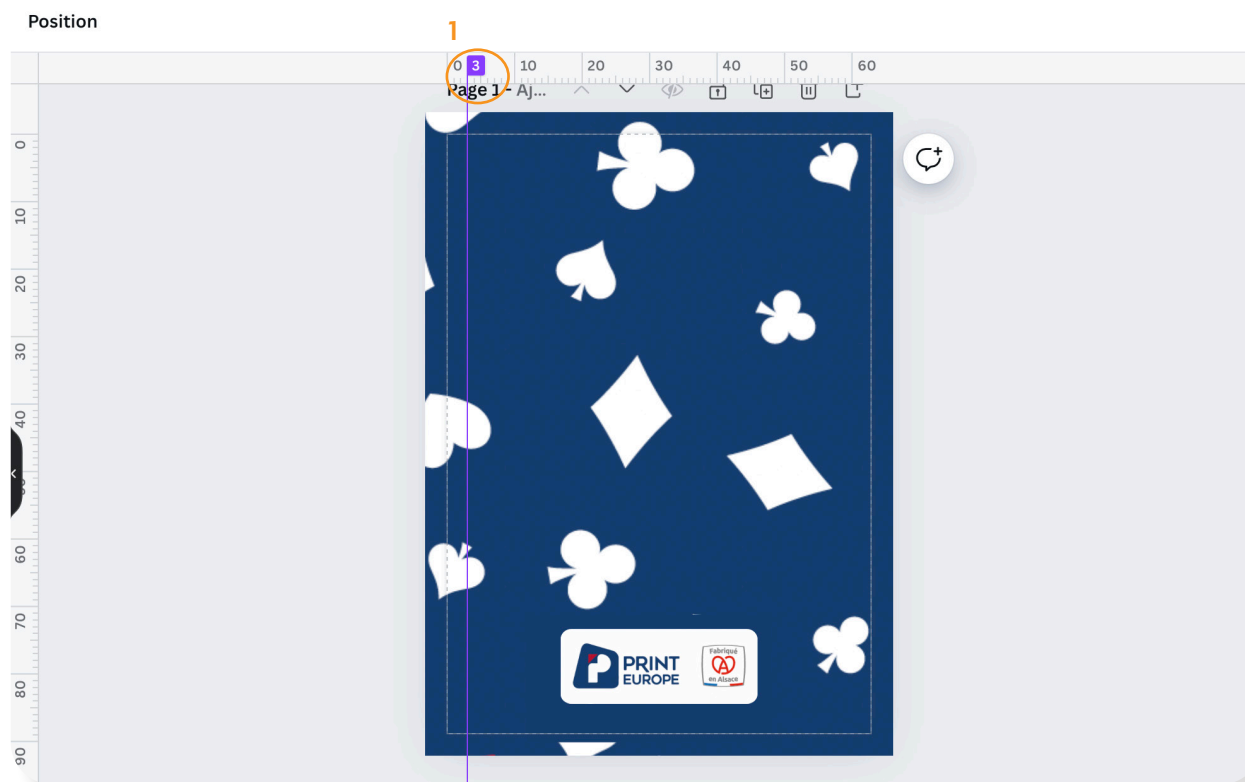


1 Go to your document settings.

2 Then display the rulers and markers.

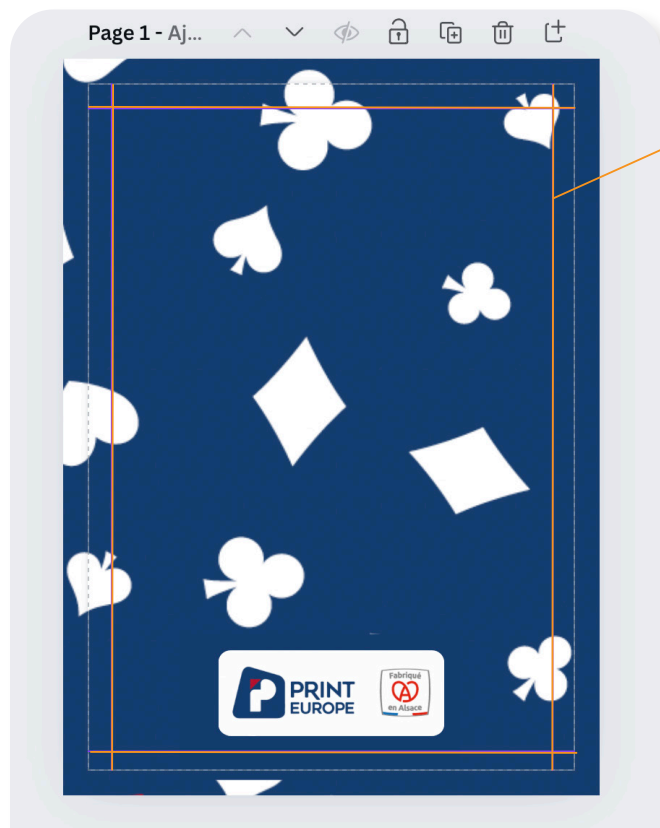


# SAFE AREA



- 1 Once your rulers are displayed, place them 3mm apart throughout your document.

# 5 SAFE AREA



The safe area is what lies within your reference points.

Make sure there's no text or important elements in this area.

They may be cut off when printed.

## SAFE AREA

- An area at the edge of the page where no essential elements (no logo, no text) should be present. This is a safety area located near the cut or fold (3 mm on most documents, up to 10 mm on glued square-back brochures).



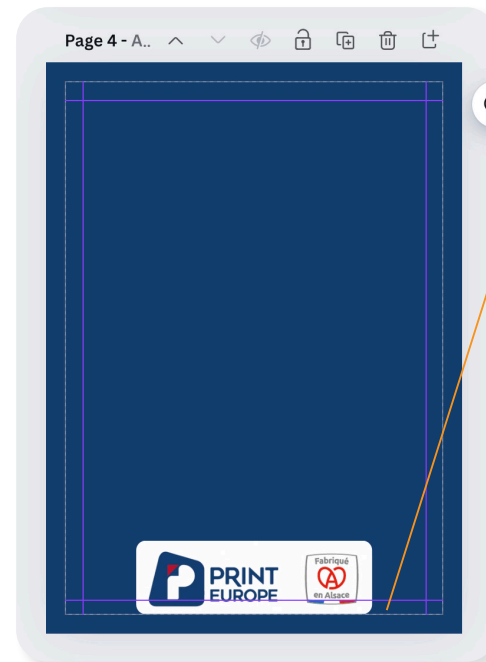
# 5 SAFE AREA

## EXAMPLE



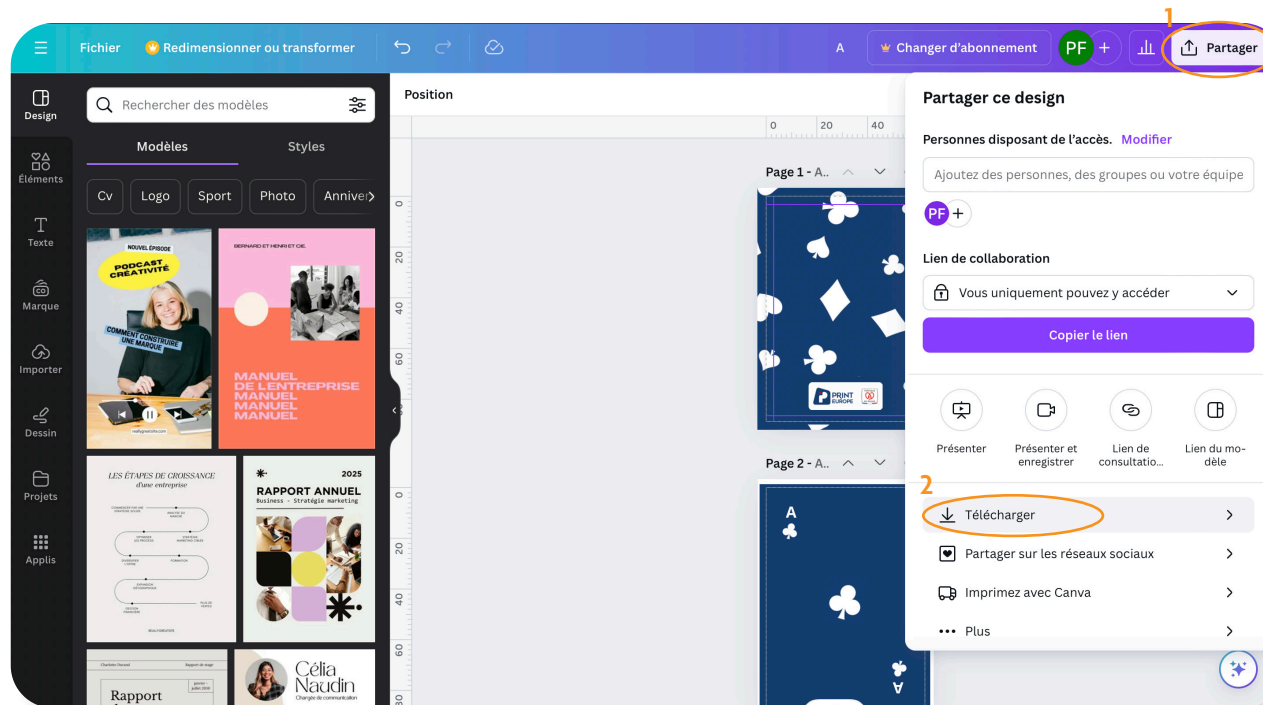
All you have to do is place your elements inside the zone and make sure they don't stick out.

## COMMON ERROR



The visual protrudes into the safe area and risks being cut when cutting.

# 6 EXPORT FORMAT



1 Go to the export zone.

2 Then access the download parameters and select PDF export for printing.

- ☒ **JPG**  
Idéal pour partager
- ☒ **PNG** **Suggéré**  
Idéal pour les images complexes et les illustrations
- ☐ **PDF standard**  
Idéal pour les documents (et les e-mails)
- ☒ **PDF pour impression** ✓  
Idéal pour l'impression
- ☒ **SVG** **Suggéré**  
Idéal pour la conception Web et les animations
- ☐ **Vidéo MP4**  
Vidéo de haute qualité
- ☐ **GIF**  
Court extrait sans son

# 6 EXPORT FORMAT

< Télécharger

Type de fichier

1 PDF pour impression

☒ Repères de coupe et fond perdu ⓘ

☐ Aplatir le PDF ⓘ

☐ Inclure les commentaires ⓘ

Sélectionner les pages

Toutes les pages (4)

Profil colorimétrique

RVB (idéal pour une utilisation numérique)

Préférences

☐ Enregistrer les paramètres de téléchargement

Télécharger

1 Check the crop marks and bleeds, so that they appear when exporting.

< Télécharger

Type de fichier

1 PDF pour impression

☒ Repères de coupe et fond perdu ⓘ

☐ Aplatir le PDF ⓘ

☐ Inclure les commentaires ⓘ

Sélectionner les pages

Toutes les pages (4)

Profil colorimétrique

RVB (idéal pour une utilisation numérique)

2 CMJN (idéal pour une impression de qualité pr...)

2 Then select the CMYK color profile and export your cards.

If this is not available in your version, the printer will transform the colorimetric profile itself.

However, it's important to bear in mind that colors will be duller in print than on screen.

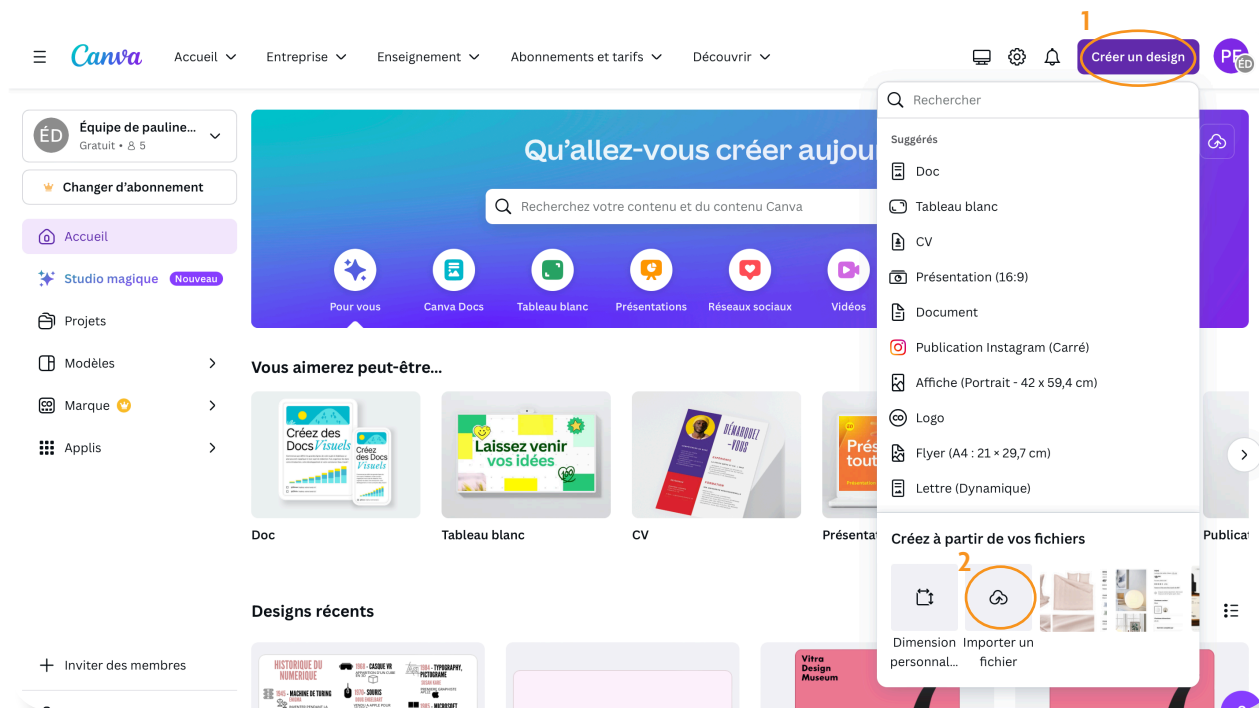
# STEP-BY-STEP GUIDE

---

## CASE

Be sure to follow the various steps carefully to produce a file suitable for printing.

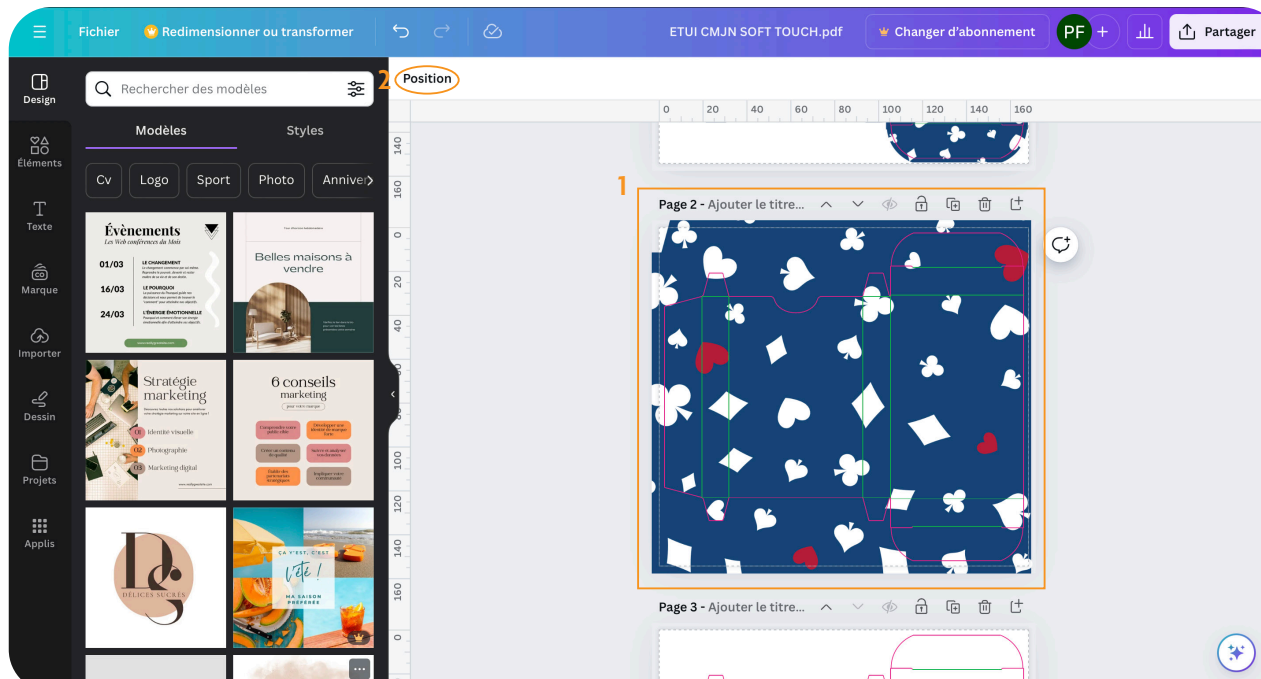
# 1 TEMPLATE IMPORT



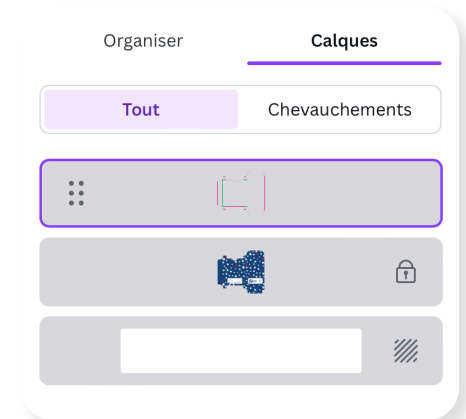
1 Start by creating your design.

2 Import the case file from your files.

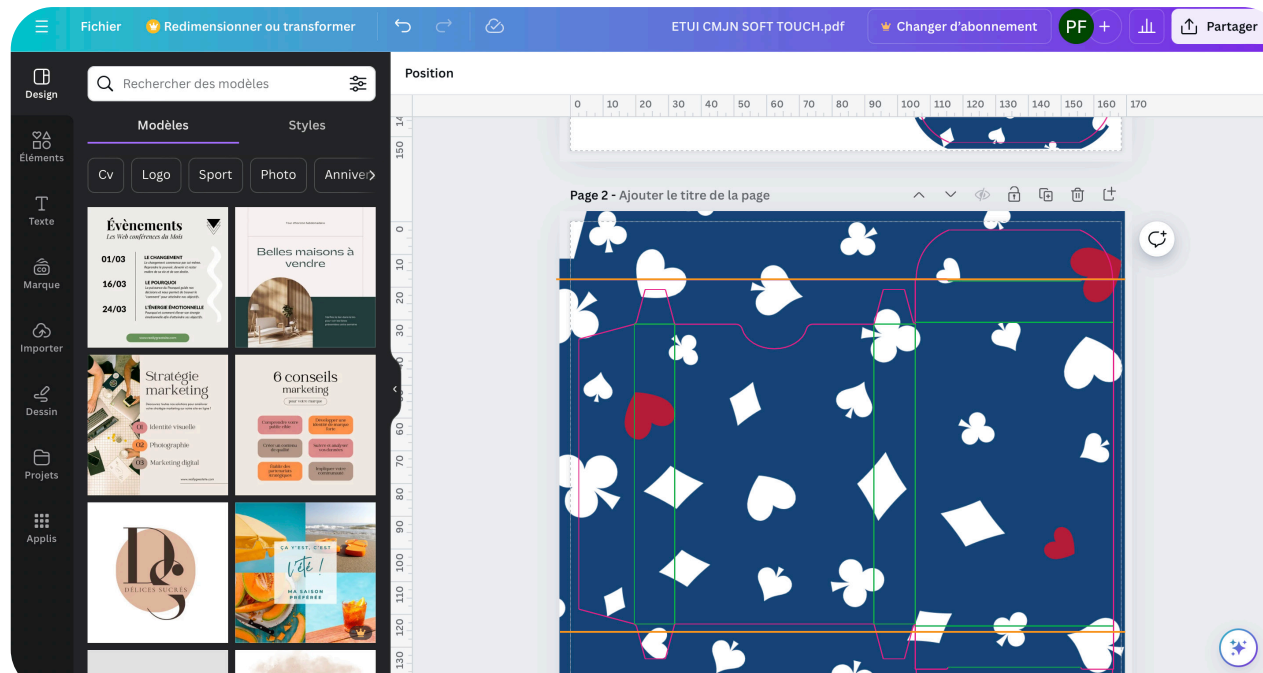
# 2 IMPORT YOUR VISUAL



- 1 Import your visual and place it on your document.
- 2 Make sure that the template is positioned on top, so that you can find your way around. To do this, move the position of your layers.



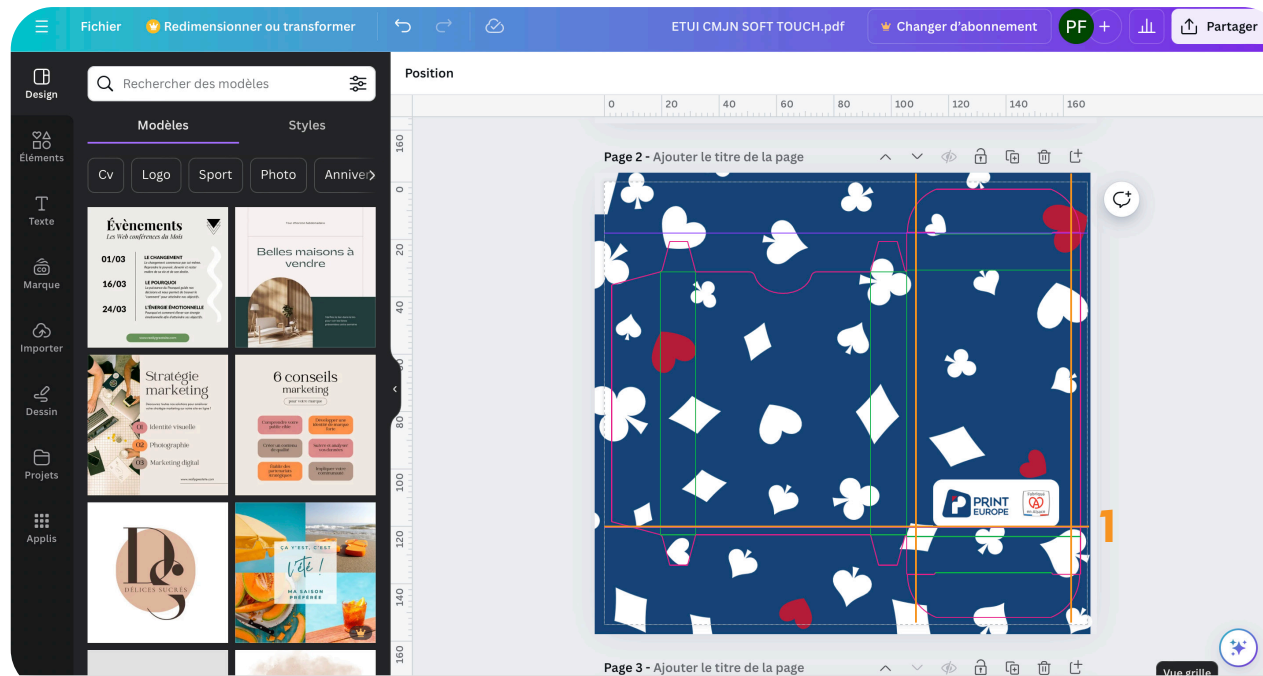
# 3 BLEED



See p.33 to 35 for more information on bleeds.

- 1 In the same way as for cards (see p.33 to 35), it's important to have a bleed area on your case. If possible, place your visual on your entire work surface. If this is not possible, you can use the rulers to calculate the space required for the bleed.

# 4 SAFE AREA



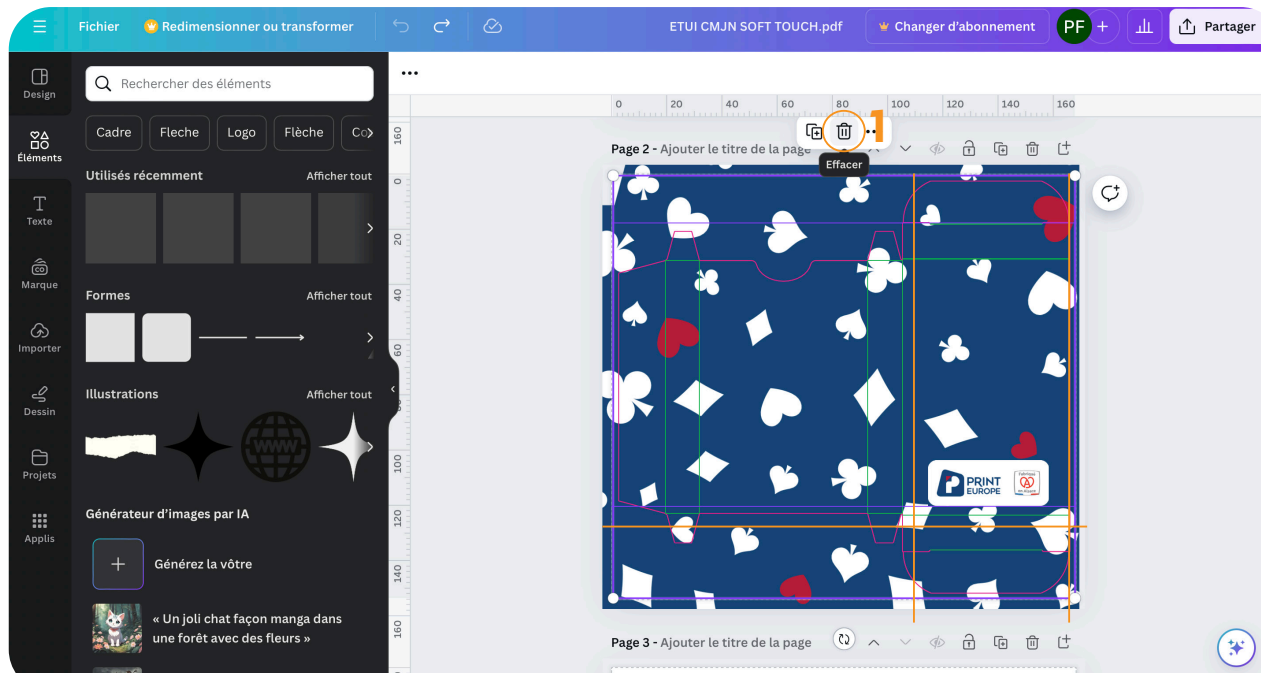
1 In the same way as for the cards (see p.36 to 39), it's important to have a 3mm safe area.

Use the rulers to calculate the space required.

See p.36 to 39 for more information on the safe zone.

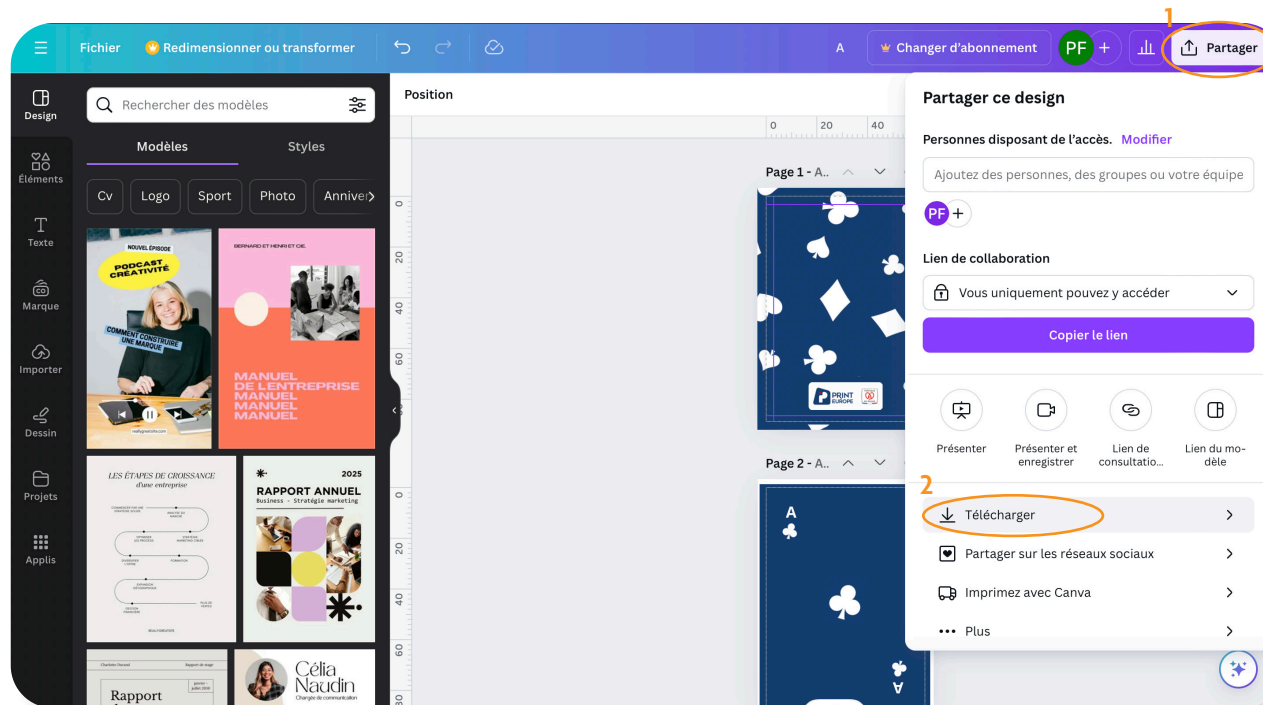


# 5 REMOVE TEMPLATE



- 1 Once your visual is correctly positioned, remove the template and all your markers so that only the visual remains to be printed on your work surface.

# 6 EXPORT FORMAT



1 Go to the export zone.

2 Then access the download parameters and select PDF export for printing.

- ☒ **JPG**  
Idéal pour partager
- ☒ **PNG** Suggéré  
Idéal pour les images complexes et les illustrations
- ☐ **PDF standard**  
Idéal pour les documents (et les e-mails)
- ☒ **PDF pour impression** ✓  
Idéal pour l'impression
- ☒ **SVG** 👍  
Idéal pour la conception Web et les animations
- ☐ **Vidéo MP4**  
Vidéo de haute qualité
- ☐ **GIF**  
Court extrait sans son

# 6 EXPORT FORMAT

< Télécharger

Type de fichier

1 PDF pour impression

☒ Repères de coupe et fond perdu ⓘ

☐ Aplatir le PDF ⓘ

☐ Inclure les commentaires ⓘ

Sélectionner les pages

Toutes les pages (4)

Profil colorimétrique

RVB (idéal pour une utilisation numérique)

Préférences

☐ Enregistrer les paramètres de téléchargement

Télécharger

1 Check the crop marks and bleeds, so that they appear when exporting.

< Télécharger

Type de fichier

1 PDF pour impression

☒ Repères de coupe et fond perdu ⓘ

☐ Aplatir le PDF ⓘ

☐ Inclure les commentaires ⓘ

Sélectionner les pages

Toutes les pages (4)

Profil colorimétrique

RVB (idéal pour une utilisation numérique)

2 CMJN (idéal pour une impression de qualité pr... ⭐)

2 Then select the **CMYK** color profile and export your cards.

If this is not available in your version, the printer will transform the color profile itself.

However, it's important to bear in mind that colors will be duller in print than on screen.

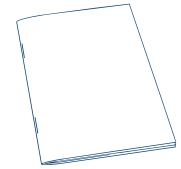
# STEP-BY-STEP GUIDE

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## BROCHURE

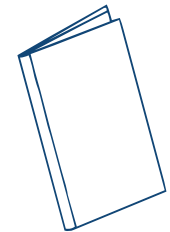
Be sure to follow the various steps carefully to produce a file suitable for printing.

# 1 CREATING A STAPLED LEAFLET



- 1 Add **2 mm of bleed** on each edge of your document.
- 2 Allow a **5 mm safety margin** on the inside of each page of your document.
- 3 Create all your pages until you reach the total number you require, including the cover.

# 2 CREATING A PERFECT-BOUND BROCHURE



- 1 Add **2 mm of bleed** on each edge of your document.
- 2 Allow a **5 mm safety margin** on the inside of each page of your document.
- 3
  - Create the document by **reducing the width of the finished brochure format by 5 mm** (the height remains unchanged). This reduction is necessary to ensure your file is processed correctly.
  - Insert all your pages until you reach the desired total number, including the cover.
  - Export the final file with bleed but **without the cut lines**, where possible.

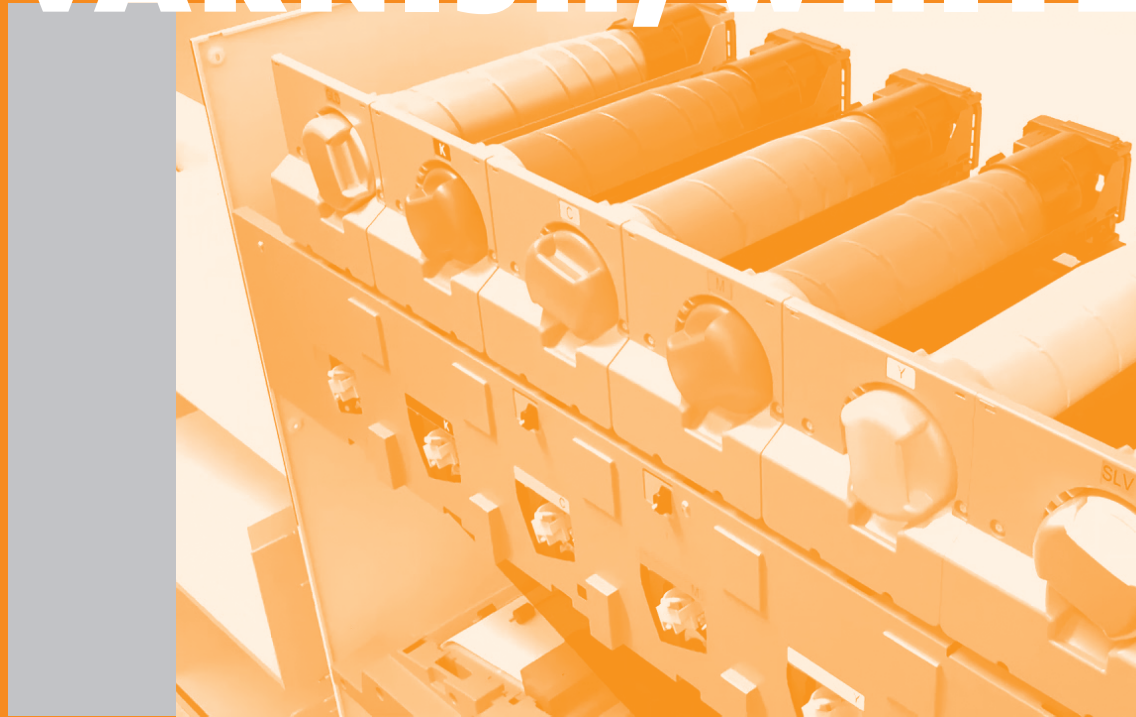
## EXAMPLE

For a leaflet with a finished size of 90 × 140 mm, 5 mm is subtracted from the width:  $90 - 5 = 85$ . The document will therefore be created in the size 85 × 140 mm.

| Largeur                         | Hauteur                             |
|---------------------------------|-------------------------------------|
| <input type="text" value="85"/> | <input type="text" value="140"/>    |
| <input type="checkbox"/>        | <input checked="" type="checkbox"/> |



# GOLD, SILVER, VARNISH, WHITE



ALL THE FEATURES OF A DIGITAL PRESS WITH NEW  
FUNCTIONS AND UP TO TWO SPECIAL TONERS IN A  
SINGLE PASS

# SPECIAL EFFECTS

With our Xerox® Iridesse™ production press, it's possible to combine up to two special toners for your prints.

Here we'll explain how to create a file for the use of the specific toners. If you'd like more details on the effects offered by the press, we can provide you with the XEROX explanatory guide on request.

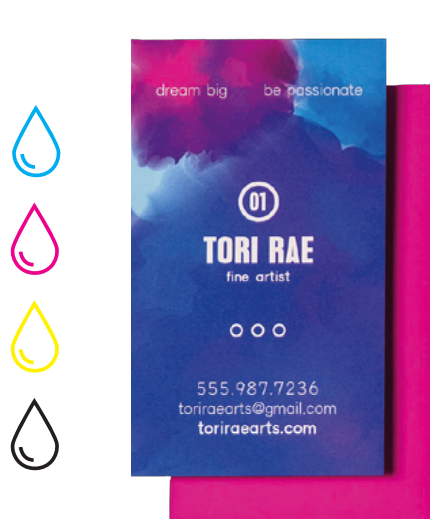


\*It is currently impossible to use the same toners (e.g. Silver and Silver) on undercoats and overlays.



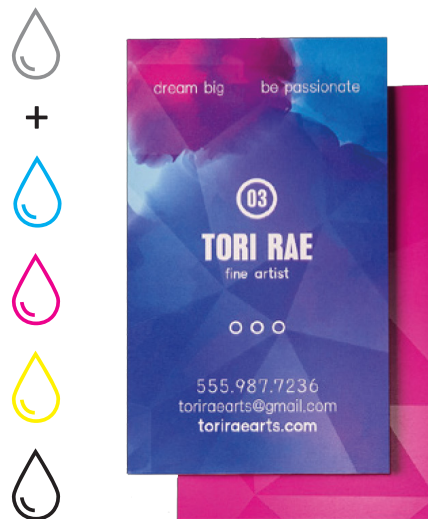
# OPTIONS

---



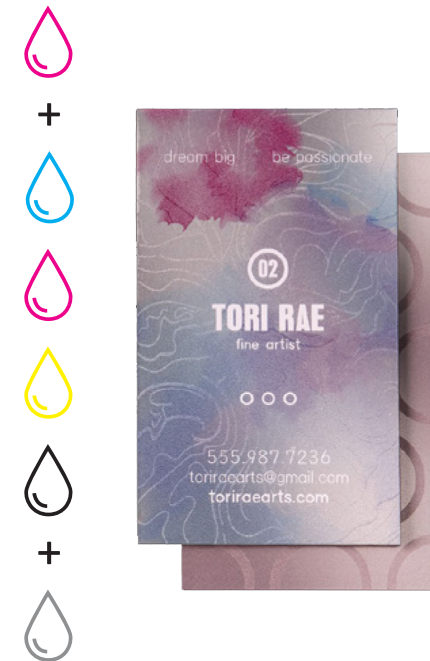
## CMYK

High-quality four-colour CMYK  
printing  
CMYK



## CMYK+

Printing of special effects.  
CMYK+  
Golden Silver or Transparent



## IRIDESCENT

Exceptional printing effect.  
Iridescent metallic effects and  
accompanying effects

# CREATE A DOCUMENT

For the proper creation of your files, the accompanying toners must be identified by the press.

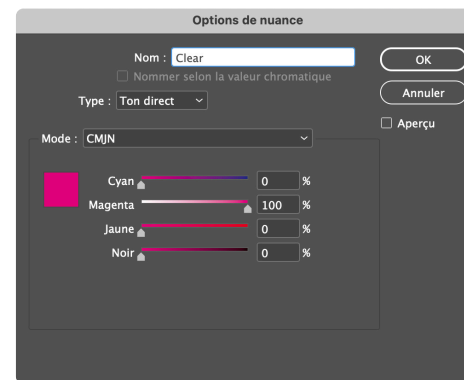
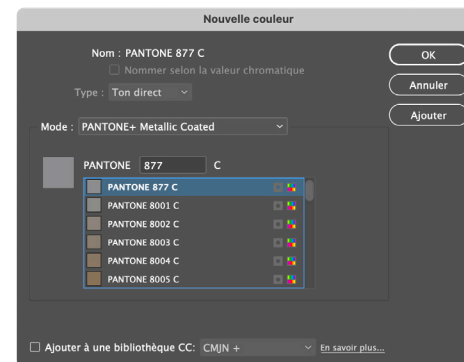
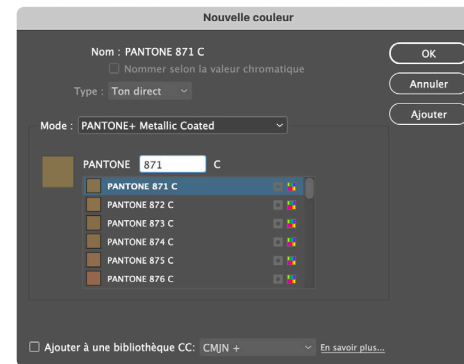
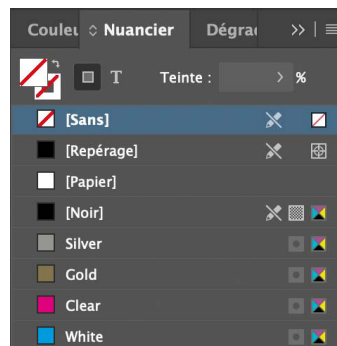
For this it is important to create named shades.

The concept applies to both Illustrator® and InDesign®.

It is difficult to get an accurate preview of the hues on the printed results of your digital files. We recommend that you choose a color that allows you to easily identify your special effects in your files.

In this guide we use :

- 💧 PMS 877C for "Silver"
- 💧 PMS 871C for "Gold"
- 💧 100 % Magenta for Transparent "Clear"
- 💧 100% Cyan for "White"



Scan this QR Code for an explanation of how to create a named shade in Photoshop:



Or, go to :  
<https://helpx.adobe.com/fr/photoshop/using/printing-spot-colors.html>

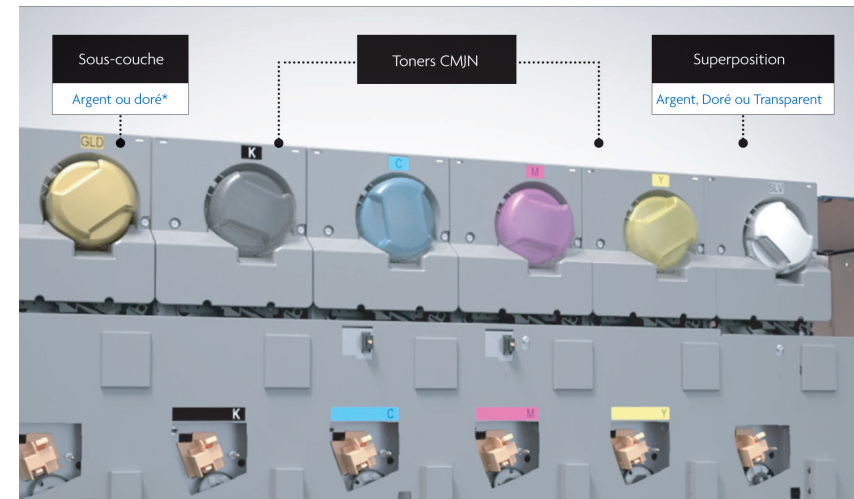
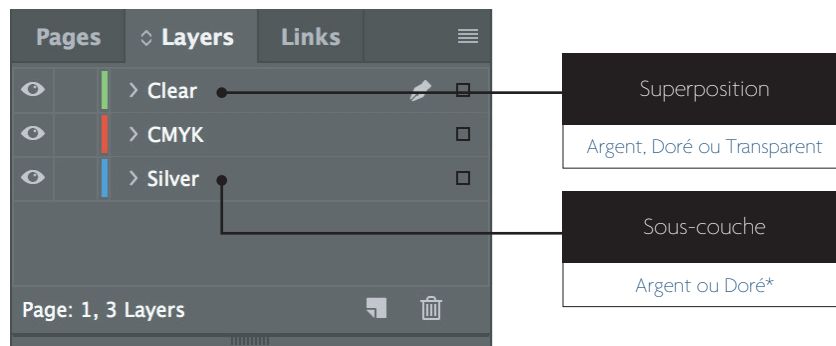
It is important to rename the shades using capital letters:  
**Gold / Silver / Clear / White**

# TO ACHIEVE CAPTIVATING EFFECTS, YOU NEED TO CREATE LAYERS.

In your files, the order of the layers must correspond to the order in which the special toners are applied on the press. The order of the layers is important, depending on its location, it will not give the same effects.

You should apply a Silver or Gold metallic layer as the first layer on the page to create an underlay for the iridescent hues we will describe in this guide.

The CMYK elements are placed in the middle, and you can use the Silver, Gold, or Clear toner on top as an overlay..



\*It is currently not possible to use the same toners (e.g. Silver and Silver) on undercoats and overcoats.

To best reproduce the special effects described in this guide, we recommend using smooth papers, particularly coated or satin papers.

We also recommend that you request a paper proof on the paper of your choice before starting the print run in order to check that the print results match your expectations.



# EXAMPLE

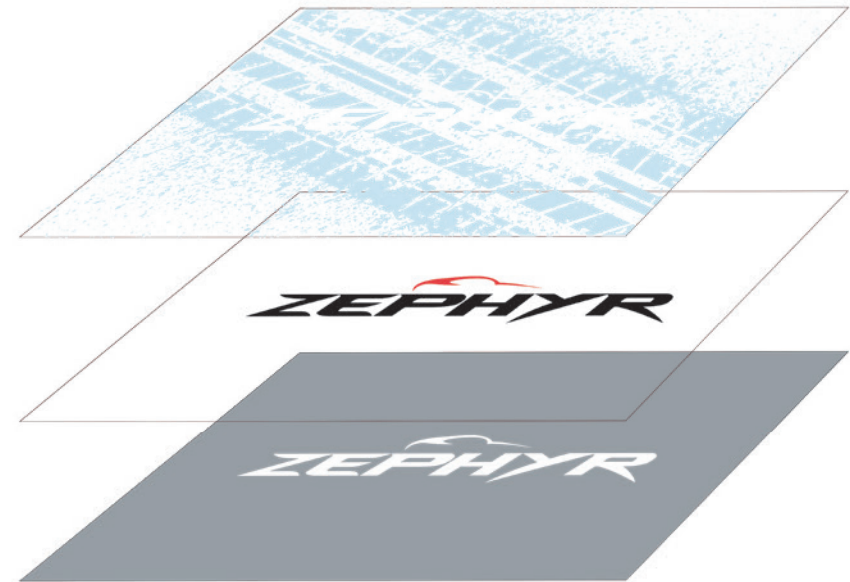
You can apply the accompanying effects in several ways :

- In small areas, especially images or text
- By full coverage, including creating a transparent overlay or applying a metallic color to the entire page
- As a dimensional effect using multiple layers of clear toner.

A **TRANSPARENT ACCOMPANYING OVERLAY** creates a matte effect on the Silver layer.

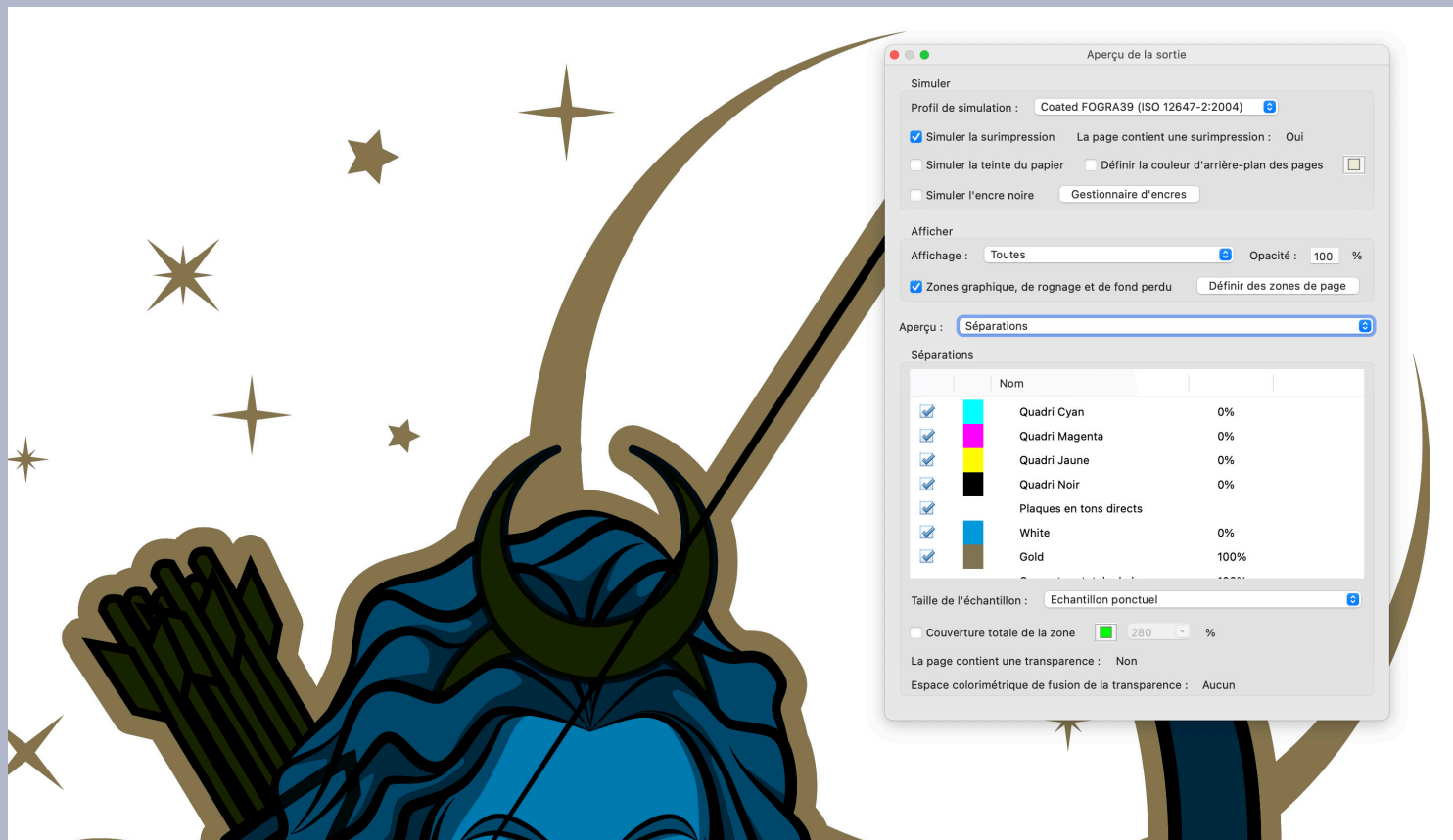
**CMYK COLORS** are used to render the logo and color images

A **SILVER UNDERCOAT** applies a metallic color to the entire page background



# THE OBJECTIVE

To be sure that your named shade is taken into account, in Adobe Acrobat, you can see in Prepress -> Output Preview, if your shade appears well in the separations. Here, Gold and White are present.

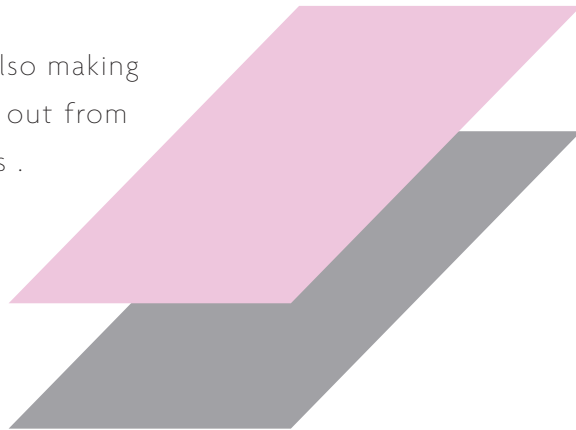


# CREATE A IRIDESCENT HUE

To create iridescent metallic colours for printing on an Iridesse™ production press, simply combine a Silver or Gold underlay with CMYK overlays.

## CMYK OVERLAYS

add colour while also making metallic inks stand out from darker CMYK tones .



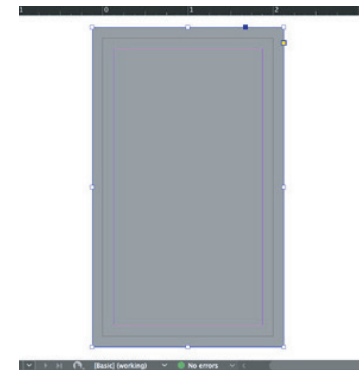
## METALLIC UNDERCOATS

of Silver or Gold toner enhance the brilliance of metallic shades.

Draw your Silver underlay object.

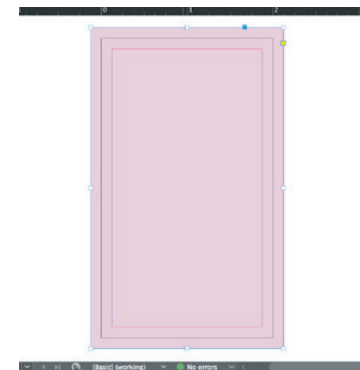
REMINDER: The coverage of the underlayments does not have to be 100%.

You can reduce the percentage of metallic toner to 60% in view to create softer shades.



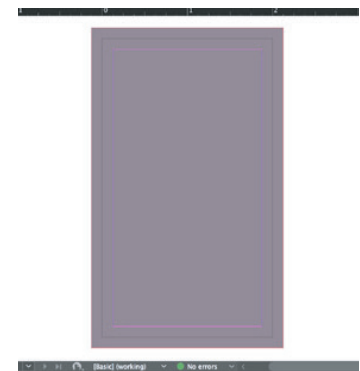
Duplicate the object on your CMYK layer and fill it with the color of your choice.

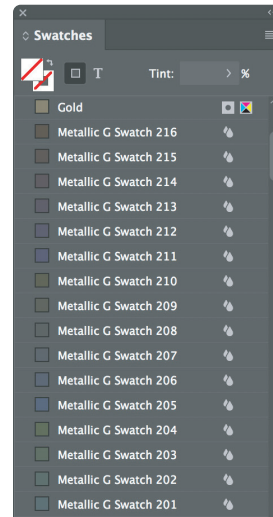
REMINDER: Lighter CMYK shades produce brighter iridescent hues, because they let the undercoat shine through.



Multiply your CMYK object to merge it with the Silver underlay on the press.

REMINDER: The multiplication of layers produces dull tones on the screen. Print a proof on the specified paper to get the actual effect.





## IRIDESCENT PALETTE

Download the Iridesse Basic Palette:

[www.xerox.com/en-us/digital-printing/clear-dry-ink](http://www.xerox.com/en-us/digital-printing/clear-dry-ink)

You can change it in InDesign if you are looking for a specific combination for your work.



|         |   |      |
|---------|---|------|
| Cyan    | : | 29 % |
| Magenta | : | 54 % |
| Yellow  | : | 64 % |
| Black   | : | 15 % |
| Silver  | : | 50 % |



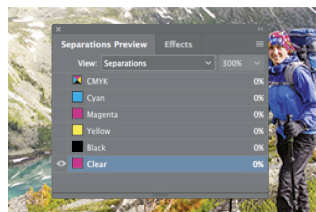
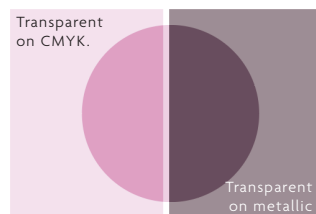
|         |   |      |
|---------|---|------|
| Cyan    | : | 29 % |
| Magenta | : | 54 % |
| Yellow  | : | 64 % |
| Black   | : | 15 % |
| Gold    | : | 50 % |

## THE IMPORTANCE OF THE UNDERLAY

It is recommended to use the Silver toner as the main iridescent base because of its more neutral attributes and to use the Gold toner as a variant. Warmer tones are obtained by adding the Doré toner in underlay.



# HELPFUL TIPS TRANSPARENT



Transparent toner gives clear CMYK colors a shine and enhances them. Transparent toner reduces metallic effects, whether it's silver or gold toners or iridescent shades.

Transparent toner can be used as a accompanying color or as an overlay.

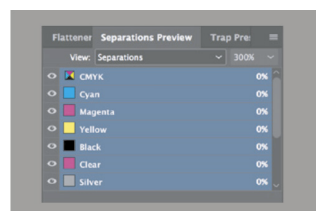
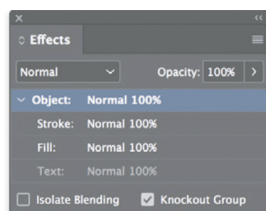
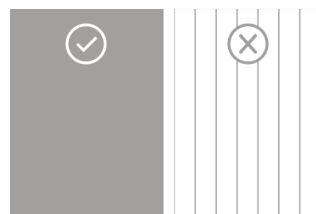
The press limits the amount of transparent toner in high-density areas. This means that light areas (such as the lips in the photo above) may be brighter than darker areas (e.g., glasses).

Always ask for a paper proof to ensure that the print results are as you expect.

You can preview the file in the Adobe® InDesign® Separation Overview or in Acrobat Prepress > Preview Output, to check the transparent elements are correctly specified.



# HELPFUL TIPS GOLD OR SILVER



**Metallic toners have better effects on large areas.** You will not get a great impact if you use these toners on line drawings, fine lines or small areas.

**Metallic toners are opaque.** When using these toners, it is not so much the color of the substrate that matters, but rather the type of paper. Coated papers are generally better suited to metallic colours.

**Keep your metallic colours looking good with the masking function.** If metallic objects are to be placed on a photograph or color field and you do not want the background to be transparent, select the Knockout Group option.

**You can preview the file** in the Adobe® InDesign® Separations Preview tab or in Acrobat Prepress > Output Preview to verify that transparent elements are correctly specified.

**If the metallic color does not match your expectations,** try to enable Multiply (Multiply) or Overprint (Overprint) for superimposed elements.



# HOT STAMPING & SELECTIVE VARNISH



DIGITAL  
FINISHING

# SELECTIVE VARNISH

- The overall finish encompasses a set of processes designed to enhance the printed product, giving it all its originality.
- It is a printing technique that applies a glossy varnish, dried by Ultra Violet, on specific areas. Selective varnish adds sparkle to specific parts such as text, images, logos. The standard selective varnish is smooth and gives a very elegant appearance.

■ Warning: The varnish can be damaged or peeling at the folds or cuts; we recommend you to offset it by at least 2 mm of these areas or choose a Soft Touch film to overcome this problem.

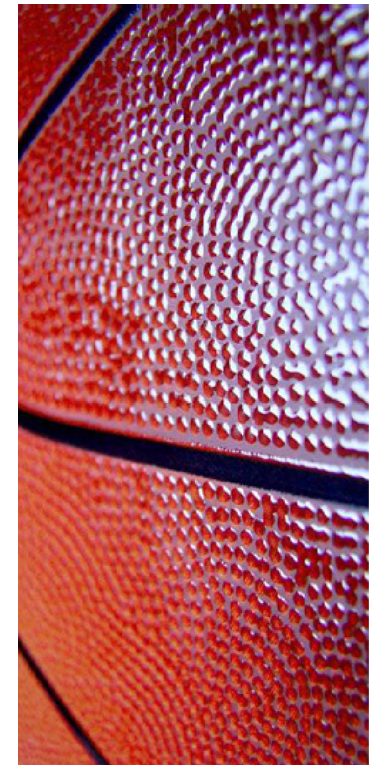
On a light background, the varnish is less visible.

- Tips: On a black background, the varnish is particularly good. Do not hesitate to use it as a pattern or as a separate element.



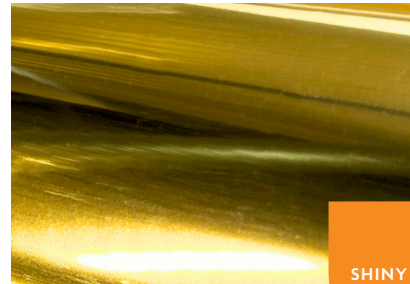
## TEXTURES

By adjusting the thickness of a varnish, it is possible to create texture effects, such as wood grain or leather touch. Some digital finishing systems offer libraries of patterns that can be applied directly to specific areas of the page. Similarly, a logo can be repeated in watermark varnish.



# HOT STAMPING

- Using the varnish deposited digitally on the print as glue, it is possible to place a film of gilding (gold, silver, color...). This film is identical to the traditional gilding but does not require the use of a marking tool. We can benefit from all the effects of digital varnish (reliefs, textures) to deposit the gilding and mix varnish and gilding on the same document.
- Warning : Just like varnish, it is not recommended to put gilding on a fold or cut, unless your document is coated with Soft Touch.
- Several gildings are available: shiny gold, shiny silver, red, blue, holographic and holographic points.
- The hot stamping enhances the identification of a product and retains attention for longer.



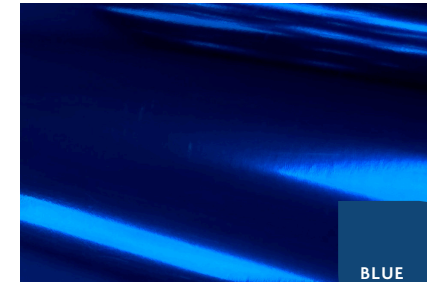
SHINY GOLD



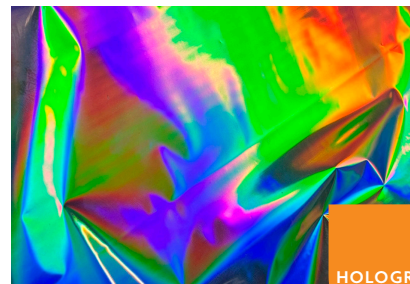
SHINY SILVER



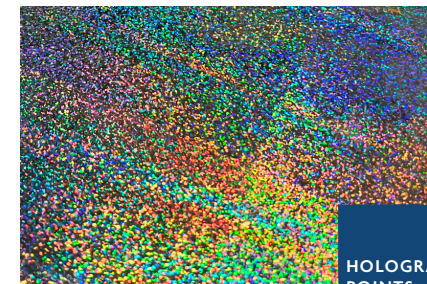
RED



BLUE



HOLOGRAPHIC



HOLOGRAPHIC  
POINTS

# CREATE A DOCUMENT

For the correct creation of your files, the ennobled elements must be identified by the press.

For this it is important to create **named shades**.

Any appointment error generates a bug including the uppercase instead of lowercase so strictly respect the nomenclature below.



For a combination of varnish and gilding,

the following colours are used:

 For the varnish "Varnish"

 For a gilding "iFOIL"

We will ask you to specify in your order, the color of the gilding you want.

For more impact, you have the possibility to associate on your documents, a selective varnish + 1 to 2 gildings to make your creations unique.

For example you want a file with varnish, blue gilding and gold (or silver) gilding, here are the named shades that we must find in your PDF file :

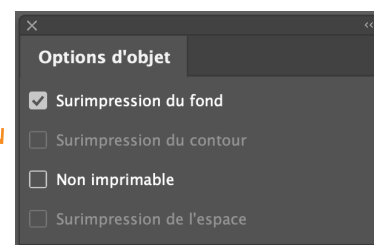
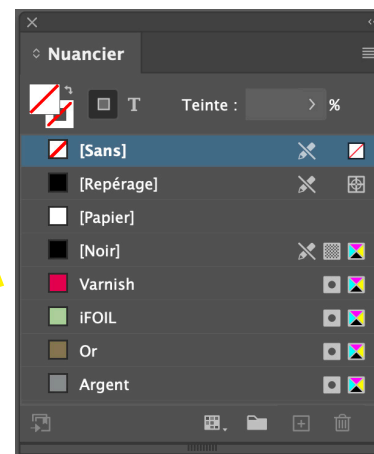
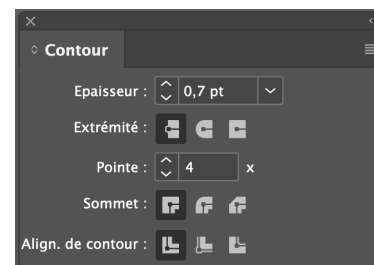
-  Varnish for varnish placement
-  iFOIL for blue gilding placement
-  Or for the gold gilding placement
-  Argent for the silver gilding placement



# FOR THE REALIZATION OF MY FILE I MUST:

- Have a minimum net thickness of 0.25 mm / 0.7 pt
- A character size of at least 7 pt\*
- Name the nuance with the correct spelling
- Make a **layer/overlay**
- Be aware that the machine has a tolerance of precision of the varnish: **+ or - 0.2 mm**
- Do not place any gilding at the creasing and cutting **UNLESS** your document is coated with soft touch
- \*Font size specifications

|                  | Sans sérif | Sérif    |
|------------------|------------|----------|
| Text only        | 6-7 pt     | 8-9 pt   |
| identification   | 10 pt      | 11 pt    |
| Knocked-out text | 12-14 pt   | 16-18 pt |



- [Our video tutorial on foil stamping](#)
- [Our video tutorial on selective varnish](#)

# RECOMMENDATIONS





# BRAILLE STANDARDS



CHARACTERISTICS  
AND SPECIFICATIONS  
FOR THE USE OF BRAILLE

# SPECIFICATIONS FOR BRAILLE

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## Braille character, word and line

A braille character consists of a single braille cell or a combination of braille patterns. A braille word consists of one or more braille characters. A Braille word is made up of one or more Braille characters.

The braille patterns are all located in the braille cell and need a place in the braille cell. A braille cell requires the presence of all six nominal dots. Vacant dots should not be deleted, as they are part of the cell defining the pattern.

Where a Braille character or word appears alone, there should be an exclusion zone around it.

The codes and format of Braille characters are assumed to conform to the officially recognised codes and format of the country in which they are used.

Braille should be arranged to allow tactile reading consistent with the Braille reading direction of the language in which it is presented, e.g. from left to right.



Louis BRAILLE  
eponymous inventor of a tactile writing  
system with raised dots, for use by blind  
or severely visually impaired people.

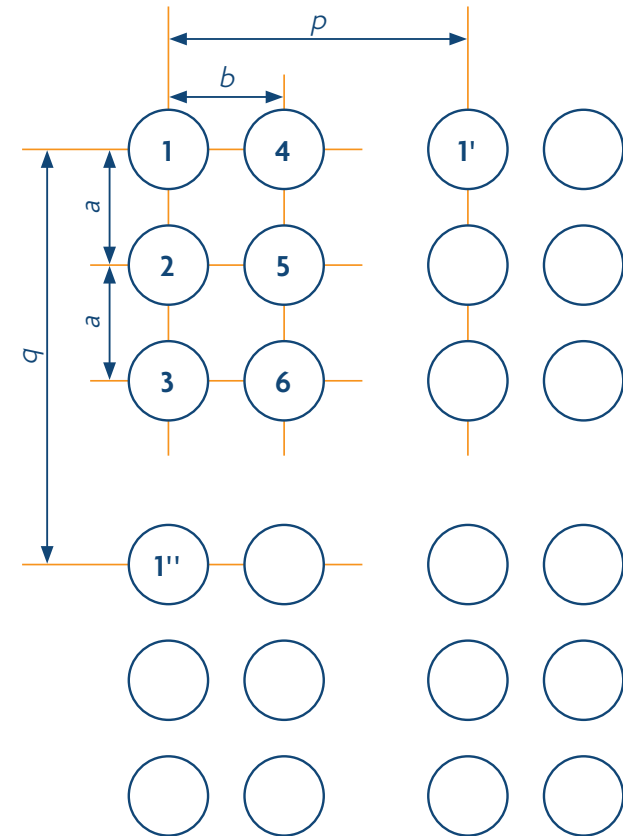


# CONFIGURATION AND SPACING

The configuration of Braille dots and cells should be as shown in **Figure 1**; the spacings  $a$ ,  $b$ ,  $p$  and  $q$  shown should be within the range shown in **Table 1**.

| Parameters | Description                                                             | Distance between the centre of the points |
|------------|-------------------------------------------------------------------------|-------------------------------------------|
| $a$        | Vertical spacing between points (spacing between point 1 and point 2)   | 2.2 to 2.8 mm                             |
| $b$        | Horizontal spacing between points (spacing between point 1 and point 4) | 2.0 to 2.8 mm                             |
| $p$        | Spacing between cells (spacing between point 1 and point 1')            | 5.1 to 6.8 mm                             |
| $q$        | Line spacing (spacing between point 1 and point 1'')                    | 10.0 to 15.0 mm                           |

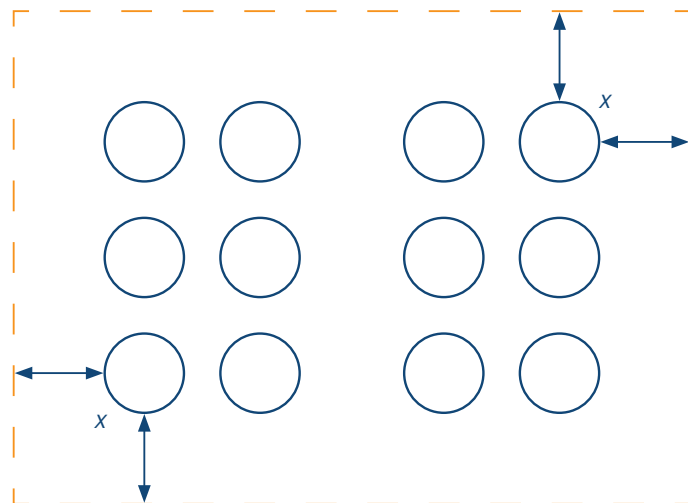
**TABLE 1**



**FIGURE 1**

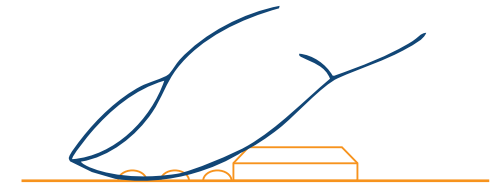
## DIMENSIONS AND SHAPE

An exclusion zone,  $x$ , of at least 6 mm should be present around each side of the isolated braille cell(s) (see Figure 2).



**FIGURE 2**

The exclusion zone must be used to prevent a protrusion from interfering with the movement of the fingers when reading Braille (see Figure 3).



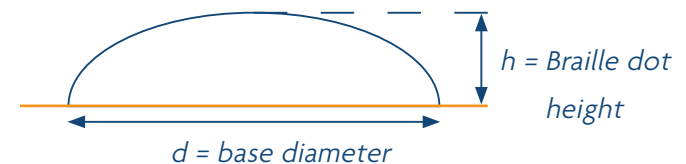
**FIGURE 3**

Example of a protuberance hindering the reading of Braille

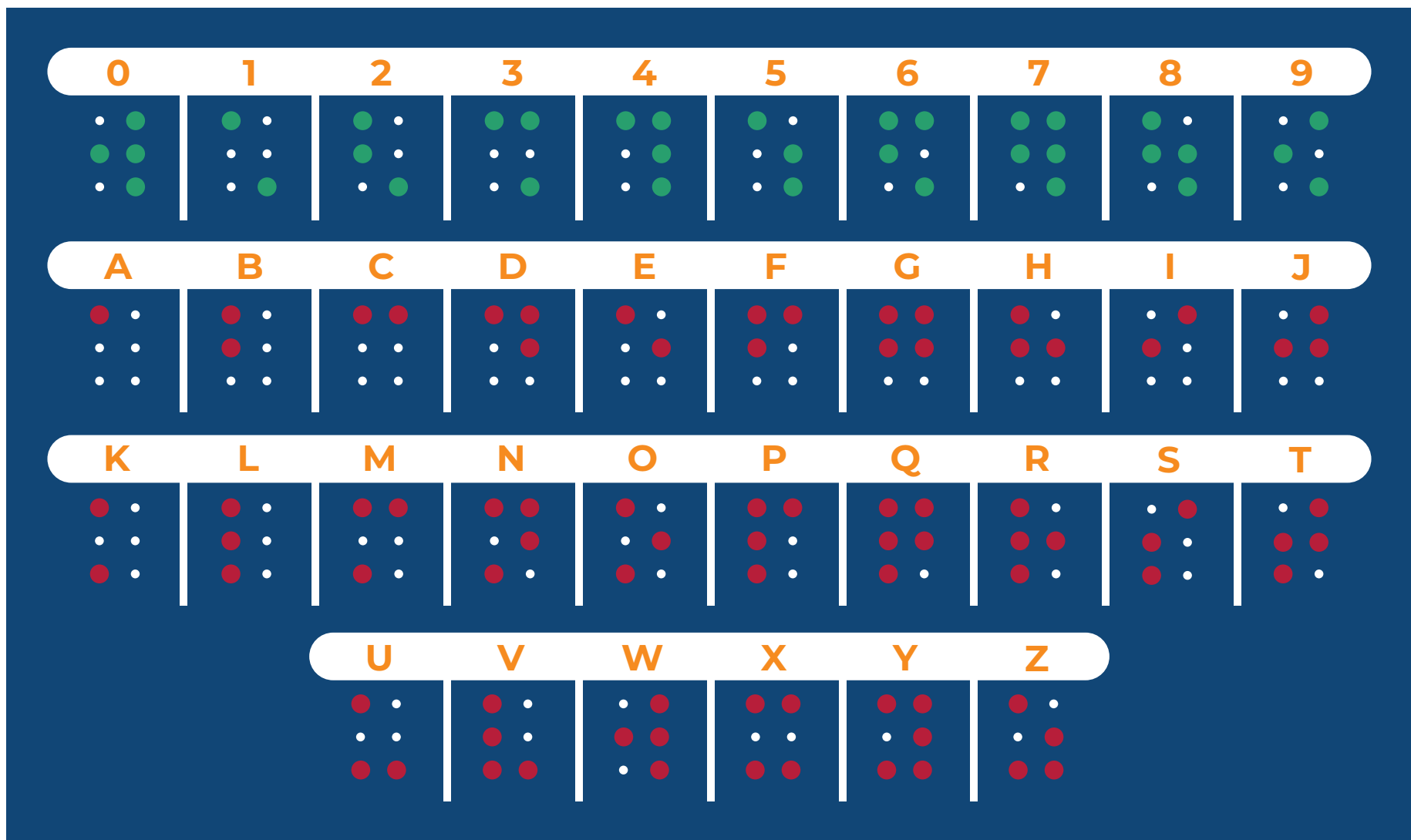
The cross-section of the braille dot should conform to Figure 4 and Table 2. The profile of the braille dot should be rounded. It should be neither flat nor pointed.

| Parameters | Size          |
|------------|---------------|
| $d$        | 1.0 to 1.7 mm |
| $h$        | 0.3 to 0.7 mm |

**TABLE 2**

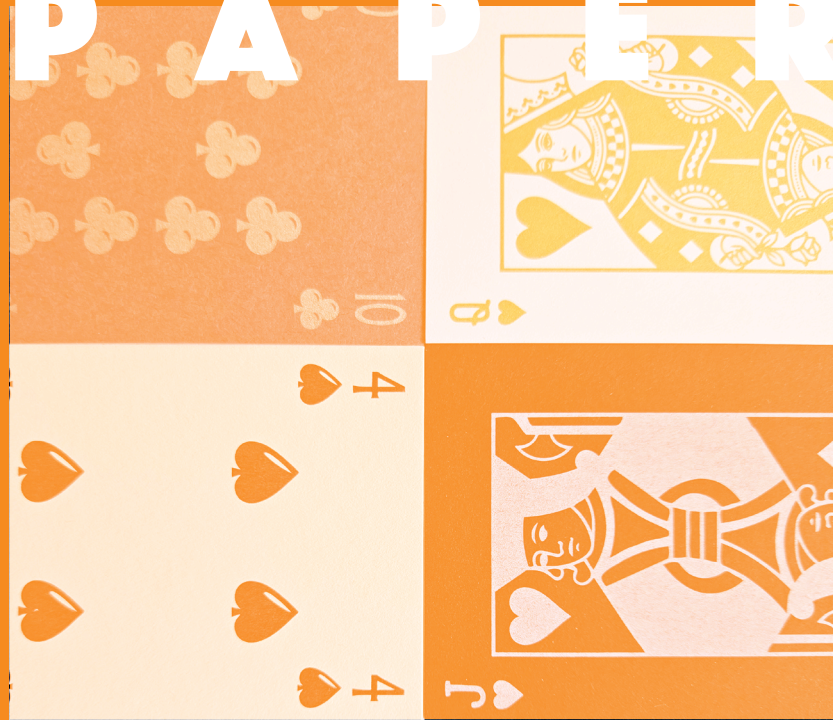


**FIGURE 4**





# RECYCLED PAPER



CHARACTERISTICS AND  
SPECIFICATIONS  
FOR RECYCLED PAPER

# HOW TO APPLY A WHITE UNDERPRINT?

What is the purpose of a white underprint?

The white underprint (or white base layer) is mainly used to compensate for the fact that recycled paper is not white. On recycled paper, especially when it has a colored surface, CMYK inks are affected by the color of the paper.

Without a white underprint, printed colors become less vibrant, duller, and less contrasted. Light colors can be particularly affected and may appear significantly different from the

intended result.

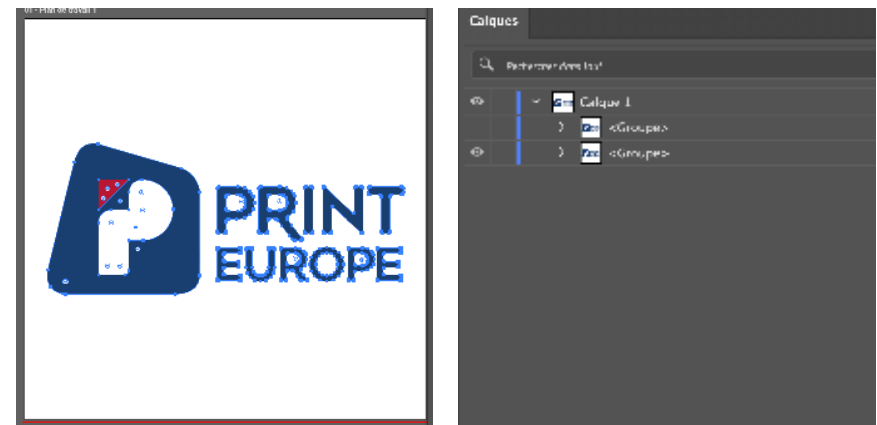
With a white underprint, a layer of white ink is printed first, followed by the CMYK colors on top. The white layer creates a neutral background, allowing the CMYK inks to achieve a result much closer to what would be obtained on white paper.

## STEP-BY-STEP

PLEASE NOTE

Adding a white underprint is only possible using Adobe Illustrator, Affinity Designer, or another vector-based software.

### 1 DUPLICATE YOUR VECTOR ELEMENT





## 2 SELECT THE DUPLICATED ELEMENT BELOW

## 3 CHANGE ITS SPOT COLOR BY RENAMING IT

The machine recognizes the name of a spot color, so it is very important to set it as a spot color named White. (Please make sure to use a capital “W”.)



## ONE POINT TO WATCH OUT FOR :

### Recycled Paper for Tuck Boxes:

Please avoid using dark solid colors in areas where the tuck box will be folded. The ink may crack along the folds (see photos).

It is recommended to use a light color on the fold lines.



It is recommended to order a printed proof to check the final color result. It is also not possible to apply lamination to the cards and tuck boxes.



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Phone: +33 (0)3 90 20 39 49 | Hours: Monday to Friday - 8:00 a.m. to 6:00 p.m.