

DESIGN SPECIFICATION


Dear Client!

Before actual printing and color separation each design should undergo a pre-press process phase. Our experience shows that namely in this period the most of problems and delays occur. To save your and our time, we kindly ask you to read following instructions before an actual design is finished.

1. MACINTOSH computers is widely accepted as designers workbench:
 - Adobe Illustrator (version 6.0 – CS5),
 - Adobe Photoshop (version 5.0 – CS5).
2. When design is not prepared on MACINTOSH workstations, or was prepared with applications not listed there, we recommend to convert it into MACINTOSH compatible files before handing it over to us. It is highly recommended to do in your house because sometimes it may cause lost of initial images qualities. We can do conversion ourselves for extra charge, it would also take additional time and requires extra color proofs.
3. Design should be fitted with JSC “VG KVADRA PAK” constructors bureau approved CAD drawing. We suggest to use for design development JSC “VG KVADRA PAK” made drawing and save it in the file as a separate level.
4. When creating designs it is highly recommended, to avoid different color fields on the creasing lines. Don't create design on gluing areas given in CAD drawing.
5. Unwarnished areas requested from Client must be specified in design with rectangles areas.
6. All picture files shall be in CMYK. File formats – TIFF, PSD or EPS with initial resolution of 270-300 dpi corresponding to 1:1 scale. If any scale deviations are made in actual design work to avoid quality loss – shall not exceed 80-110% of original size.
7. Total amount of colors per square unit shall not exceed 300%. i. e., C=100%, M=80%, Y=70%, K=30%. In deep shades areas Cyan, Magenta, Yellow shall not be less than 60%. You shall avoid use of Cyan in brown colors, we recommend replacing it with Black where possible.
8. When using additional colors in complicated files of Adobe Photoshop, it is recommended to use PSD, TIFF or DCS format.
9. When black color constitutes basic color together with Cyan, Magenta and Yellow total area like this shall not exceed 60% from full design size.
10. All fonts shall be included in separate “Fonts” folder, together with actual design work, even if outlines for text are created. It saves time, if any changes are requested from Client.
11. To ensure proper quality of barcode we use ESKO GRAPHIC DYNAMIC BARCODES application, therefore if Your workstation is not installed with mentioned software you shall give us government institutions accepted product bar code type, number and mark with rectangle box in design, where we can paste barcode.

12. Saving files Your designer has to take care of proper calibration profiles and curves usage. For JSC “VG KVADRA PAK” it is recommended to use CMYK – ISO COATED v2 300% (ECI), and dot gain should be 15%.
13. Files with layers shall accompany the design files (it is necessary if design is not corresponding to layout or when the layout is absent).
14. Design carrying media shall have enclosed and approved black and white or even better – with color printouts with indicated numbers of inks. If design has printed sample from previous orders, it is recommended to enclose it.. When use spot colors (i.e. logo, or even in pictures) color sample shall be attached (min. size 1x1 cm) or its corresponding code according to PANTONE® catalogue.
15. Please attach together with data media a printout with information on its contents.
16. We accept the following data media:
 - CD ROM, CD RW, DVD ROM;
 - Your provided FTP server;
 - JSC “VG KVADRA PAK” FTP server.

Main technologist JSC “VG KVADRA PAK”



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