

Z-CARD® DESIGN GUIDELINES

MOST IMPORTANT ITEMS



Find below the most important items to acknowledge when setting up and supplying your Z-CARD® artwork files for production. **Please read carefully** to avoid issues whilst and after printing. Our Z-CARD® Studio will return with feedback if any amends need to be made on the supplied files.

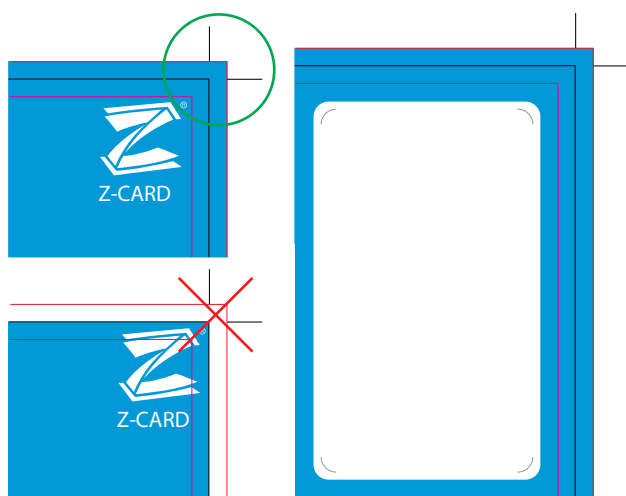
PRODUCTION READY FILES

Your Z-CARD® artwork files should be supplied as high resolution PDF files. Please make sure to follow / include the checklist from below when setting up and supplying the production ready files.

- ✓ Designed within an original Z-CARD® Template
- ✓ Covers are separated from the insert (2 PDF files)
- ✓ A digital mockup for cover placement is included
- ✓ Files are supplied with 3mm bleed + crop marks
- ✓ Glue areas are visible on insert file (see template)
- ✓ Z-CARD® Patent Reference is present
- ✓ Files exclude low resolution images (< 150 DPI)
- ✓ No design elements are set to 'Overprint'
- ✓ All included colours are CMYK (or PMS if agreed)

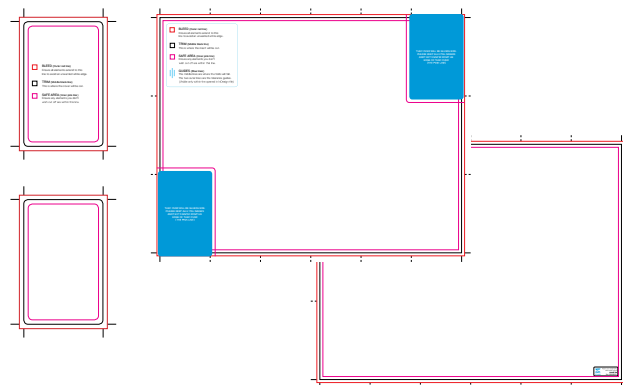
BLEED, CROP MARKS, GLUE AREA

Export the files with 3mm bleed and crop marks. Do not delete the glue areas on the insert!



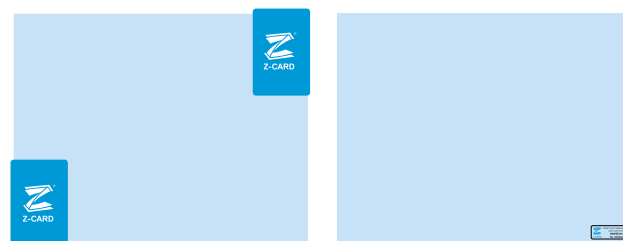
Z-CARD® TEMPLATE

Send a request to your Account Manager if needed.



DIGITAL MOCKUP

Please include for correct cover placement.



Z-CARD® PATENT REFERENCE

Our Z-CARD® Patent Reference is mandatory. You can find it in the bottom right corner of the insert; second page. Feel free to move it to a more appropriate location. **Replace the six digit number** with the one supplied by your Account Manager (No. 000000/30).



QUESTIONS AND/OR REMARKS? Get in touch with your Account Manager for more information.

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