

# Technical specifications for digital artwork

1. The only acceptable colour modes are CMYK and spot colours (Pantone, HKS). All pictures and image objects must be in CMYK. The number of spot colours in the file has to be identical with the number of spot colors specified in the order confirmation.
2. Please do not attach a colour profile. Also, please do not send us any files containing pictures or image objects in RGB or LAB colour mode.
3. The PDF files should be composite PDF files in versions 1.3 or 1.4. Also acceptable are the formats TIFF and EPS.
4. The images must be in a minimum resolution of 300 dpi. Our recommended resolution for line artwork is 1200 dpi. Sending us artwork with a lower resolution than what we ask for means the end product will be of poorer quality than it has to be, while high resolution artwork will make everybody happy.
5. Before sending us your files we strongly recommend that you check them carefully for possible mistakes.
6. The sequence of the pages in multi-page documents has to represent the intended sequence of the cards in the final deck. Please do not make facing page files and do not create cards on the sheet by your own. Use the templates. Also, please do not mix front and back sides in one file, instead please save them separately - and do feel free to number them if possible. The supplied files should be centered on their respective page and all pages have to be in the same size.
7. Unless the text is an embedded part of the composite file, all fonts should be presented to us with outlines, that is to say without filling. We can not be held responsible for text presented to us in any other way than this, or for any problems caused by fonts that are not approved for commercial use. In other words, please try to create your artwork without using free fonts from unlicensed sites, unless the text is an embedded part of the composite file.
8. Make sure that your artwork bleeds at least 3 mm beyond the cut line, whether you're designing the playing cards or the box for a deck of cards. When using spot colours, i.e. colour separated files in Pantone or HKS, the cut lines must be included in the file with the option "Overprint stroke/outline" activated. Again, we can take no responsibility for mistakes caused by using fonts without proper commercial license. Also, please keep in mind that black text should be 100% black and nothing else.
9. Important text or graphic objects/details should be kept at least 3 mm inside the cut line. Standard cards should have a 4 mm thick white (or coloured) edging.
10. The minimum size for text in one-colour prints is 6 points. The minimum thickness of lines is 0,1 mm. Anything to be printed in black must be 100% black against the background on which it is to be printed, otherwise it will not be regarded as black.
11. The percentage value of all used inks/colours summed up together can not exceed 280%.
12. If requested, cromalines can be prepared for a fee prior to your artwork going to print.
13. The file that will be sent to you for customer approval is a composite PDF.

**Please note!**

The most common technical problems are caused by the following:

- *typefaces (fonts) are not vectorized with outlines*
- *low resolution photos/images*
- *the artwork bleeds too much, or is placed too far inside the cut line*
- *graphic objects are in RGB colours or something other than CMYK or Pantone*
- *lines are too thin*
- *the PDF file is created in an outdated or erroneous version*

Please keep the above in mind to secure the best possible quality of your end product.