RIEDLE
PAPIERTASCHENMACHER

Printing Guidelines:

1. Type of Document

Print-PDFs have to contain all elements as pictures, logos and fonts. All fonts and pictures have to be embedded. Open artwork has to be provided with all used pictures and fonts.

Preferred programs: InDesign, Photoshop, Illustrator. Documents: PDF, EPS, TIFF, JPEG.

Please send us the artwork as PDF/X-1a:2001 with cutting marks.

2. Layout

Enlarge pictures and photos, as well as colour-areas / -gradients 1mm over the folding / edge of the bag to avoid white gaps. Add 3mm bleed on all sides.

Text/Fonts
Please use no artificial formatting as italic or bold, but original font. All fonts have to either be sent to us separately, have to be embedded in the PDF or converted into outlines.

Font sizes under 8 pt should be avoided. A paper bag is a medium which communicates from distance.
Please notice this when choosing the font size.
A font size of minimum 14 pt should be kept in case of hot foil stamping.

3. Graphics, pictures and graphical elements

Pictures or graphics have to be always saved in CMYK or grey scale-mode. Do not use RGB-Artwork. Colour- and grey scale pictures should have a resolution of 300 dpi in the trimmed size.
Line drawings should have a resolution of minimum 600 dpi and maximum 1200 dpi in trimmed size.
Image files should be saved as .tif., .eps or .jpg.

True colours in Pantone or HKS have to be specified with the complete number.

Black and grey objects, as e.g. texts and lines, should always be created in Black. If you want to achieve a saturated black you can add other color portions. We recommend adding 40% of Cyan to 100 % Black.

Finishs like Hotfoil, Embossing, Varnish have to be set up as an additional colour with specific name.

Tips

Address-information and "small print" is often printed in the gussets and/or in the revers. Please make sure that important images, logos and texts have enough distance from the drill hole.
Both sides, front and backside of the bag can be printed with different designs. You should only stick to the agreed number of colors.

Uncertain? Send us your layout per PDF in the design phase. Together we can discuss the development by phone.