INSTRUCTIONS FOR CREATING A PRINT-READY FILE - TAGS

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, visit the FAQ section of our website, request a professional File Verification or contact customer support.

1 FILE FORMAT

Our systems can only process files in **PDF format** (not password-protected).

2 COLOURS

The same colour can appear slightly different on different media. This is due to the material's physical composition. All files must be sent in **CMYK** (cyan, magenta, yellow and black), with a Fogra 39 colour profile. Any images which are sent in RGB or in PANTONE colours will be automatically converted using a standard separation profile.

3 RESOLUTION

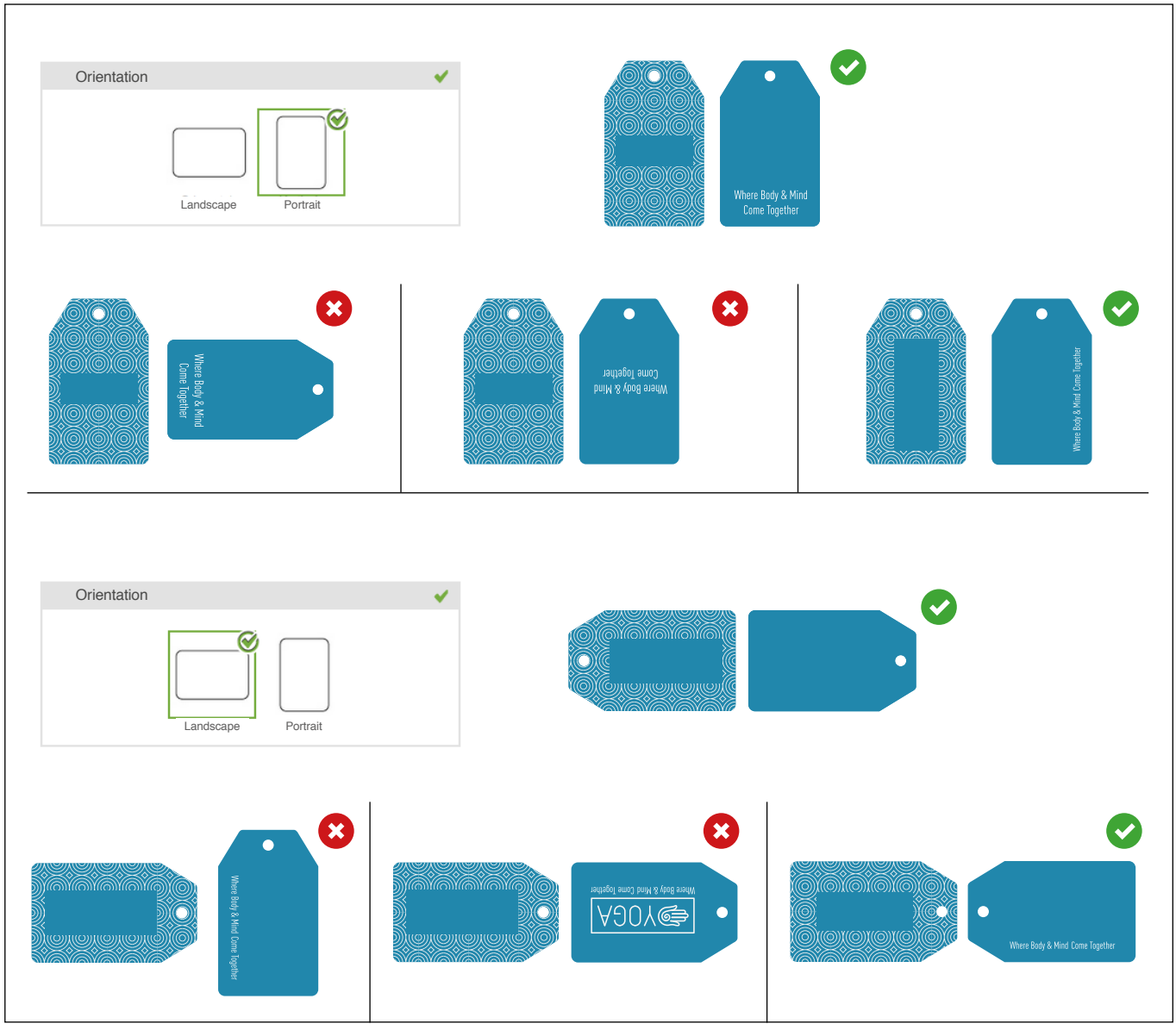
The optimal resolution for the print files is **300 dpi**.

4 FONTS AND OUTLINES

Fonts should be embedded into the PDF or converted into curves/outlines. The minimum font size (below which we cannot guarantee the legibility of the font when printed) is **6 pt.** The minimum printable line weight is **0.25 pt.**

5 ORIENTATION AND DOUBLE-SIDED PRINTING

The orientation of the file must match the choice made when filling in the order form (landscape or portrait). Both pages must have the same orientation. PDF files with rotated pages cannot be used.
For double-sided printing, the sheet is rotated on its vertical axis, as if turning the pages of a book: bear this in mind when positioning your artwork, to ensure it is printed the right way up.



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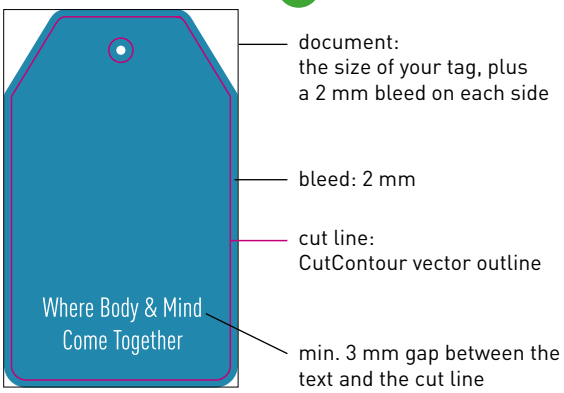
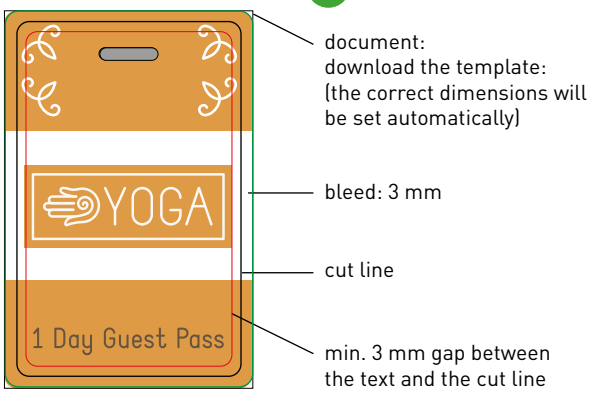
6 MARGINS AND BLEED

For the paper tags, create a file in 1:1 scale with a **2 mm bleed** on each side.
For the PVC tags, create a file in 1:1 scale with a **3 mm bleed** on each side.

Paper tag



PVC Tag

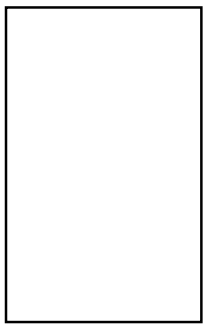


PREPARATION OF THE FILE FOR PAPER TAGS

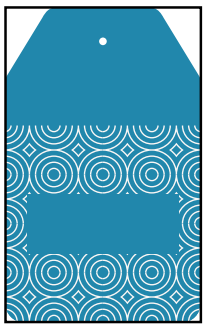
If you have chosen **paper tags,** follow these steps to create a print-ready file.

- Create a new file with the same dimensions as your tag, not forgetting to add a 2 mm bleed on each side.
- Insert your artwork.
- Create a new layer from the **Layers** palette, and name it **"CutContour"**.
- Create a new colour swatch from the **Swatches** palette and name it **"CutContour"**; select **Process Colour** as the **Colour Type** and assign the following CMYK percentages: 0, 100, 0, 0 (magenta only).
- Create a vector outline on the **CutContour** layer which corresponds to the cut line for your tag, and assign it a stroke colour that corresponds to the newly-created **CutContour** swatch.
- Save the file as a PDF, keeping the layers separate.

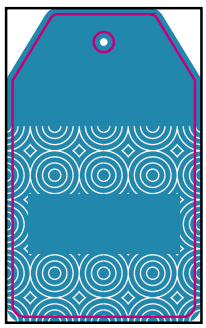
PLEASE NOTE - Paper tags



CREATE THE DOCUMENT
with a 2 mm bleed

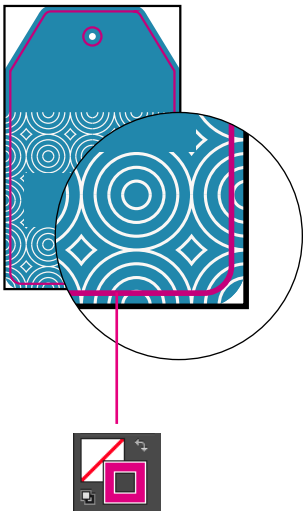


INSERT YOUR
ARTWORK



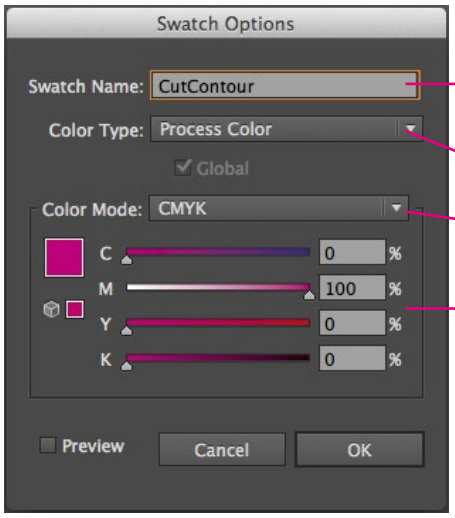
CREATE THE CUT LINE
on the CutContour layer

SAVE THE PDF
in layers



cut line:
CutContour vector outline

CutContour **stroke colour**



Using Illustrator:
Window > Swatches > New Swatch

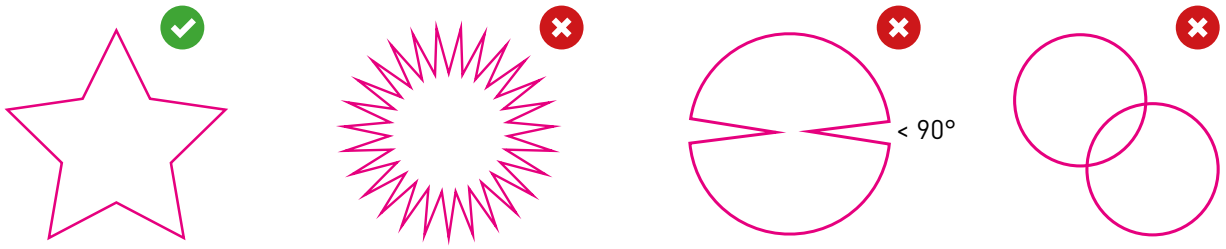
name it **CutContour** (not CUTCONTOUR or cutcontour)

colour type: Process Colour

colour mode: CMYK

C: 0%
M: 100%
Y: 0%
K: 0%

We recommend that you do not create overly complex cut lines, as this could cause the cut to be inaccurate or uneven. The outer CutContour line must consist of a single, closed line.



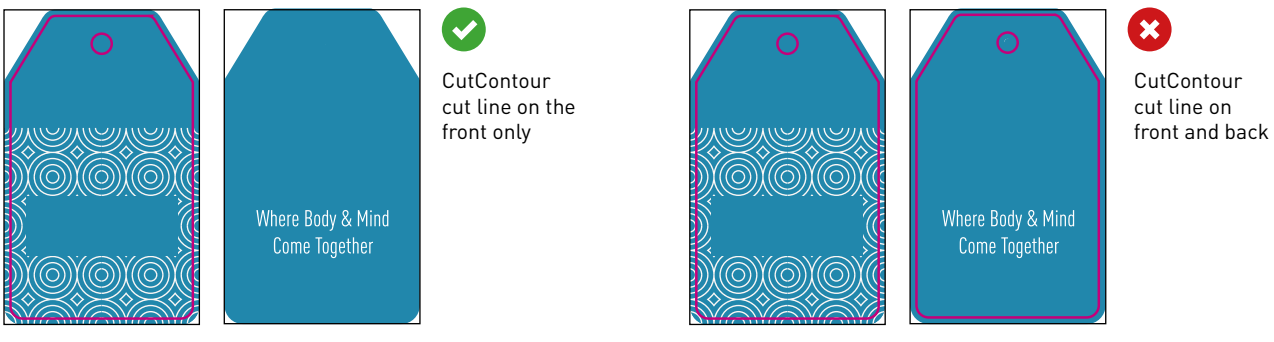
too complex

internal angles <90°

multiple cut lines

7 DOUBLE-SIDED PAPER TAGS

For shaped, double-sided paper tags you only need to create the cut line on the first page of the PDF, naming it CutContour. If a round hole is required for a lanyard (not supplied), it should have a minimum diameter of 4 mm and be positioned 3 mm from the edge.



front back

CutContour cut line on the front only

front back

CutContour cut line on front and back

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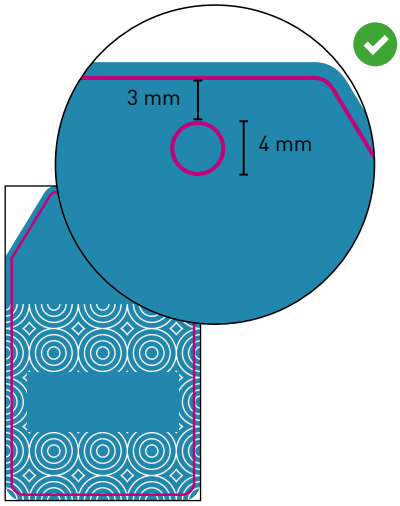
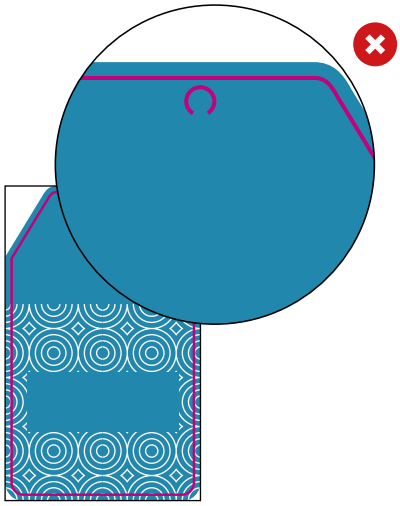
Positioning of the hole for the lanyard



gap between the hole
and the cut line: 3 mm

minimum diameter
of the hole: 4 mm

the hole must consist of
an unbroken, closed line

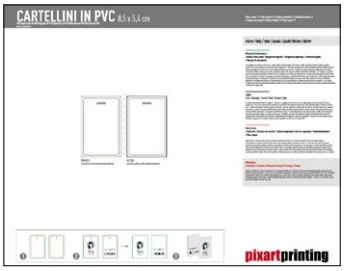


PREPARATION OF THE FILE FOR PVC TAGS

If you have chosen the **PVC tags,** follow these steps to create a print-ready file.

- Download the template generated by the website.
- Insert your artwork on the Artwork layer and create another layer for the selective white (if you have chosen this option - see point 6).
- Delete all the guidelines except for the bleed (the green line).
- Save the PDF with one page for the front and one for the back of the tag, keeping the layers separate.
- You can either create a multi-page PDF or two separate PDF files, which can then be uploaded in the Upload Area.
- If you do not want the back to be printed, send a white PDF anyway, with no artwork.

PLEASE NOTE - PVC tags



DOWNLOAD THE TEMPLATE

INSERT YOUR ARTWORK

DELETE ALL THE GUIDELINES except the green line

SAVE THE PDF in layers

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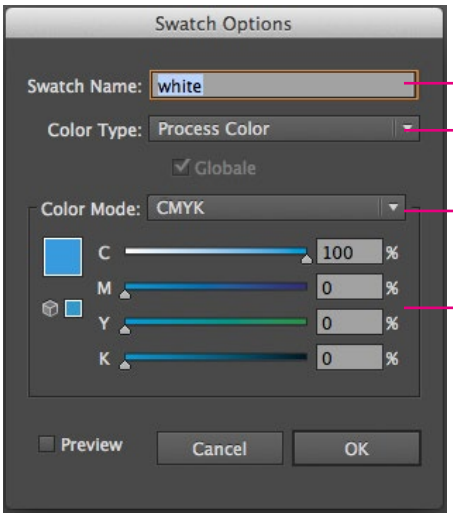
8 SELECTIVE white

If you have chosen **PVC tags** made of **transparent PVC** or with a **Gold Glitter** or **Silver Glitter** background colour, we recommend you insert a white printing layer so the artwork on the front does not obscure the design on the back. The layer of selective white can be in any shape you like, allowing you to highlight only certain parts of your artwork if required.

CREATING THE FILE FOR THE SELECTIVE WHITE AND WHITE COVERING

- Create a new layer from the **Layers** palette, and name it **"white"**.
- Create a new colour swatch from the **Swatches** palette and name it **"white"**; select **Process Colour** as the **Colour Type** and assign the following CMYK percentages: 100, 0, 0, 0 (cyan only).
- Create a vector outline on the **"white"** layer which corresponds to the area of the artwork you want to highlight with the white layer.
- Give the vector outline the newly-created fill colour **"white"** .

White **fill colour**



Using Illustrator: Window / Swatches

name it **white** (all lower case, not WHITE or White)

colour type: Process Colour

colour mode: CMYK

C: 100%
M: 0%
Y: 0%
K: 0%