GREEN LAKES PRESSING

File Specifications

- Format: **PDF**
- Colour mode: **CMYK**
- Resolution: **300 dpi**, **scale 1:1**
- **Delete all template lines** from the final print file; **leave crop marks only**
- Add **3mm bleed** around all artwork
- **Maximum ink coverage:**
    - **320%** for coated paper
    - **260%** for reverse board/uncoated paper

Special Finishes

- For **hot stamping, embossing, and spot UV**:
  Use **spot color 100%**, **vector format only**

Tips from the Print House

- **Bleed**: Extend artwork to the bleed line
- **Cutting line**: Indicates where the paper will be cut
- **Safe area**: Keep text, logos, and key elements within this area
- **Crop marks**: Must be present; essential for alignment, especially on white backgrounds
- **Panel orientation**: Double-check front, back, and inside — folding may flip some panels

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Colour and Ink Guidelines

- **Grayscale**: Use only the **black (K) channel**
- For enhanced grayscale with CMYK, maintain **2x K** compared to other inks
  (e.g. C20 M20 Y20 K40)
- **Minimum visible ink**: 6% — anything below may not appear in print
- **Screen vs. print**: Screen appears brighter; adjust contrast accordingly
- **Borders**: Avoid thin borders near edges; cutting can misalign frames

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Typography and Vector Recommendations

- **Minimum font size**: 6 pt (especially for thin/light fonts)
- **Vector format** preferred for text for sharpness
- **Black text**: Use **100% K only**, set to **overprint**
- **Barcodes**: Best in **100% K only**

Finishing Considerations

- **Matte foil**: Lowers contrast
- **Glossy foil**: Deepens dark colours