

# How to prepare master copies of documents for digital, large-size and offset printing

## ◆ Acceptable formats

Master copies must be provided in the PDF format (Portable Document Format) of version 1.3 – 1.7 while we strongly recommend that you use certified programs that contain the Adobe PDF engine, best Acrobat Distiller for conversion to the PDF format.

Direct export from applications to PDF or third-party programs may cause wrong interpretation of data, i.e. print errors!

PDF files of the PDF/X standard are allowed.

If documents are provided in the PSD, TIFF, JPEG, Postscript, EPS formats, these files will be converted to PDF and returned for proofreading. In this case the time necessary for format conversion will be charged. An exception is represented by digital or large-size printing where printing can be directly done from TIFF or JPEG files.

Open documents as files saved from the QuarkXPress®, Adobe® InDesign®, Corel Draw®, Microsoft® Word, Microsoft® Excel, Microsoft® PowerPoint, OpenOffice, etc. application will not be accepted for processing.

## ◆ Dimensions and structure of documents

Print data must be prepared in the 1:1 proportion to the resulting product or in another proportional scale. Then, the exact reduction percentage must be specified. An exception is represented by large-size prints of the A0 size and bigger where the 1:1 proportion of images to the output size need not be maintained. For sizes larger than A0 the data proportion of 1:2 to the resulting size is generally used. For sizes of the BILLBOARD type the document proportion of 1:6 to 1:10 to the resulting size is used.

Documents supplied without any specified proportion to the resulting print will be returned to the client as unusable.

Provided files must be clearly identified with the name and positioning in the resulting product. If a file contains more pages, each of them must have a unique number that will determine its position within the imposition or subsequent processing.

Files for print must be unimposed, i.e. each document page shall contain just one business card, leaflet, poster or page.

Data may be provided by individual files, i.e. each page may be in a separate document or one document may contain all pages or any other combination.

However, there is a rule that one file may only contain pages of the same dimensions.

The content (clean size) of individual pages must always be located in the centre both on the longitudinal and vertical axis.

Objects that must not or should not be trimmed must be located at least 3 mm from the clean size of the page.

## ◆ Bleed and marks for subsequent processing of print

Each page in a print document must contain the bleed, i.e. overlap of objects that touch the edges of the clean size of the document, at least 3 mm at each side concerned.

A provided file must contain trim marks on all pages that will exactly indicate the clean size of the page and they must be offset at least 3 mm from the clean size.

If the resulting product is grooved or folded, each such page in the document must have marks for the groove or folding. Such a mark has the form of a dash-and-dot line and is offset at least 3 mm from the clean size.

In case of a product that is subsequently punched the provided documents must also contain a layout for the punch. It may be supplied as a separate file or one of the pages of the print document and must have the same dimensions as the print document. It must not be part of the graphic design.

## ◆ Resolution and compression of data in documents

CMYK and monochromatic images in provided files must have the resulting resolution of at least 300 DPI. The resulting resolution of bitmaps must be at least 600 DPI and in the PDF format their smoothing to the greyscale must not be activated.

When using compression, observe the following rules: JPEG compression must have the highest possible quality, best the maximum quality (JPEG is loss compression - its use negatively influences the quality and colours of our data!); compression of bitmaps must be none or CCIT Group 4; LZW compression of files is allowed.

## ◆ Colour spaces

Print data must be composite!

The colour mode of documents must be CMYK or Grey. Any other colour spaces as RGB, LAB and others will be returned as an error.

If a document is to be printed with the use of direct colours, they must be clearly specified in accordance with the PANTONE Matching System® or PANTONE Goe™ Colors standard.

Other indications are considered as an error since they may cause wrong colour design of the print.

No ICC profiles may be inserted in documents except the ISO Coated v2 profile (Fogra 39).

## ◆ Fonts

All fonts used in a document must be embedded. In the PDF format we do not recommend you to create font subsets. We do not recommend you to convert TrueType fonts to Type1.

In PDF, Postscript and EPS documents fonts do not have to be converted to curves, in the other formats they do!

## ◆ Provision of print data

You can send your files by e-mail, record them on FTP, send them with the use of third-party services (uschozna.cz, etc.), bring them on a flash disk or CD. Files must be properly and unambiguously named. If you save files on our FTP, always send an e-mail or phone that New data have been added to the FTP after the completion of adding of files.

If subsequent bookbinder processing is requested (binding, grooving, punching, etc.), you must supply a printed (monochromatic is sufficient) mock-up!

[ FOR 20 YEARS IN THE MARKET ]

spadávka

čistý formát

hranice bezpečné oblasti

# Veverka obecná

bigovaci (lomová) značka

pasovací značka (nemusí být)



**Veverka obecná** obvykle dorůstá 19 až 23 cm a dosahuje hmotnosti mezi 250 až 340 g. Huňatý ocas, který napomáhá udržovat rovnováhu při lezení a skocích na stromech a který veverka využívá jako „pokrývku“ těla při spánku, je 15 až 20 cm dlouhý.

**Charakteristickým znakem** pro veverku obecnou jsou střípce chlupů na ušních boltcích směřující do špičky a viditelné především v zimním období. Stejně jako většina stromových veverek má i naše veverka ostré a zakřivené drápy, které jí pomáhají při lezení po větvích stromů.

**Ve světě bývá často zaměňována** s blízce podobným číkarím červeným

(*Tamiasciurus hudsonicus*), obývajícím Severní Ameriku a veverkou popelavou (*Sciurus carolinensis*), která obývá zvláště Severní Ameriku a západní Evropu. Zbarvení srsti veverky obecné se liší podle lokality rozšíření a období, ale vždy je srst na břiše a hrdle zbarvená krémově až bíle.

U pohlaví není vyvinut sexuální dimorfismus. V Česku se nejčastěji objevuje červená a černá forma, ve světě není výjimkou ani šedá nebo čistě bílá forma. Veverce obecné se mění srst dvakrát ročně, a to z letní na zimní a ze zimní znovu na letní. Zimní srst je hustější a o něco tmavší než letní a veverkám narůstá v rozmezí mezi srpnem a listopadem.