

DESIGN GUIDELINE

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Setting up and supplying digital artwork to Z-CARD®



Our design studio checks every piece of digital artwork Z-CARD® receives prior to print / production. Based on the checklist attached, we will highlight any potential problems we foresee with the artwork to ensure the job will print and finish correctly.

Templates

You should always set up your artwork using a Z-CARD® supplied template.

We have digital templates available for every standard Z-CARD® format.

There are separate documents for the covers and inners.

If you were not supplied a template, or you require a non-standard or bespoke size format, please contact Z-CARD® to request one stating your preferred application.

Once you have received a template if anything is unclear, please don't hesitate to contact us.

Supported applications

Where possible, please supply your artwork to Z-CARD® as high resolution PDFs



We would prefer artwork to be supplied as print ready PDFs as this means your artwork can be processed quickly by the Z-CARD® studio.

If necessary, we can accept files in the following applications:

If supplying either of the below please ensure the following:



InDesign CC

Covers & inner file are supplied as two separate files.

+ all linked files and fonts (including fonts / images used in linked Illustrator / Photoshop files)



Illustrator CC

Covers & inner file are supplied as two separate files.

+ all linked files and fonts (including fonts / images used in linked Photoshop files)

If you are using any other program to set up your artwork please call Z-CARD® before proceeding to discuss whether we can accept it, and if so, how best to supply.

Z-CARD® checklist / avoiding problems

Please take time to read through the Z-CARD® specific artwork checklist.

Format / document size

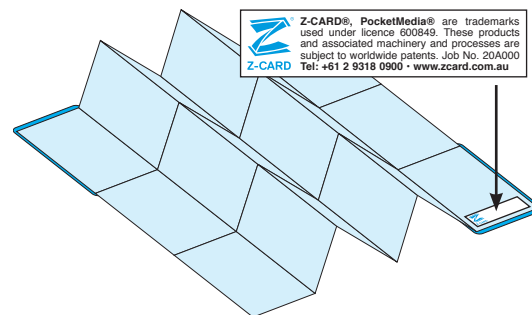
Before starting artwork, please check you have been supplied the correct format / template as per your order.

Patent box + position

Every Z-CARD® produced must contain our patent information.

- A patent box will be supplied in the template that is sent to you. Please ensure it is placed somewhere on the insert.
- The patent information can go anywhere on your artwork. However, make sure not to place it in the white cover positional area (indicated by template).
- The standard size for our patent box is 38mm x 9mm.
- If the job number is incorrect please contact your account / sales executive and we will promptly supply you with a new one.

Patent box



Tolerances

Bleed

Our trimming machinery has 'tolerance' (or possible variation): make sure artwork designed up to the edge of the document 'bleeds' (overlaps) by 5mm.

Margin

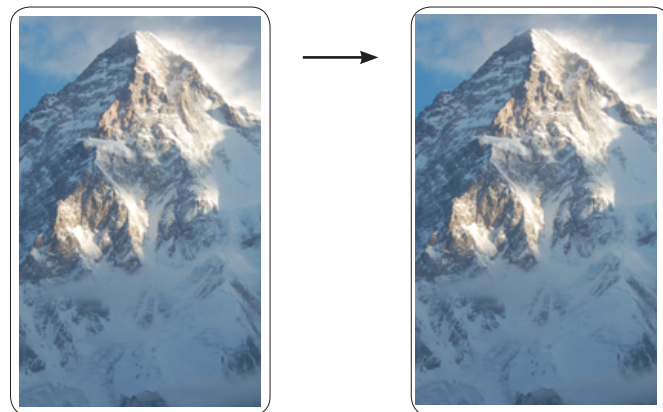
Make sure essential content (e.g. text, logos) is 4mm from the edge of any insert or cover.



Borders

Avoid thin borders around the edge of insert and covers

- as these can appear uneven when trimmed.
- The trim process can have a variance of 1mm which will accentuate any inaccuracy.



Cover positions / artwork under covers

Z-CARD®s have specific cover positions which are shown on all our templates.

You should not change the cover positions without speaking to Z-CARD® first.

It is possible to alter the standard positions but there is an additional cost.

Any important contents (e.g. text, logos) should not be placed under or close to the cover panels. We recommend placing artwork at least 4mm* (Blue section) from the folding lines.

*Only applies to standard sizes; overlap may vary. please consult your agent if unsure.

Glue areas

Where the covers are attached to the insert, we require a White / blank area to be left.

- If there is print in these areas the covers will not glue successfully to the insert.
- The White areas should be 2mm from the folding line folds as illustrated here.
- Your templates will already have these boxes (White) in place, please do not delete them.
- Included in this blank area, we require the image of the cover (cover positional ▼). This is to ensure that covers are printed on the correct panels in the correct orientation.

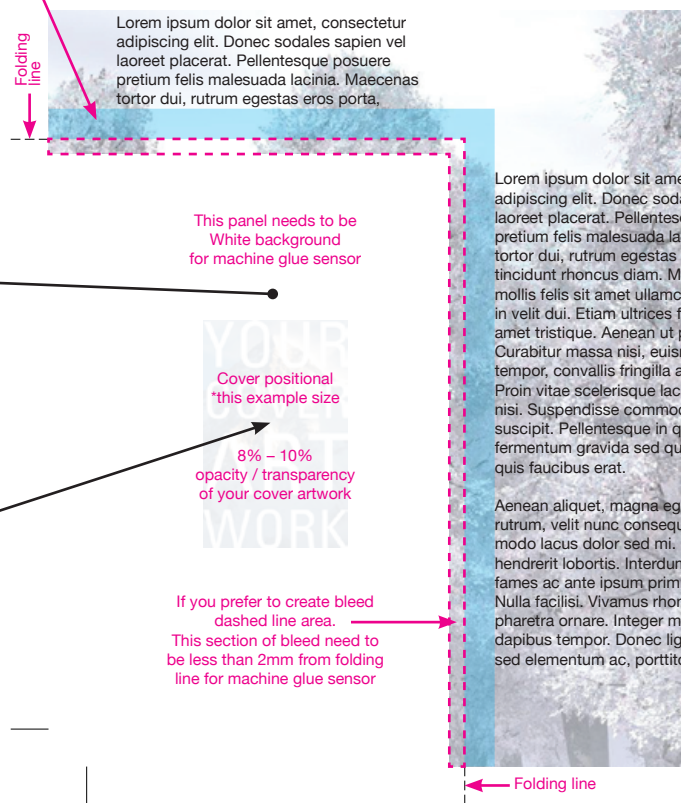
Cover positional image needs to be:

- A quarter of its original size
- 8% – 10% opacity / transparency (visible enough to identify)

Bad Example: cover overlapping contents



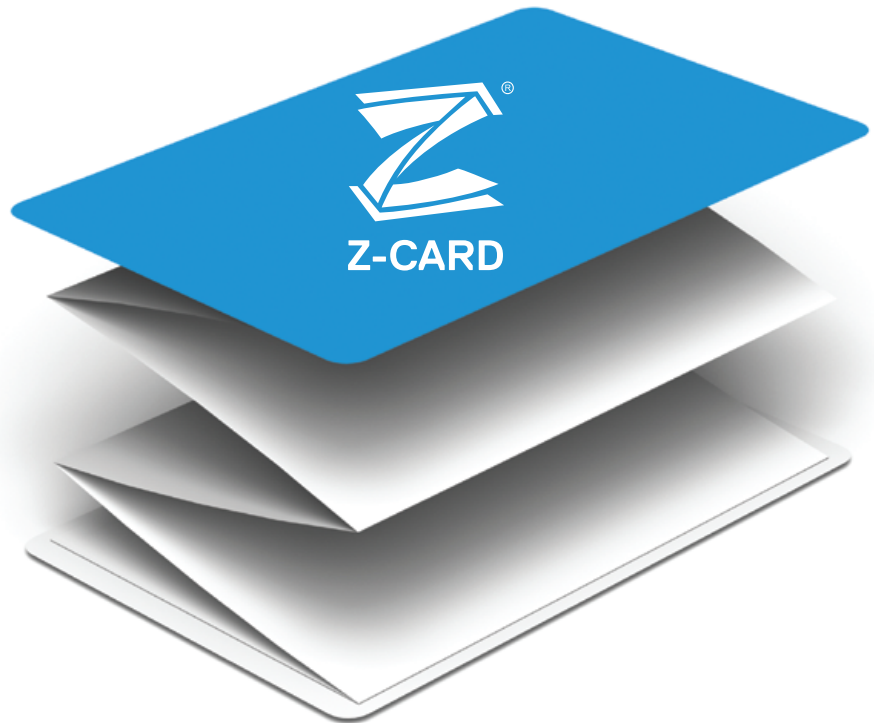
Correct set up



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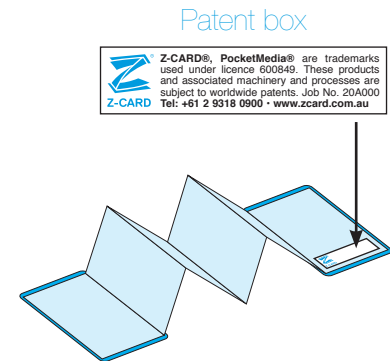
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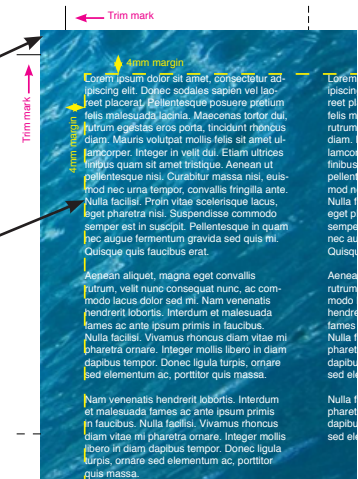
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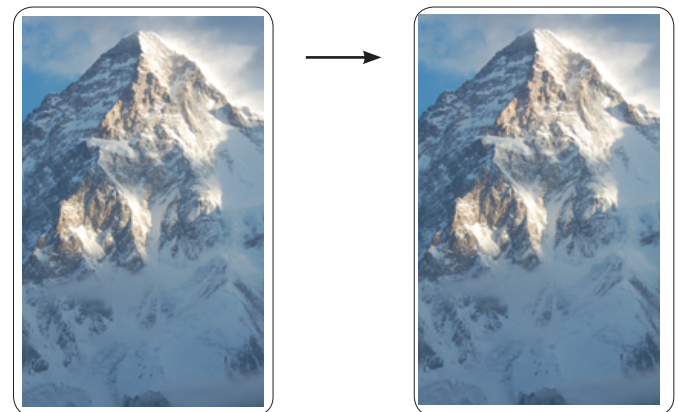
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Glue areas

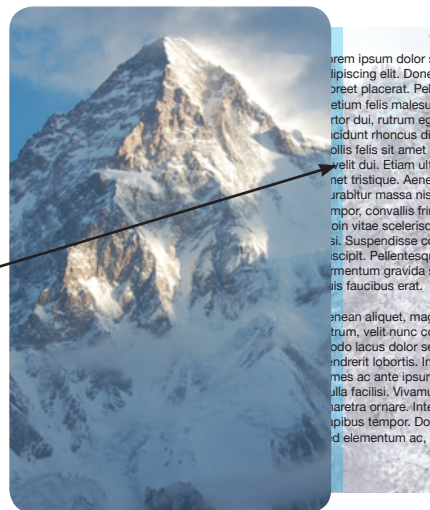
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Cover positional image needs to be:

- A quarter of its original size
- 8% – 10% opacity / transparency (visible enough to identify)

Bad Example: cover overlapping contents



Should not place any important information: Cover overlap area 4mm from folding line

Correct set up

This panel needs to be White background for machine glue sensor

Cover positional
*this example size

8% – 10%
opacity / transparency
of your cover artwork

If you prefer to create bleed dashed line area.
This section of bleed need to be less than 2mm from folding line for machine glue sensor

Folding line

Folding line

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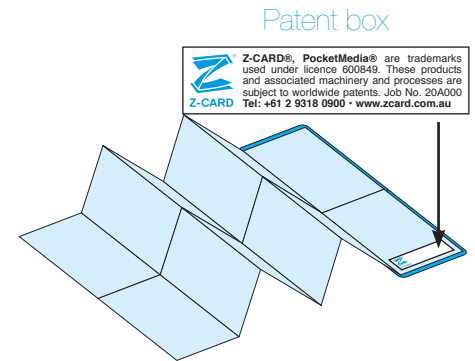
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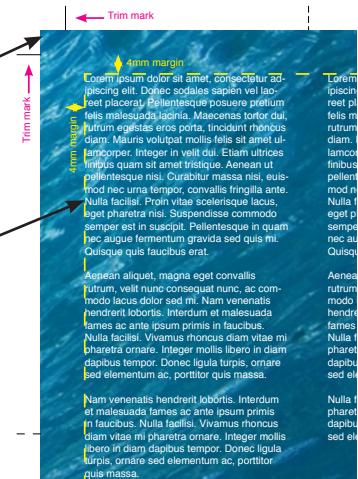
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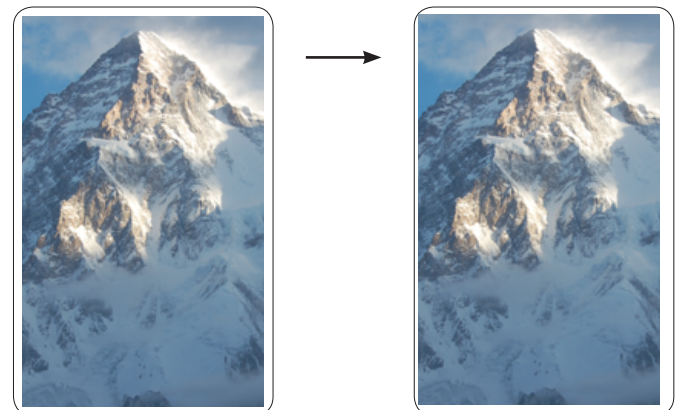
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Glue areas

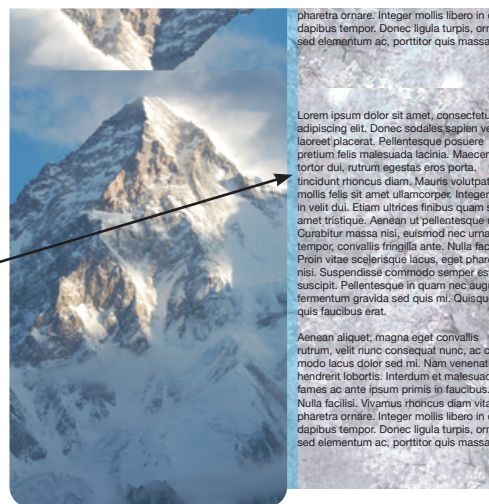
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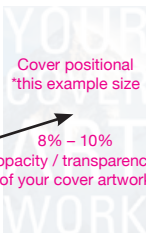
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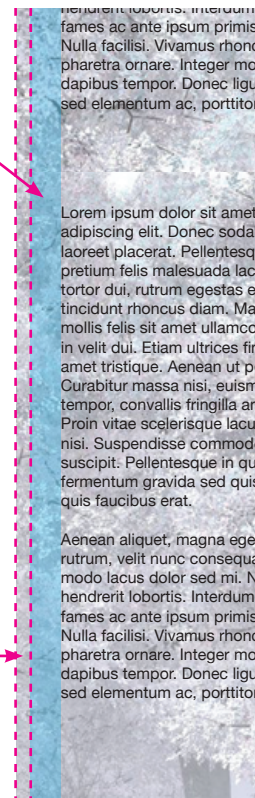
Correct set up

Folding line

This panel needs to be White background for machine glue sensor

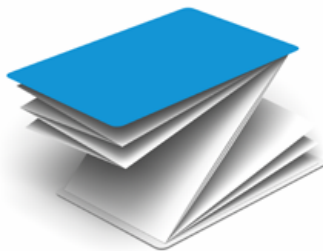


If you prefer to create bleed dashed line area. This section of bleed need to be less than 2mm from folding line for machine glue sensor



Z-CARD® checklist

- ☐ Document size insert / cover
- ☐ Check how the card opens and closes - mockup / dummy created by client
- ☐ Patent box with Z-CARD® job number (if you do not have one, we will supply one)
- ☐ Cover positional - 8% – 10% opacity / transparency images (ghosted image) with 100% White background for glue
- ☐ 5mm all around bleed with trim mark
- ☐ Cover overlap clear area
- ☐ [recommendation - but not necessary] Special 2mm (maximum) bleed into glue panels
- ☐ 4mm margin cover / insert
- ☐ Cover border - avoid thin borders around the edge of the covers
- ☐ Cover knife line - keep as spot color (overprint stroke on); on the top of your artwork (except standard size)
- ☐ Delete folding lines from your output artwork
- ☐ Delete instruction wording from cover panels
"insert cover positional here about this box size 10% transparency of your cover artwork"
- ☐ PMS / spot color - convert into CMYK at client end
- ☐ Black / Gray created with CMYK color for reading text / thin line / small graphics
achieve this color just using single Black (K)
- ☐ Overprint contents
- ☐ [recommendation] Maximum 280% ink coverage



Z-CARD®
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zcard.com.au