

# KRYPTONIZER SPECIFICATIONS FOR PRINTING

**IMPORTANT INFORMATION (please read first!)**

## 1. PRINTING DATA

Please deliver data as printable PDF [PDF/X-3].

Follow the instructions and specifications you find on the next pages.

## 2. RESULTION & COLOUR

All colours and graphics/photos in CMYK.

minimum resolution for graphics/photos: 300dpi

## 3. FONTS

fonts have to be converted to vectordata or embedded properly.

## 4. CODES

We will add the code fields to your design subsequently.

The Code will always be printed in black on white fields.

## 5. CARRIER CARD

For the inner pages of the carriercard, we designed an instruction that fits to the space in a best possible way. That's why we recommend to use our instruction without changes.

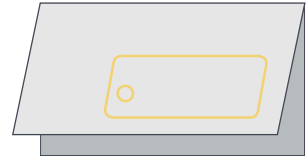
## 6. PRINTING DATA

The Data for carrier card and kryptonizer **MAY NOT** consist of any kind of crop marks or colour information.



## FURTHER INFORMATION WE NEED

- the positioning of the Kryptonizer on the carriercard [centered, at the bottom, right/left, etc.]
- which side of the Kryptonizer should be visible? [Code or Logo/Front]
- Did you export the printing-data with bleed?  
> 3mm is recommended for carrier-card AND kryptonizer
- Do not export any crop-marks. Just your design plus bleed!
- Should we print the codes black or white?



# CARRIER CARD HORIZONTAL

folded final format: 56 x 85 mm  
open format incl. bleed: 118 x 91 mm

## Printing requirements:

Deliver data as printable PDFs (PDF/X-3)  
All colours and graphics / photos in CMYK  
colour resolution for photos/graphics: 300dpi  
Fonts have to be embedded/converted to vectordata

## IMPORTANT:

You can position the keychain freely according to your requirements.  
Keep a 5mm margin to the edge.

## WE RECOMMEND:

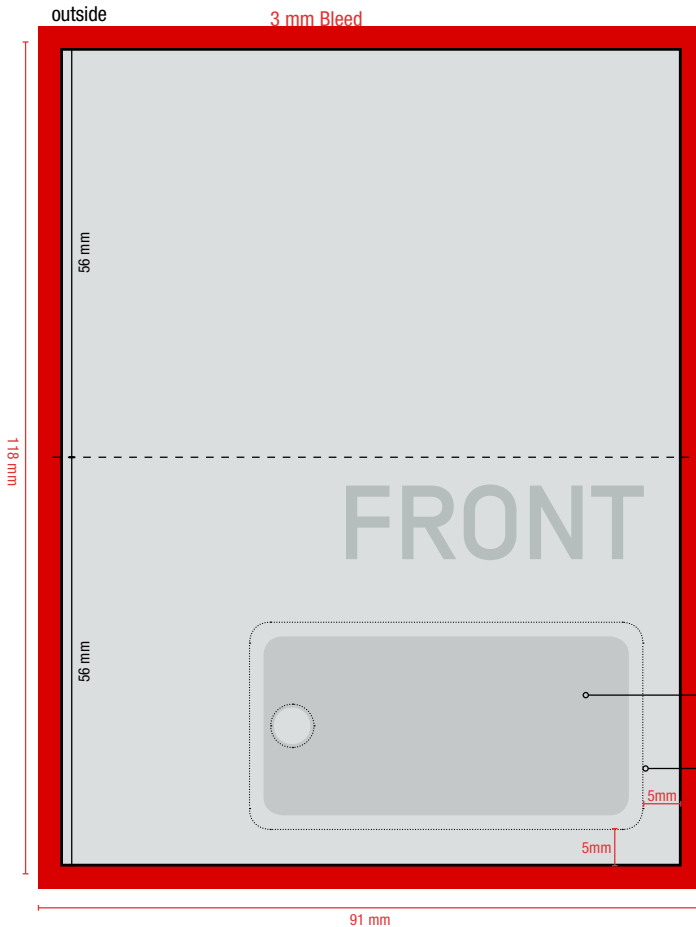
Apply background or shape of the keychain for a better positioning of the actual keychain

**ideal measure background surface:**

24,5 x 50 mm

**measure actual keychain:**

28,533 x 54 mm



BOTTOM

## FOR THE INSIDE OF THE CARRIER CARD:

We provide a text with background information including an instruction on the Kryptonizer

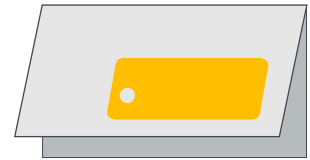
You can also use both text and instruction separately and adjust it to your design.

The inner surface of the carrier card can of course be designed freely according to your own ideas.

TOP

# KEYCHAIN HORIZONTAL

Final format keychain: 28,533 x 54 mm  
 File format incl. bleed: 32,533 x 58 mm

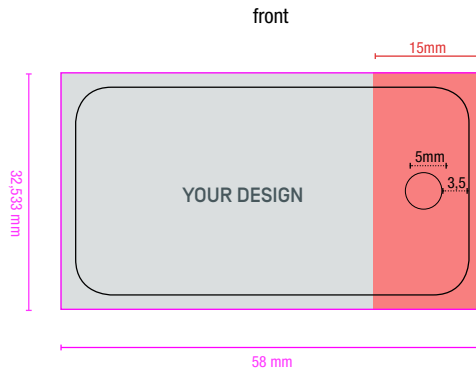


## Printing requirements:

Deliver data as printable PDFs (PDF/X-3)  
 All colours and graphics / photos in CMYK  
 colour resolution for photos/graphics: 300dpi  
 Fonts have to be embedded/converted to vectordata

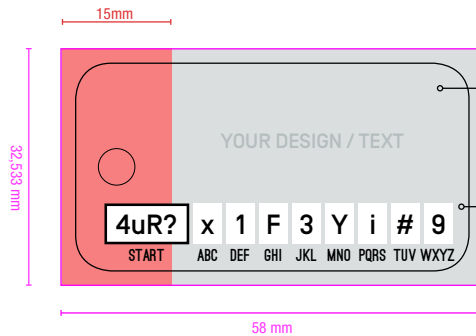
**SECURITY AREA**  
 Please do not position any important graphics or texts in the upper area (15 x 32,533 mm). That is where the hole will be punched. But: The chosen background colour or graphic should be put on this area!

**IMPORTANT**  
 Do not apply any cutting marks or lines! Also the rounding of the corners is done automatically.



back

**SECURITY AREA**  
 Please do not position any important graphics or texts in the upper area (15 x 32,533 mm). That is where the hole will be punched. But: The chosen background colour or graphic should be put on this area!



**YOUR LOGO/TEXT**  
 You can also put your logo or your text (e.g. your Domain) on the back.

**TRANSLATOR-CODE**  
 We will add the code fields to your design subsequently. The Code will always be printed in black/white.

Nevertheless you can create a background colour or graphic of your choice.  
**TIPP:** Do not use busy patterns as background-image.

## MORE DESIGN SUGGESTIONS

Its essential to avoid too small font sizes (minimum. 7 pt)

Design as plan as possible. This leads to a best possible way of putting across your advertising message.

Design on a bright background. You gain best possible results with a high contrast between background colour and logo/text-motive.

Send us the CMYK / RGB values of your corporate colours!

We will then adjust the backside of the Kryptonizer (with the code) to your design.

