

## CONTACT

support@optilyz.com

+49 30 398 200 250



# Checklist

- Postcard UK -

1

## Print file

- ☐ **Export:** Document is exported to PDF (PDF/X-3)
- ☐ **Text:** All text characters are embedded
- ☐ **Colormode:** Print file is set to CMYK- colormode
- ☐ **Resolution:** All graphics are saved in a resolution of at least 250 dpi and all illustrations in a resolution of at least 1.200 dpi
- ☐ **Bleed:** The print file is saved with a bleed of at least 3 mm
- ☐ **Production tolerances:** important text and picture elements have a safety distance of at least 3 mm to the final format
- ☐ **Template layer:** All dimension and dividing lines are removed
- ☐ **Grey areas:** All grey areas are completely clear of color, graphics and texts
- ☐ **Lines:** All lines have a width of at least 0.2 pt
- ☐ **Fonts:** The used fonts are either open source or were provided in advance
- ☐ **PDF-files:** A print file and a personalized example file will be provided
- ☐ **Pages:** Multipage documents follow the order of the template
- ☐ **Spelling and punctuation:** spelling and punctuation are checked



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2

## Postcard - Particularities

### Address

- ☐ **Placement:** The address can be placed anywhere on the postcard below the 50 mm from the top and within the specified safezones
- ☐ **Size:** Minimum space required for address is 90 mm x 60 mm
- ☐ **Distances:** A safety zone of 15 mm to the right and left edge of the postcard must be observed.
- ☐ **Alignment:** Address block is left aligned, created as a closed block with a leading of max. 4.0 mm (at least 1.0 mm).
- ☐ **Background:** Background of address block is left blank or in very light pastel shades without any frames or underlines
- ☐ **Font:** Font is uniform in latin characters and Arabic numerals (standard fonts like Arial, Frutiger, Helvetica)
- ☐ **Shown information:** Address for national mailings does not include the country of destination



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## Franking zone

- ☐ **Use:** The franking zone is intended for franking of mailings. Therefore it must be kept clear
- ☐ **Placement:** The franking zone is placed in the top right corner of the address side
- ☐ **Size:** The franking zone has a length of 75 mm from the right edge and a width of 40 mm from the upper edge

## Return Address Zone

- ☐ **Use:** Every bulk mail item must have a complete return address within the UK
- ☐ **Placement:** The return address zone is placed in the top left corner of the address side

## Barcode area

- ☐ **Placement:** The barcode area is placed on the address side at the bottom edge of the postcard
- ☐ **Size:** The barcode area has a width of 18 mm from the lower edge
- ☐ **Design:** The barcode area is kept clear of any information

