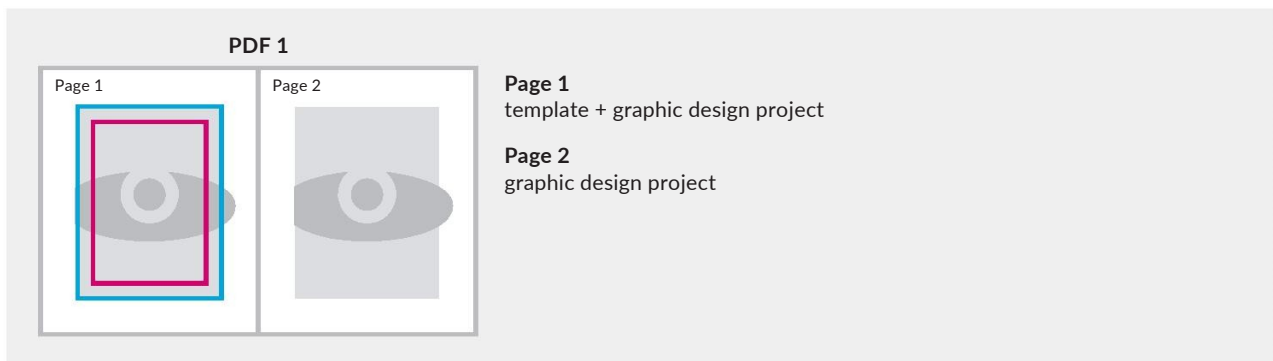
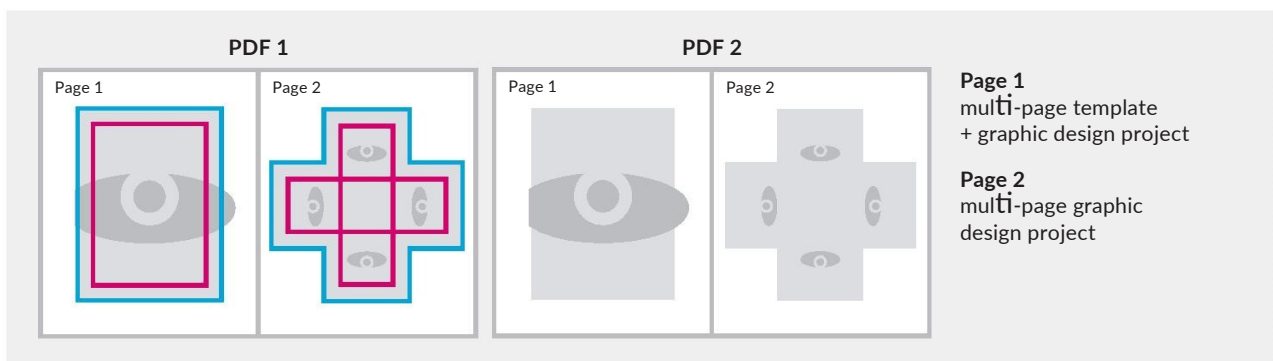


PRINT FILE PREPARATION GUIDELINES

- 1 The project should be prepared on a grid provided by Société and prepared at a scale of **1:1**.
- 2 The project resolution should be **300-400 ppi**.
- 3 The project should be created and saved in the **CMYK** color space and the **Coated Fogra 39** or **ISO Coated v2 (ECI)** working space.
- 4 Effects such as gradients, shadows, highlights, etc. should be prepared as **raster graphics**.
- 5 Raster graphics should be **embedded** in the project.
- 6 Graphics to be embedded should be exported to **TIFF, JPG, PNG** formats in **CMYK** color, with a resolution of 300-400 ppi. Embedded graphic elements saved in formats other than those mentioned above will be incorrect.
- 7 All fonts should be **converted to curves**.
- 8 The project should not use locked and invisible layers or graphic elements located outside the workspace area.
- 9 The project should not use graphic elements in RGB mode.
- 10 Important graphic elements (e.g., texts, logos) should be at least **5mm** away from the cutting / folding line.
- 11 The graphic design project should consist of 2 pages:



- 12 Projects on templates consisting of multiple pages should be prepared similarly as in point. Each page of the project according to the schema presented below.



- 13 The print files should be delivered in **PDF** format. The preferred version is PDF/X-1a:2003. The file should not contain color profiles (ICC). The file should not contain printer's marks (crop marks, registration marks, or color bars).
- 14 The graphic files submitted by the Contractor undergo initial technical analysis. If the files are prepared according to the guidelines, the Contractor receives production files in **PDF** format before printing, with a request for their final approval. The Contractor is responsible for thoroughly checking the production files. In case of errors detected in the submitted files, the Contractor will be asked to correct the indicated elements and resend the project.

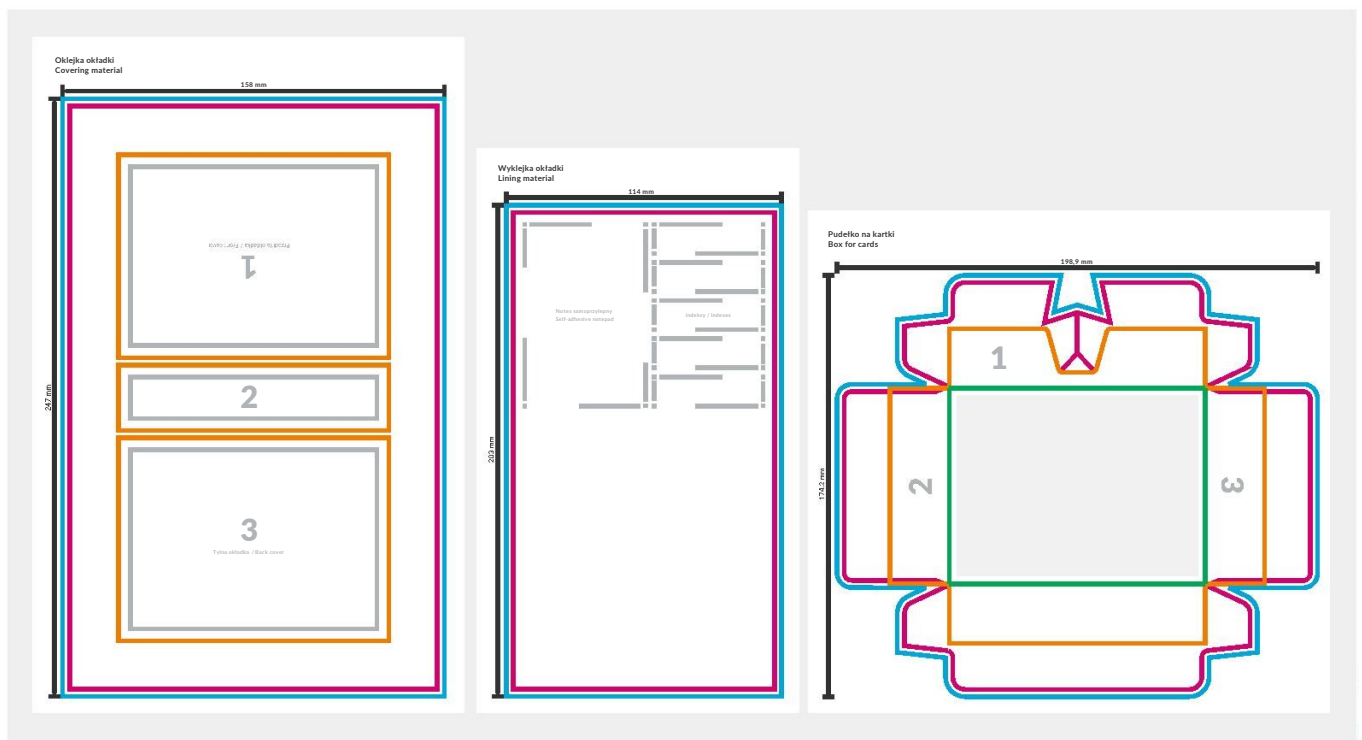
PRODUCTS TEMPLATES

- 1 When designing, **only use Soci  t   templates**.
- 2 Templates contain technical lines and legends.
- 3 All template elements should retain attributes assigned by Soci  t   (colors, names, and imprints). Files should be saved in PDF format with layers preserved - template and graphics should be on separate layers.
- 4 Any modifications to original Soci  t   templates, such as color changes, positional changes, or splitting templates into separate pages, will be considered errors in the graphic project.

LEGEND

- bleed**
The graphic design should be placed within the bleed area.
- cutter**
Visible area of the graphic after printing.
- creasing line**
The location of folds in the finished product.
- hardcover area**
Specifies elements of the hardcover.
- safe area**
All important graphic elements should be placed in this area.
- gluing area for equipment elements**
Self-adhesive indexes, notebooks, calendars, etc., will be glued in this area.
- invisible area of the finished product**
Important graphic elements should not be designed in this area

EXAMPLE TEMPLATES OF THE Soci  t   PRODUCT



PANTONE COLORS

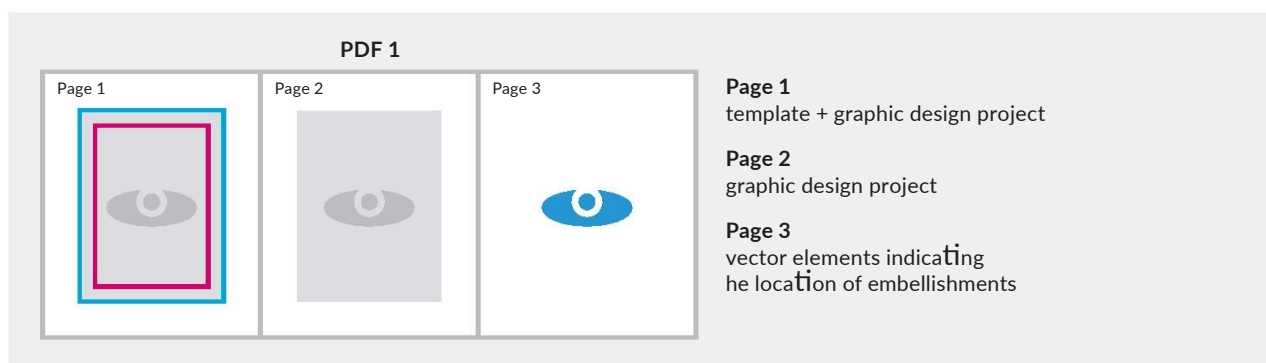
- 1 If the project includes Pantone colors, but the execution has been quoted in CMYK, the Contractor will be asked to re-prepare the project in line with the quotation.
- 2 Pantone colors in the project should be prepared following the guidelines as above.
- 3 Pantone colors are subject to additional charges.

BLACK COLOR

- 1 To achieve what's known as "rich black," CMYK components should have following proportions:
C: 30%, M: 30%, Y: 30%, K: 100%.
- 2 The black color of all texts should have the CMYK components in the proportions:
C: 0% M: 0% Y: 0% K: 100%.

EMBELLISHMENTS

- 1 If the project includes embellishments such as spot varnish, hot-stamping, a third page should be added to the project file, and the embellishment elements must be marked using any Pantone color.
- 2 The markings must be vector objects.



BRANDING

PAD PRINTING / SCREEN PRINTING / DIGITAL / LASER ON WRITING INSTRUMENTS

- 1 The project should consist exclusively of vector elements.
- 2 The project should be provided in **PDF** format, optionally **.AI**, **.EPS**, **.SVG**. In the file, precise Pantone color values should be specified by placing their names alongside the project.