

# Print Guidelines

## A4 Landscape

PDF/X-4:2008 · CMYK / Fogra39 · 300 DPI minimum

### Quick Reference

Format	A4 Landscape
Size	297 × 210 mm
Bleed	3 mm all sides
Trim size	303 × 216 mm
Safe zone	10 mm from trim
Color space	CMYK
ICC profile	ISO Coated v2 300%
Resolution	300 DPI minimum
PDF standard	PDF/X-4:2008
Fonts	Fully embedded
Transparency	Preserved (live)
Security	None (not allowed)

## Page Setup

Format	A4 Landscape
Width	297 mm (841.89 pt)
Height	210 mm (595.28 pt)
Bleed	3 mm on all sides
Total with bleed	303 × 216 mm
Safe zone	min. 10 mm from trim edge
Working margin	15 mm recommended

## Color Space

Primary mode	CMYK process color
ICC profile	ISO Coated v2 300% (ECI)
Alt. profile	Fogra39
Max ink coverage	300% TAC
Black generation	GCR / Medium
Rendering intent	Relative colorimetric + BPC
White point	D50 / 5000K
RGB images	Embed ICC profile, convert to CMYK


## Bleed & Trim Diagram



303 mm (with bleed) — 297 mm trim  
Not to scale — for reference only

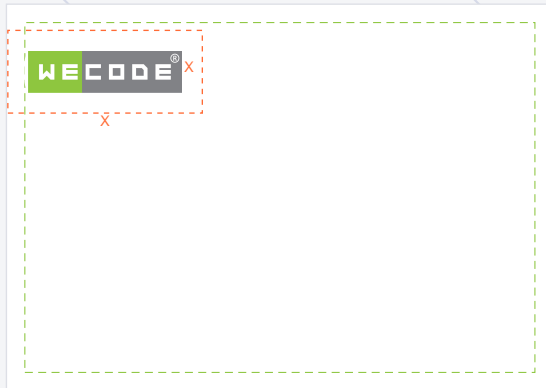
 Bleed — extend artwork to here

 Trim — 297 × 210 mm final cut

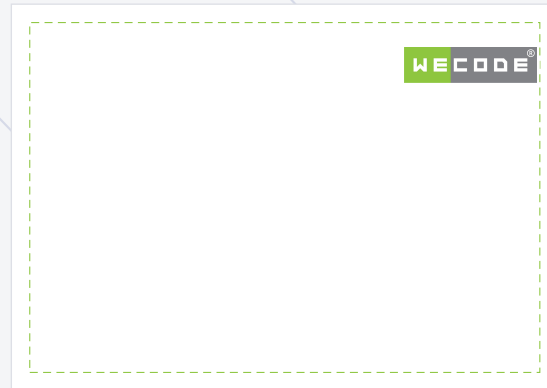
 Safe zone — keep all content here

## Logo Placement on A4 Landscape

The logo must always appear within the safe zone with minimum clear space equal to the logo height (unit X).



✓ Primary: top-left (preferred)



✓ Alternate: top-right

## Minimum Sizes & Rules

Min. width — colour version	25 mm (71 pt)
Min. width — mono version	20 mm (57 pt)
Clear space unit (X)	= logo height
Standard clear space	0.5X on all sides
Premium contexts	1X on all sides
Dark backgrounds	Use negative variant
On photos / patterns	Use solid colour bg
Min. contrast ratio	4.5 : 1 (WCAG AA)
Never below 20 mm	Use icon-only variant

## Clear Space — X Unit

X is defined as the height of the logo mark. Maintain 0.5X minimum on all four sides in standard layouts; use 1X for certificates, annual reports and premium print materials.

Never overlap the clear space with any other graphic element, text, or the page edge.

## Type Scale — A4 Landscape Print

Role	Size	Leading	Tracking	Weight	Font
Display	36 pt	44 pt	-20	ExtraBold	Helvetica-Bold
H1	24 pt	30 pt	-10	ExtraBold	Helvetica-Bold
H2	18 pt	24 pt	0	Bold	Helvetica-Bold
H3	14 pt	20 pt	0	Bold	Helvetica-Bold
Body	10 pt	15 pt	0	Regular	Helvetica
Caption	8 pt	12 pt	+5	Regular	Helvetica
Label	7 pt	10 pt	+20	SemiBold	Helvetica-Bold
Legal	6 pt	9 pt	0	Regular	Helvetica

### Print-specific Rules

- Body text: min. 9 pt for comfortable readability on A4
- Avoid text smaller than 6 pt — ink spread makes it illegible
- Line length: 55–75 chars per line (≈90–120 mm at 10 pt)
- Body text: K=90 — avoid pure K=100 (ink puddling on press)
- Rich Black (C40 M30 Y30 K100) for display headlines only
- Avoid RGB-only text — define all type colours in CMYK
- All fonts fully embedded in PDF/X-4 — no CID or Type3

Type specimens at print size:

wecode.

Display · 36 pt · Cover titles

Print-ready design

H1 · 24 pt · Section headings

Section heading — H2

H2 · 18 pt · Subsection heads

Subsection heading H3

H3 · 14 pt · Column heads

Body — The quick brown fox jumps over the lazy dog.

Body · 10 pt · Main text

Caption — Image source: WeCode brand assets

Caption · 8 pt · Footnotes

TAG · LABEL · METADATA

Label · 7 pt · All-caps tags

Legal disclaimer — minimum 6 pt for print compliance

Legal · 6 pt · Fine print

## Brand Colours — Print Specifications

#8DC63F <b>Brand Green</b>	#1A1F36 <b>Brand Navy</b>	#242A45 <b>Navy 2</b>	#808285 <b>Mid Gray</b>	#1A1A1A <b>Dark Text</b>	#FFFFFF <b>White</b>
Pantone 375 C $\Delta E \leq 2.0$	Pantone 289 C $\Delta E \leq 2.0$	Pantone 289 C (tint) $\Delta E \leq 3.0$	Cool Gray 8 C $\Delta E \leq 3.0$	Process Black $\Delta E \leq 1.5$	Paper white <b>N/A</b>

## Full Color Specifications

Colour	HEX	RGB	CMYK	TAC	Pantone	$\Delta E$	Usage
	#8DC63F	141 / 198 / 63	C38 M0 Y83 K0	121%	Pantone 375 C	$\Delta E \leq 2.0$	Accent, CTAs, highlights
	#1A1F36	26 / 31 / 54	C80 M60 Y0 K78	218%	Pantone 289 C	$\Delta E \leq 2.0$	Primary bg, headlines
	#242A45	36 / 42 / 69	C74 M56 Y0 K73	203%	Pantone 289 C (tint)	$\Delta E \leq 3.0$	Cards, overlays
	#808285	128 / 130 / 133	C4 M2 Y0 K48	54%	Cool Gray 8 C	$\Delta E \leq 3.0$	Body text, secondary
	#1A1A1A	26 / 26 / 26	C0 M0 Y0 K90	90%	Process Black	$\Delta E \leq 1.5$	Body text on light bg
	#FFFFFF	255 / 255 / 255	C0 M0 Y0 K0	0%	Paper white	N/A	Backgrounds, reversed

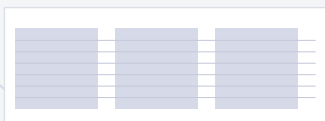
$\Delta E$  tolerance:  $\leq 1.5$  = Critical match ·  $\leq 2.0$  = Excellent ·  $\leq 3.0$  = Acceptable (commercial print) ·  $> 5.0$  = Not acceptable

TAC = Total Area Coverage (sum of all CMYK channels). ISO Coated v2 / Fogra39 maximum: 300%. All values measured under D50 / 2° observer.

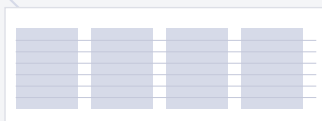
## Layout Grid — A4 Landscape

Columns	12 (use 3, 4, or 6 column subsets)
Column width	≈19 mm at 12 cols / 4mm gutters
Gutter	4 mm / 11.3 pt
Outer margins	15 mm / 42.5 pt
Baseline grid	4 pt (aligns to 10 pt body at 15 pt leading)
Header height	18 mm from top trim
Footer height	15 mm from bottom trim
Content area	267 × 162 mm (minus 15mm margins)

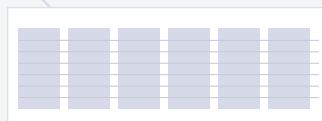
## Layout Configurations



**3-column**  
Brochures, reports



**4-column**  
Presentations, infographics



**6-column**  
Certificates, data layouts

## Common Print Deliverables



**Brochure — bi-fold**  
A4L fold to A5 · 3-col / 15mm margin / 3mm bleed



**Certificate**  
A4L formal layout · 4-col / 40mm header / centred



**Presentation slide**  
A4L ≈16:10 · 6-col / full-bleed images OK



**Internal report**  
Body-text heavy · 2-col / 10pt body / 15pt leading



**Event programme**  
Folded programme · Mirror 3-col / 3mm bleed all



**Product datasheet**  
Technical format · 4-col / 8pt body minimum

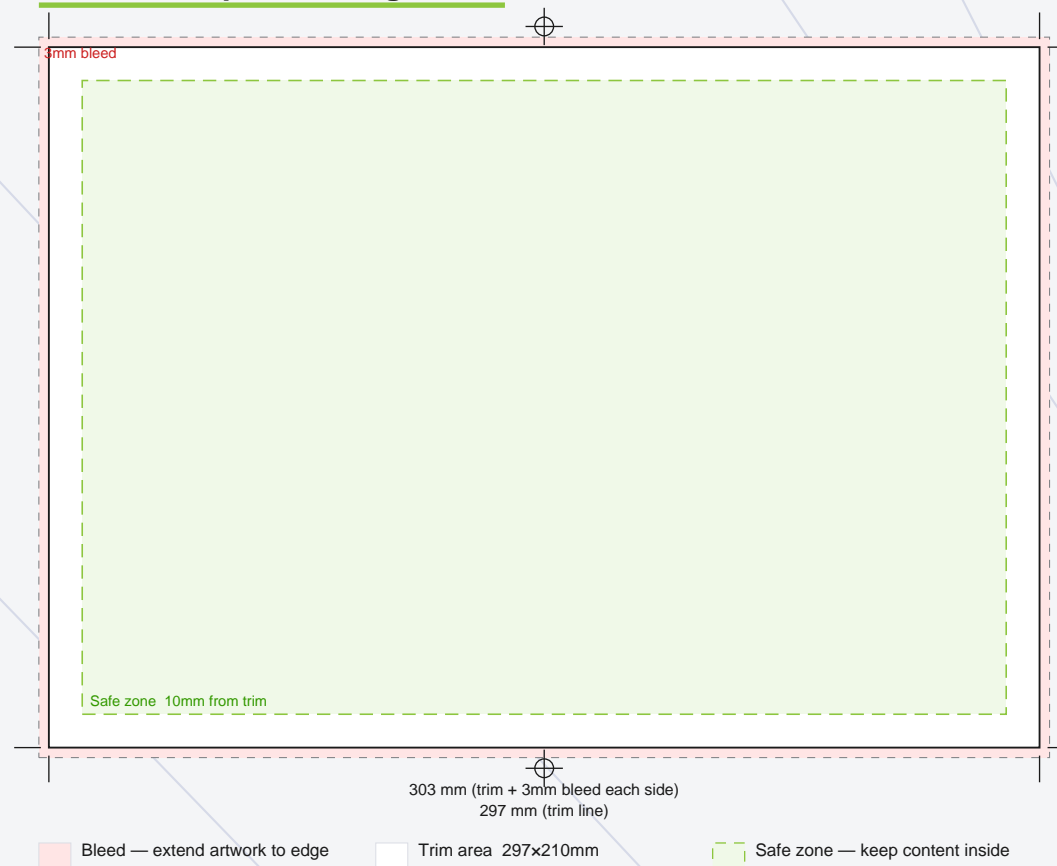
## Image Requirements

Min. resolution	300 DPI at final print size
Preferred resolution	350–400 DPI for fine detail
Link type	Embedded — no external links
Color mode	CMYK or calibrated RGB + ICC
ICC profile	Fogra39 / ISO Coated v2
Preferred formats	TIFF (LZW), PSD, PDF, EPS
Avoid	JPEG with high compression
Transparency	Preserve — do not flatten
Overprint	Check black overprint settings
Spot colors in images	Must be named and approved

## Required Pixel Dimensions at 300 DPI

Business card	90 × 55 mm	1063 × 650 px
A5 portrait	210 × 148 mm	2480 × 1748 px
A4 portrait	297 × 210 mm	3508 × 2480 px
A4 landscape	297 × 210 mm	3508 × 2480 px
A3 landscape	420 × 297 mm	4961 × 3508 px

## Bleed & Crop Mark Diagram



## PDF/X-4:2008 Export Requirements (ISO 15930-7)

Standard	ISO 15930-7 / PDF/X-4:2008	RGB images	Must embed ICC profile
PDF version	PDF 1.6 or higher	Image resolution	300 DPI minimum (350 preferred)
Output intent	ISO Coated v2 300% (ECI)	Linked images	All images must be embedded
Alt. intent	Fogra39	XMP metadata	Must be present and complete
Font embedding	100% — all fonts fully embedded	BleedBox	Trim + 3mm — must be defined
Font types	TrueType or OpenType only	TrimBox	297 × 210 mm — must be defined
No CID fonts	CID / Type3 not permitted	MediaBox	≥ BleedBox (includes bleed area)
Transparency	Live — do NOT flatten	Security	No encryption — not allowed
Color spaces	CMYK or calibrated RGB + ICC	JavaScript	Not permitted in PDF/X-4
Spot colors	Named, approved & defined	Annotations	No interactive annotations

## Required XMP Metadata Fields

<b>dc:title</b>	Document title	<b>dc:creator</b>	Author / design team
<b>dc:description</b>	Document description	<b>xmp:CreateDate</b>	ISO 8601 creation date
<b>xmp:ModifyDate</b>	Last modification date	<b>xmp:CreatorTool</b>	Application (e.g. InDesign 2024)
<b>pdf:Producer</b>	PDF export engine	<b>pdfx:GTS_PDFXVersion</b>	PDF/X-4:2008

# Pre-flight Checklist

Complete every item before exporting any A4 landscape print asset to PDF/X-4:2008.

## Document Setup

- Page size: A4 Landscape (297 × 210 mm)
- Bleed: 3 mm on all four sides
- TrimBox and BleedBox defined in PDF settings
- Safe zone: all content min. 10 mm from trim
- Working margin: min. 15 mm recommended

## Colours

- All colours set to CMYK process mode
- Total ink coverage ≤ 300% (Fogra39)
- No RGB objects without embedded ICC profile
- Spot colours named, approved and defined
- Body text: K=90 (avoid pure K=100 puddling)
- Rich Black (C40 M30 Y30 K100) for display only

## Images

- All images min. 300 DPI at final print size
- All images embedded (not linked externally)
- Image colour mode: CMYK or RGB+ICC
- ICC profile embedded in every image
- No visible JPEG artefacts at output size
- Transparency preserved (not flattened)

## Typography

- All fonts fully embedded in PDF export
- No CID or Type3 fonts used
- Body text minimum 9 pt
- Legal / fine print minimum 6 pt
- No text within bleed zone
- Tracking and leading reviewed for print

## PDF/X-4 Export Settings

- Standard: PDF/X-4:2008 (ISO 15930-7)
- PDF version: 1.6 or higher
- Output intent: ISO Coated v2 / Fogra39
- XMP metadata: title, author, date filled
- No security or encryption applied
- No interactive annotations or JavaScript
- Live transparency preserved in export

## Final Check

- Proof read all text (especially headlines)
- Logo within safe zone with correct clear space
- Logo variant correct (colour / negative / mono)
- Run Acrobat pre-flight with PDF/X-4 profile
- Soft-proof with Fogra39 ICC before sending
- Crop marks visible outside trim box