

CD Litho Printing Guidelines

DO'S	DON'T'S
<ul style="list-style-type: none"> • Create any text in vector based software (i.e. Adobe illustrator) <i>This will give text smooth edges as opposed to the bitmap (Blocked) effect produced by pixel based software such as adobe photoshop</i> 	<ul style="list-style-type: none"> • Use RGB <i>Rip software cannot calculate RGB files, these files have to be converted to CMYK and this can change the colour and the appearance.</i>
<ul style="list-style-type: none"> • Any placed images should be supplied with the artwork <i>Any placed images must be either supplied with the artwork or embedded within the artwork</i> 	
<ul style="list-style-type: none"> • Any placed images should be at least 300dpi <i>This is the optimum resolution to ensure best achievable picture quality on final printed document</i> 	<ul style="list-style-type: none"> • Use Multiple colours <i>Ensure that you only have one swatch for each colour required in your colour palette (i.e. if you have PANTONE 485CV and PANTONE 485CVC in your colour palette we cannot output 1 plate for PANTONE 485 without correcting the artwork).</i>
<ul style="list-style-type: none"> • Any fonts used should be supplied with the artwork <i>Must include Screen & Print fonts</i> 	<ul style="list-style-type: none"> • Name spot colours with non standard names <i>We can only match spot colours to the Pantone Matching System (PMS), spot colours which do not refer to a PMS number cannot be used (i.e. Man united Red Strip would not be able to be printed until we knew the PMS number to refer to).</i>
<ul style="list-style-type: none"> • Large blocks of solid colour should be set up as pantone (spot) colours rather than created using CMYK <i>This ensures a consistent colour across the entire area, CMYK can result in a variance across the area due to screen life etc.</i> 	<ul style="list-style-type: none"> • Create artwork using more than 5 colours <i>We can print a maximum 5 colours. When selecting colours you must allow for a white base if required this must be treated as a colour</i>
<ul style="list-style-type: none"> • Check all colour digital images are correctly saved as CMYK files. 	<ul style="list-style-type: none"> • Do not rely on Laser prints or PDF files to be colour accurate <i>Laser print outs and PDF files are our guides only and can not be used for colour matching purposes.</i>