



a world of digital colour

Design for best digital print results

Although by no means exhaustive, the following provides you with 'best practice' to get the optimum print results when designing for digital print.

Colour

Set artwork and images to CMYK to get the best colour reproduction. Alternatively, our printer software will automatically convert any Pantone or RGB to CMYK on the Rip.

Mono (for colour press)

For best solid black set 100/100/100/100 CMYK.

Fine rules & small graphics

Best at 90-100% solid colour.

Tints

Try to minimise large areas of colour tint. When using set tint at 40-70% for best results.
TIP: Add texture or 'noise' to large areas of tint to help minimise risk of colour variation or 'banding'.

Graduated Tints

For large areas of graduated tints (eg 195mm in length) use a colour change of 100% of at least one colour. For smaller areas (eg 97mm length) a change of 50%.

TIP: When blending to white, do not use white – instead, set the colour/s used to 0%.

Text

Include all fonts in the file and embed all fonts into graphic files. Outline fonts in Illustrator. Do not rasterize text in the application.

TIP: For solid text, minimum font size of 2pt. For reverse type, min 3pt. Tinted text, min 4pt. Reverse type 6pt or higher. It is recommended to use sans serif fonts for the smaller text.

Text Colour

It is always best to set at 100% or C, M or K. If a tint is used on fine print, bear in mind that the halftone screen may be visible and cause of jagged appearance.

Bleed

Provide a min 3mm bleed area where required.

Size & crop

Make sure that your artwork is set to the correct size for print and has crop marks present to indicate cutting position.

Imposition

You do not need to impose your artwork. We will do that for you. Simply provide the artwork one-up on a page and we will impose to print the maximum-up on the press.

NOTE: For A5 booklets, set-up as printers pairs (see 'Set-up for Booklets' for more information)

Images

Provide as EPS, TIFF, JPEG, or BMP and ensure that the images are at their final resolution size of 300dpi and in the page layout at 100%.

TIP: An EPS format will preserve the colours that may otherwise be converted by applications such as Quark or Microsoft Powerpoint. Do not compress images.