

Use Proper Resolution

Resolution measures how much detail an image or illustration has and is measured in pixels per inch (ppi). A low resolution will result in a blurred or pixelated print lacking details. We recommend your images should be saved at 300 ppi for a quality print.

Tints and Gradients

If gradient colours (blends) contain no common colour between them banding is likely to occur. Use the swatch book in your design program to ensure that each blend has a common colour. Try to keep the blend colors above 15 percent. Double check that there is an adequate difference between the blend colors to create enough steps between them.

Use of Transparencies

Please be judicious in your use of transparency as objects may not print as displayed. Flatten all artwork files before submission to us.

Bleed

Photos and other graphics that extend to the edge of a page must be set up to overlap the trim (cut) margins by an 1/8th inch to avoid white along the edge. This is to account for vibration from heavy machinery while printing and cutting.

Fonts

Always include the exact fonts used in your files.

digital print challenges...

Heavy Coverage Across Folds

Unlike offset inks which are partially absorbed into paper fibres, digital inks and toners sit on top the material. This makes it prone to cracking when folding. Try to incorporate thin rules, text or light coverage across the folding area. If the design must have heavy coverage consider asking to have the sheet scored before folding (likely to incur extra charge)

Use RGB instead of CMYK

While the standard in the print industry is to use CMYK images this is counterproductive for digital presses, digital presses tend to have a larger colour gamut than offset presses. Converting to CMYK could result in sacrificing colours that could have been reproduced on our digital press.

Solid Coverage

Printing solid blocks of colors remains a challenge in digital printing. Digital-based devices have a tendency to mottle, show unevenness or even banding. This is because digital inks and toners are different materials from offset inks, in that they are not absorbed into the paper. Consistency is dependent on the condition of the rollers. This problem can be counteracted by applying a filter (try add noise feature in photoshop or texture filters) to the large solids. One can also break up large solids with design elements such as text, images and illustrations.