

File Preparation for Printing

1. What File Format should my file be?

Best File Format to Use

We strongly recommend you prepare your file as a high-resolution PDF file with bleed.

Alternative File Formats

However, we also accept other file types, although additional setup charges may be applied. Please consult with DGVC customer service to find out your options.: Adobe Illustrator AI and EPS files, Adobe Photoshop TIFF, JPG and flattened PSD files are usually acceptable. Microsoft Office files are not suitable for printing and we will have to convert these to an alternate format or import these documents and carry out further design. If you send us files, we will provide a no-cost, no-obligation assessment of your files and advise you on how to proceed.

2. What Colour Mode should my file be?

Your files should always be in CMYK, anything else may result in a colour shift when other colour modes such as RGB are converted into CMYK.

For best results, the design file should start off as a CMYK colour mode.

The colours below are in RGB



These colours are CMYK



3. Vector Vs Raster

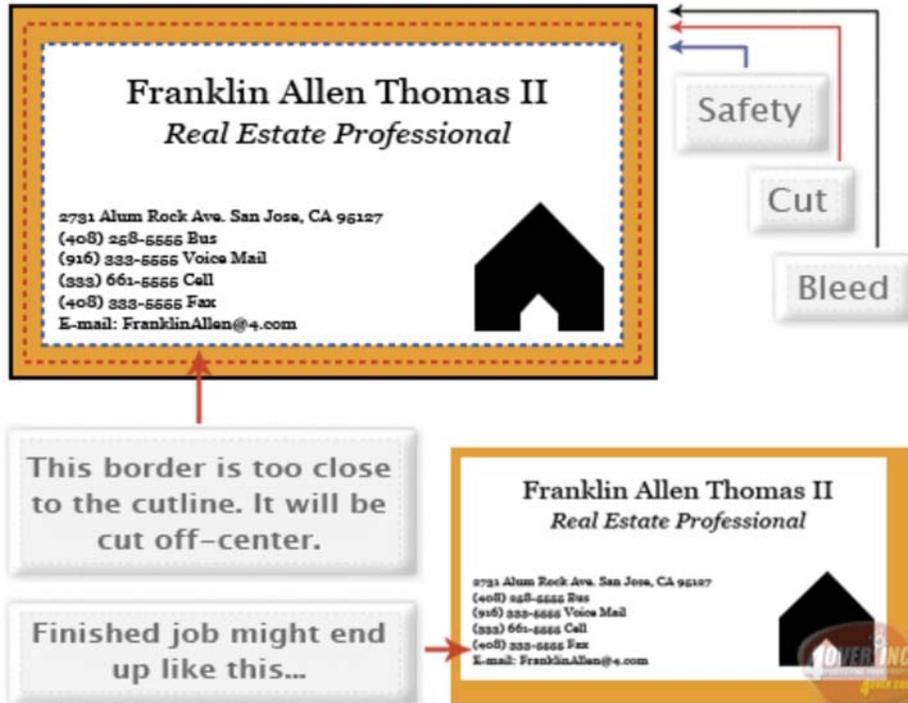
Vectors use mathematical equations to define each component of an image. This allows vector images to retain their high-quality at any size. Programs like Adobe Illustrator use vector graphics. Vector images should be used for all text and logos if possible. They result in the clearest image and can be re-sized without losing resolution. A raster image is composed of a collection of tiny dots called pixels. When these pixels are small, and placed close together, they fool the eye into forming a single image. Raster images work great when subtle gradations of color are necessary. Because they contain a fixed number of pixels, a major disadvantage of raster images is that their quality suffers when they are enlarged or otherwise transformed. We recommend fonts and logos to be vector for maximum clarity.

4. What resolution is preferred for raster images?

Images and artwork should be 300DPI

1. Bleeds, cut lines, safety margins and borders

There are three important imaginary boxes around every printed piece



Bleed - Ensure 1/8" bleed is included the file

Bleed is critical in a file. Bleed is extended artwork on all sides of the artwork to allow for cutter variance. Items such as background and design elements should always extend out of the trim margin. Please keep all text and anything you do not want cut at least .125" away from the cut line.



Cut Line

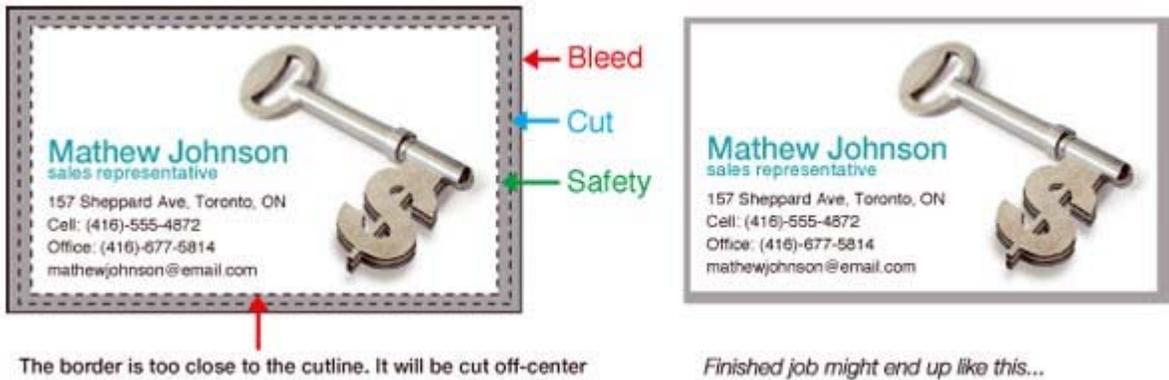
The cutline is the actual size the piece is designed at and will be the finished dimension delivered. This should be indicated by including crop marks in your file. If you do not provide bleed information and crop marks, the printed product may show a thin area of white on the edge. If your file does not have bleed, it will be rejected by our prepress department and we will request a new file with bleed. This will result in delaying the turnaround time.

Safety Margin

Safe Margins are 1/16" inside the cut line. Important text and images must be within the safe margin to make sure everything within the safe margins will not be cut off when trimmed down to the final size. We cut through many sheets at a time, so watch your margins to avoid an unwanted mistake.

Borders

For products such as business cards, we would recommend avoiding borders. If the border is too close to the cutline, it may result in the final product being off-center slightly.



2. All images must be embedded and all type must be embedded/outlined

The file you upload to us must have fonts and images embedded or outlined, or your file will not print correctly

How to embed images

Adobe InDesign and Illustrator: Window > Links

Choose the image you want to embed from the list and click on the arrow and select "Embed File".

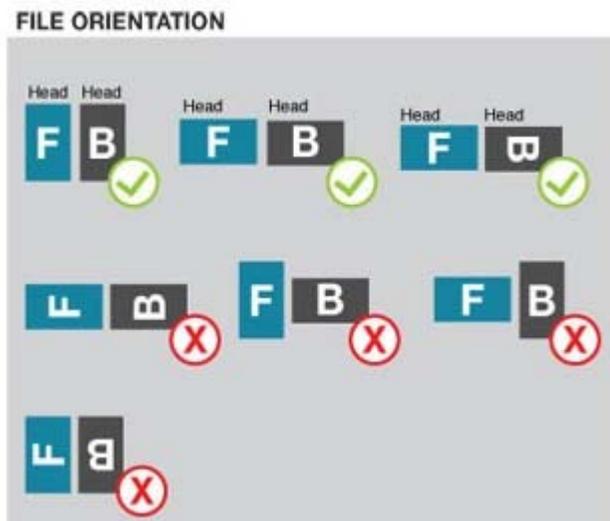
How to convert text to outlines

Select your text box. Under "Type menu" select Create Outlines

3. Make sure pages are set up for proper orientation

In order to ensure files are submitted properly for proper orientation, we will require files to be submitted HEAD TO HEAD.

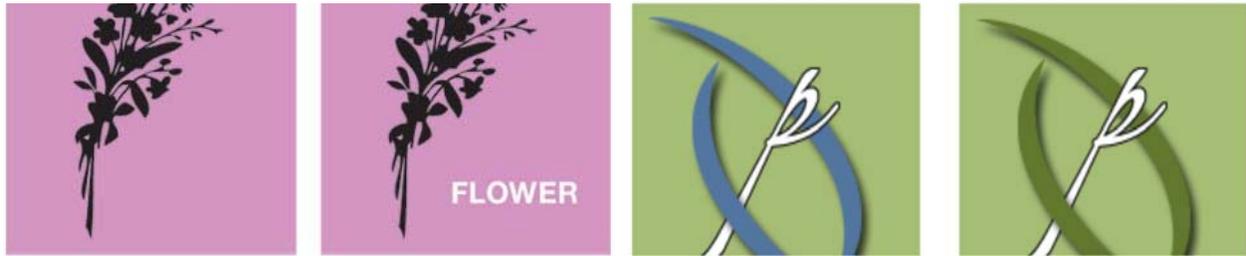
Below are examples on how to submit file:



Most product types require files are submitted with one page per file, for example a two sided file should consist of two files named xxx-Front.PDF and xxx-Back.PDF.

4. Avoid overprint issues

Overprinting refers to the process of printing one colour on top of another. If you do not want this to happen make sure that the overprint options are turned off and switched to knockout in your document.



Above left, even though the white text is shown on screen, when printed, the white text did not show up due to overprint issues. Above right, the colors from the logo mix with the colors from the background.

Please note that our file preview does not uncover overprint issues, therefore, it is critical to check your file for overprint issues before uploading the file to us

5. Transparency Issues with PMS colors

Transparency effects are generally not preferred in printing, and only on screen. It causes ripping issues and elements to disappear. To prevent this, do not use any shadow, glows and transparency on top of a spot colour – always convert your spot colour to CMYK and flatten before using any transparency effects.

6. Rich black and Total Ink Coverage

We are limited to a maximum total ink coverage of 300% (the sum of the percent of each of the CMYK values). Anything over may result in many print related problems such as poor drying or cracking. Cracking at the cut edges can occur when the print contains high values of ink, as in dark colors. Although this may usually happen on only a small number of cards in the run, to prevent this, use lighter colors or if you must use dark colors, use as little ink as possible.

Rich black is an ink mixture of solid black, 100% K, with additional CMY ink values. This results in a darker tone than black ink alone. If you print black alone as 100% K, the resulting black may not be as dark as you might like. To achieve a rich black, we recommend the values 30C 20M 20Y 100K

7. Black text

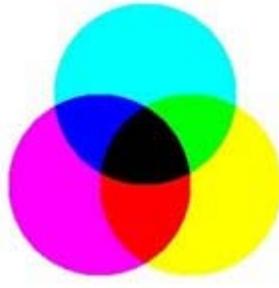
We will always require 100% K for black text (C0, M0, Y0, K100). Rich black should not be used for type or thin lines because it will result in fuzziness and misregistration issues.

8. Blues and Purples

Blues and Purples have always been a problem in the printing industry because the two colours are so close together in the CMYK spectrum. In order to ensure the two colours come up the correct tones, leave at least 15% differences in your Cyan and Magenta Values. (Example C100/M85/Y0/K0)

For print to look blue, Cyan > Magenta by 15%

For print to look purple, Cyan < Magenta by 15%



9. Red and Orange

Red and Orange are also problematic on press because the two colours are close together in the CMYK spectrum. In order to ensure the two colours come up the correct tones, leave at least 15% differences in your Magenta and Yellow Values. (Example C0/M100/Y85/K0)

For print to look Red, Magenta > Yellow by 15%

For print to look Orange, Magenta < Yellow by 15%