

Below we have listed the various specifications you will need to follow in order to supply suitable artwork that will produce high quality print results. Please ensure all artwork for print is supplied in line with these specifications.

**DMS cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.**

## PAPER PARTS AND PAPER CASSETTE SHELL LABELS

**Dimensions:** All artwork should have accurate dimensions, if you are unsure how to prepare accurate templates in the software you are using please contact a member of our design team who will be happy to assist.

**Bleed & Safety:** All artwork should include a bleed of 3 mm on all sides, all text and logos should be at least a further 3 mm from the crop guides, this is because cutting can only be accurate to about 1.5 mm when chopping small items like CD booklets. The easiest way to think of this if you are uncertain is to make sure the background image goes right to the edge of the bleed line and that all text, logos, etc. do not enter the safety areas (both of which are labeled clearly on our templates).

**Resolution:** All non-vector artwork should be supplied with a resolution of at least 300 dpi as this is the minimum required to achieve a high quality print.

**Colour:** All colour printing is full colour and should be completed and saved in CMYK. If you need to use a colour profile then we advise the closest match to be 'U.S. Web Coated (SWOP) v2'.

**Type:** All fonts should be converted to outlines. Alternatively, fonts can be flattened as part of the image pixels, but for the sharpest print, vector text is advised.

**Overprint:** If you are unsure of how to set overprint correctly, we recommend that you do not do this yourself. Using overprinting incorrectly can produce unexpected print results that our design team will not be able to check for while processing your artwork. For example, overprinting white will make your text disappear when printed. If at all in doubt, please contact us to assist you.

Overprinting is generally used to avoid the need for trapping and to avoid white gaps between colours in case of misalignment of plates during the print process. Normally when two separate colours overlap each other they will knock out, which means they will not print one over the other. Using overprint will ensure that one colour will print over another, black text on a pale background for example.

**Formats:** Artwork should be supplied as press quality PDFs, if you would prefer to supply in a different format please contact us.

## CASSETTE SHELL ONBODY - UV PRINTED

**Dimensions:** Please keep all artwork within the Print Area shown on the template.

**Resolution:** All non-vector image based artwork should be supplied with a resolution of at least 300 dpi (600 dpi is advised) as this is the minimum required to achieve a high quality print.

**Colour:** All artwork should be supplied in CMYK. Artwork can also be printed in white - please advise

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us of this upon supplying your artwork, or during the proofing process. Alternatively, please supply a separate file the white areas set to 100% K black.

**Type:** All fonts should be converted to outlines. Alternatively, fonts can be flattened as part of the image pixels, but for the sharpest print, vector text is advised.

**White Layers:** Some shell colours require a white base to be printed first, with the CMYK print being added over the top. This is due to the possibility of some colours appearing transparent, allowing the shell colour to shine through. We can create this layer for you. If you would prefer to supply this yourself, please supply a separate file the white areas set to 100% K black.

**Spot Gloss:** A separate file should be supplied to show where you would like the gloss to be printed. This must be a vector file, and set to 100% K black.

## IMPORTANT INFORMATION

We check all of your designs very carefully and make every effort to ensure that your final product will be of the highest quality. If you have any concerns regarding the colour or quality of your designs please let us know immediately so we can advise of the best way to improve them.

Due to monitors and printers using different methods to display colours, some variations will occur when the designs are transferred from screen to print. The amount of variation will depend on the brightness and contrast settings of your monitor and also the colour calibration facilities available to you.

In most cases a printed proof of the artwork prior to the final run is not a necessity; we have an experienced design team that will check all of your designs very carefully and contact you should they feel that a printed proof is necessary. If you would prefer to see a printed proof we can supply them for an additional fee.

We will be unable to print your designs if they do not meet the requirements listed above.

These specifications are in place to guarantee that all of the products produced at DMS will be of the highest quality.