

# Design and Print Specification

**Media:** CD-ROM Standard 12cm Disc

**Print type:** Offset Lithographic Print

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## Introduction

The following specifications and guidelines are to be followed to correctly set up artwork for a **CD-ROM Standard 12cm Disc**.

## Litho Printing

All discs that are litho printed by **HDC** have a silver metallic base, and to avoid any colour matching problem we recommend the use of a white base. The colour matching on a white base then works on a similar principle to any white paper-based printed material. The resolution (LPI - lines per inch) used when litho printing is 200lpi.

## Digital Artwork

We provide 30 minutes of free studio time, in which we will ensure your artwork is correctly set up for our print process.

If you are providing digital artwork, please ensure:

- you have included a printed proof with your artwork
- you have listed all Pantone references that are used in your artwork
- the resolution of all your images are at least 300dpi (lower resolution images are not recommended)
- the colour mode of all your images is set to CMYK
- all your font sizes are 6pt or larger (smaller fonts are not recommended)
- all text and images are at least 3mm away from the cutting edge
- all edges have at least 3mm bleed
- all template layers are switched off (if providing flat artwork)
- you have converted all fonts to outlines (preferred) or you have included all fonts which are used in your artwork
- all colour separations have a value less than 310%. We recommend a value of 30/30/30/100 for any solid rich black areas
- you have included all images that are used as links in your artwork.

Preferred file types include PDF, EPS, Quark, In-Design, Illustrator, Freehand, Corel Draw, Photoshop, TIF files and JPEG files.

We are very flexible and can work with virtually any artwork. We can recreate artwork from Word documents and other basic files if needed.

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## Colours

You can also integrate a spot colour into your process prints which is especially useful for matching logos or large areas that have a single block of colour.

When selecting colours for your artwork including pastel, fluorescent, metallic and colour formula guides, please select from the **coated** section of the **PMS** (Pantone Matching System).

If your on-body print includes large solid areas rather than process images, please either consider using spot colours or consider having your disc screen printed instead.

A **PMS** colour printed as a halftone will always look lighter than the colour reference on the chart. The minimum recommended tint is 30%. If you require a tint lower than 30%, we suggest choosing a spot colour that closely matches the colour you require.

## Further Considerations

It is recommended that the **Compact Disc** and **DVD** official logos are used on the on-body label.

It is recommended that a copyright statement is incorporated into the on-body label.

## Films

If you are providing films, please speak to a member of our Graphics Studio to ensure the correct film attributes are applied.

## Our proofing service

Once your artwork has been checked and prepared for the printing process, we will provide you with your preferred format of proof.

Choose from:

- a digital cromalin proof which provides 99% colour accuracy and will give a close representation of your finished product
- a PDF file which will give a representation of the image layout, but cannot be used as a colour reference.

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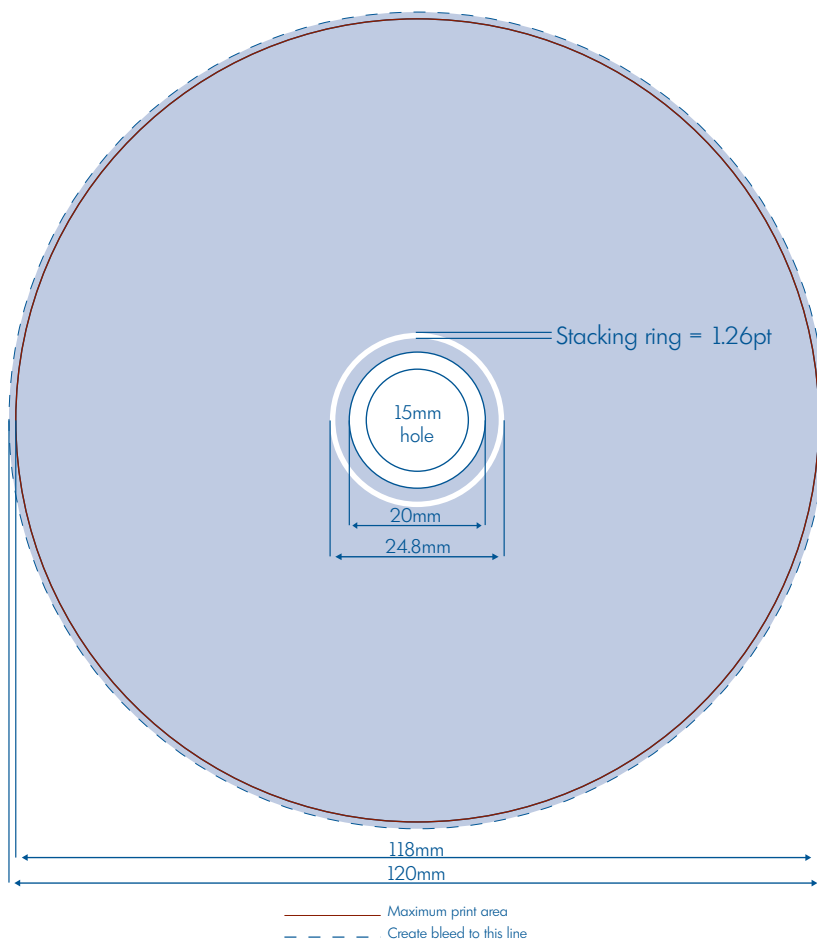


## Dimensions

As shown below, the shaded area shows the maximum print area. The standard disc diameter is 120mm.

● Denotes print area

Not to scale



Please call us if you would like this template in either an EPS or Quark format.

## Problems?

If you have any questions regarding this specification, or would like help in setting up your artwork, please speak to a member of our Graphics Studio on **01274 656565**.