PRINTMEDIA

Digital Printing

Digital printing is an economical option for small print runs. The time it takes to set up a job is minimal and the turnaround for jobs is quick.

The following outlines what to be aware of when choosing to proceed with digital printing.

• Supplying Artwork for Digital Printing
When supplying artwork please ensure that all colours and images are CMYK. Make sure all fonts are embedded and/or outlined so the font does not change when printing out. Make sure all images are 300dpi. Please include trim marks and at least 3mm bleed on your document.

• Solids and Gradients
Transparencies, large solid blocks of colour, gradients, and halftones, especially shades of grey, may not print smoothly. This is called banding and this usually occurs more frequently on coated stocks.

• Pantone Colours
Pantone colours will change when printed on the digital printer as this only prints on CMYK. We can match the Pantone colour as best as we can. To do this we will have to edit the colour in the file and this will incur extra charges, so best to ensure no spot colours are used. Also, please be aware that fluro and metallic colours cannot be reproduced.

• Colours and Paper Stocks
Colours will vary on different paper stocks and weights. If you would like to see a proof on different stocks and weights we can organise that for you. This may incur extra charges.

• Colours Consistency
Colour consistency is an issue with digital printing. Colours change from day to day and we have limited control over this. However we do our best to match previous samples that we have printed and that have been printed elsewhere. If colour consistency is important we will spend the time to match the colours as best as we can. If you are concerned about the colour you can check a printed proof.

• Fonts
Thin typefaces in a light colour on a darker background will appear thinner than they actually are as the darker colour will bleed into the lighter colour. This runs the risk of illegibility. A slight stroke may be needed to prevent this from happening.

• Stroke Weights
Like thin typefaces, thin stroke weights can appear thinner than expected even on a white background. Keep lines more than 0.5 in weight to minimise the risk of the lines dropping out.

• Borders
Do not design digital jobs to have any borders or elements that require registation. There is a lot of movement between prints in digital printing.