

# DISCHROMATICS LTD

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## ARTWORK GUIDELINES

### When preparing your artwork, please follow these guidelines:

1. Wherever possible, please supply a **v1.3 .pdf** file. Quark Xpress or InDesign are the best programs to use for artwork layouts of this kind. If this is not possible (e.g.: if you use Photoshop 8.0), then please supply the files "open" (i.e.: not flattened). Please ensure **all pictures and fonts are attached** with images in a minimum resolution of 300dpi and fonts zipped if emailing. Please be aware that .jpg files do not print in very high quality and should not be used unless absolutely necessary. Jpg photos should be saved as a high-resolution .tiff file and then inserted into your graphic.
2. Please use vector-graphics as opposed to pixel-graphics as this ensures a higher-quality print. Although pdfs with embedded fonts should be OK, it is still recommended to change fonts to outlines to avoid any potential for font corruption.
3. Please ensure the correct colour profile is installed in your packages when designing. The correct CMYK profile is ISO Coated v2 (ECI) and full colour settings can be downloaded from [http://www.dischromatics.co.uk/downloads/Colour\\_Profiles.zip](http://www.dischromatics.co.uk/downloads/Colour_Profiles.zip)
4. Please supply graphics in CMYK (never RGB or LAB!), unless pantone colours are to be printed, for which the artwork should be set up accordingly. Please note that the maximum ink coverage on all artwork is 320% (This means that the % values of C+M+Y+K must be no more than 320%). When you require dark black (please also read point 5 regarding black areas!), please use the following values: C:60%, M:40%, Y:40%, K:100% (**not**: C:100%, M:100%, Y:100%, K:100% as the ink coverage in this case is too high).
5. Barcodes should only be supplied in 100% Black (C, M and Y values should be 0%) as this will allow it to be correctly scanned. Also it is recommended that black text on a white background and a black background with white text "reverse printed" should be set as 100% black only (again C, M, and Y values should be 0%) to avoid potential "bleeding" as the edges of the text as much as possible.
6. Each title should have its own unique catalogue number, which is unlikely to be used by anyone else. The number can be between 5 and 20 alphanumeric characters in length. (Good examples of these types of catalogue number are DISCHRO3566895102458 or SON593). Once this catalogue number has been decided upon, it must be included somewhere on ALL pieces of artwork (CD label, Booklets and Inlaycards etc).
7. Please use specification 'F' for CD-ROM's (8cm and 12cm), CDR's, DVD-5's and DVD-9's (specifications are available at <http://www.dischromatics.co.uk/DownloadScreen.asp>). For DVD-10's please use specifications 'G' or 'H'. Specifications for relevant paper parts should be requested from Dischromatics or downloaded (see above).

8. For paper parts, all sizes and bleed areas (3mm all around the outside) given in the specifications should be adhered to. Separate documents should be used for each piece of artwork (e.g.: Disk Label, Front Booklet, Rear Inlay = 3 separate documents). **CROP MARKS SHOULD BE INCLUDED.** When supplying booklet artwork, please set this up using printer pairs (i.e.: 4 and 1, 2 and 3).
9. For on-body printing, no centre hole should be pre-cut. No bleed is required for on-body printing unless your order is to be duplicated rather than replicated.
10. Pantone colours are recommended for large areas of single colour print on CD or DVD Labels **only** as colour variation may occur when printing in CMYK (due to 4 machine passes as opposed to 1 when printing in Pantones). Your price will be inclusive of 5 colour print (including white base if required) which can all be PMS colours. The maximum number of colours (including white) possible is 6, although an additional charge will be levied for the 6<sup>th</sup> colour. If CMYK printing is required (e.g.: due to too many PMS colours required), please supply references for matching purposes.  
If printing using PMS colours is required, please supply colour references when ordering, or include these on your artwork. Please note that PMS colours should not be used for printing of paper parts, unless absolutely necessary. A charge will be levied for any non-CMYK printing on paper parts.
11. If text is included at the edge of the artwork, the bleed colour should be the same as the background to the text. Text should not appear in the last 3mm of a design (6mm including bleed).
12. Artwork files can be forwarded to us by email for checking before they are finally sent for printing, as this will save time if any alterations are required. You may also contact us when preparing your artwork to clarify any questions you may have.

**Thank you for following these guidelines. This will help us to process your order more efficiently.**

**Dischromatics reserves the right to amend artwork in order to fit specifications. If any changes are requested by the customer or required to be made by Dischromatics or Sony DADC prior to printing of the artwork, a charge may apply of which the customer will be notified in advance.**

**Dischromatics reserves the right to amend or update these guidelines at any time without any prior notice.**

**Dischromatics will do everything possible within reasonable parameters in order to ensure artwork supplied is fit for purpose. However Dischromatics cannot be held responsible for any customer dissatisfaction regarding print quality unless the original artwork was supplied entirely in accordance with these guidelines.**