

Common Graphics Problems

General (both labels and print):

- ◆ missing, corrupt, or unusable fonts
 - ✓ make sure all required fonts are sent with files in a separate folder, compressed to avoid corruption
 - ✓ all text can be converted to outlines or paths, BUT that limits what we can do on this end to fix typos and may result in additional charges if resubmission of a layout to fix mistakes is required
- ◆ low resolution images
 - ✓ recommended resolution for images is 300dpi
 - ✓ a source image at 300dpi, then scaled in the layout application will LOSE resolution!
 - ✓ the SOURCE must be good quality – there is no way to fix low resolution
- ◆ missing images
 - ✓ images should be LINKED to the layout file; this means that you must supply images in a separate folder
- ◆ wrong color mode for printing
 - ✓ print files should be CMYK unless quoted for adding a spot color
 - ✓ label files should use Pantones unless quoted for CMYK (including all linked images)
 - ✓ NO RGB – anywhere!!! (unless you want us to convert to CMYK)
- ◆ order forms do not match the files submitted; eg:
 - ✓ ordered 4/1, but files set up as 4/4 (or some other coloration discrepancy)
 - ✓ spec of CD (A, B, C or D)
 - ✓ ordered 1 or 2 color label but files set up with CMYK (or worse, RGB)
 - ✓ graphic designer should help client fill out order forms correctly
- ◆ templates not used, or wrong template used
 - ✓ especially for the CD label files – the wrong template or no template won't work!

CD label specific:

- ◆ use of a font containing thin areas or an image with fine lines and detail
 - ✓ minimum line weight to guarantee good results when silkscreened is 0.5pt – this includes detail in all images used in a label file
 - ✓ text – equivalent to 5 or 6pt Helvetica or Arial for positive text (black on white or dark on light); 7pt for negative text (white on black or light on dark)
- ◆ use of spot colours other than those from the Pantone Solid Coated Color Library
 - ✓ no hexachrome pantones
 - ✓ color code should be 3 or 4 digits; no spaces, special characters, letters, or dashes

Print Specific:

- ◆ No bleed (design – non-critical element – should run 1/8" past final cut line
note specific to our templates:
 - ✓ bleed line is green – design should go to bleed line;
 - ✓ cut line is blue – final cut size of insert/traycard;
 - ✓ critical element line is red – all text and any images you don't want cut off need to be within this line
- ◆ Traycard: text too close to spine; runs risk of being cut off or lost in fold
- ◆ use of CMYK black ("rich" black) on black only side of print
 - ✓ make sure black/grayscale side of print file uses only black
- ◆ improper creation of "rich" black on color side of print files
 - ✓ high values of each color will saturate the paper too heavily with ink
 - ✓ the best combination to achieve rich black is 100% black and 25% cyan
- ◆ no "Made in Canada" as required, or use of "Made in USA" (not allowed by US Customs)