

# CD Artwork Design Specifications

We use screen printing with UV compact disc inks to print all CDs we manufacture. Screen printing is unlike any other form of printing such as offset or flexo, so certain criteria must be met in the CD design to assure our clients of the maximum print quality possible.

## **Artwork Specs** (templates are found on pg 3)

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- Any color from the Pantone Color Formula Guide as well as the Pantone Metallic, Fluorescent, and Pastel Color Guides can be reproduced. Up to 6 colors can be printed, including a 1-color background. **If printing 4-color process, more brilliant colors can be achieved by utilizing a solid white background.** All custom colors should be accompanied by a client supplied and approved sample for print matching purposes.
- Minimum type size for positive printing is 4 points (1.4mm or 0.056").
- Minimum type size for reverse and knockout printing in solid PMS colors is 5 points (1.75mm or 0.069").
- Minimum type size for a reverse and knockout in 4-color process printing is 6 points (2.1mm or 0.083").
- Minimum rule or line width is 0.5 point.
- We strongly recommend that you avoid all script typefaces as well as type with thin serifs, especially for type that knocks out or is a 4-color build. Small type size and highly serified typefaces tend to close up and result in text that may be difficult to read.
- Depending on your design, better results will be achieved by underprinting a solid white flood background (white donut). Be aware that art will appear silver in any areas where image completely knocks out of the background if you don't underprint a color such as white.

## **Applications (MAC or PC)**

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<b>QuarkXPress</b>	(versions 4, 5, 6)
<b>Adobe PageMaker</b>	(version 6.5)
<b>Adobe Illustrator</b>	(versions 8, 9, 10, CS)
<b>Macromedia FreeHand</b>	(versions 9, 10)
<b>Adobe Photoshop</b>	(versions 7, CS)
<b>Adobe InDesign</b>	(versions 2, CS)

## **Media Formats**

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**CD-R / CD-RW**  
**800K or 1.4MB diskette**  
**100MB ZIP cartridge**

## **Tonal Ranges and Vignettes**

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All tonal ranges for halftones and process color breakdowns should be between 15–85%. Specifically: cyan = 15-85% / magenta = 15-85% / yellow = 15-85% / black = 15-85%. It is recommended that vignettes (color areas where a solid tint gradually fades to a lighter tint) having large tonal ranges (ex: 100% to 0% graduation) be avoided in a CD design. This will sometimes result in hard lines and “tonal jumps” in the gradient color area instead of a smooth, gradual fade as desired. Also, color matching in these areas can be more difficult.

## **Mirror Band/ID Ring & Stacking Ring**

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Any print over the CD's mirror band/ID ring area (45–38mm) without white underprint will suffer loss of color opacity due to lack of metallization on the disc in this area. Therefore, printed color in this ID ring area may not be consistent with color on the rest of the disc. Printing over the stacking ring (38–32mm), known as “print to center” (print option C) will result in a small knockout in the artwork where the actual stacking ring is located. Therefore, a smooth print area cannot be achieved in this area.

## ***Scanned Image Resolution***

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Any bitmapped images contained in the file should be at a scanned resolution of 300 to 400 lpi. Anything less than the recommended screen ruling could affect the quality of the final printed produce. As a note, the 100 lpi and 85 lpi used for screenprinting the CD are generally lower than standard offset printing, so highly detailed images should be avoided.

## **SUBMITTING DIGITAL FILES:**

### ***Artwork Proof***

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**A composite laser proof is required with all submitted jobs.** For multicolor printing, separated laser proofs showing each color are also required.

### ***Linked Images & Fonts***

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Include copies of all screen and printer fonts and linked graphics used in your documents. **Embedded images may cause problems with final film output, so original linked images are required.** Check all graphics to make sure they are in accordance with the color printed. For example, if printing a 4-color photo, make sure the file is set to CMYK instead of RGB. If printing spot colors, make sure the color settings are for spot and not CMYK build.

### ***Preflighting***

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Preflighting will be done on all jobs. Mistakes that can hold up production include application version incompatibilities, missing fonts, improper image resolution, or improperly specified colors.

### ***Color Proofs***

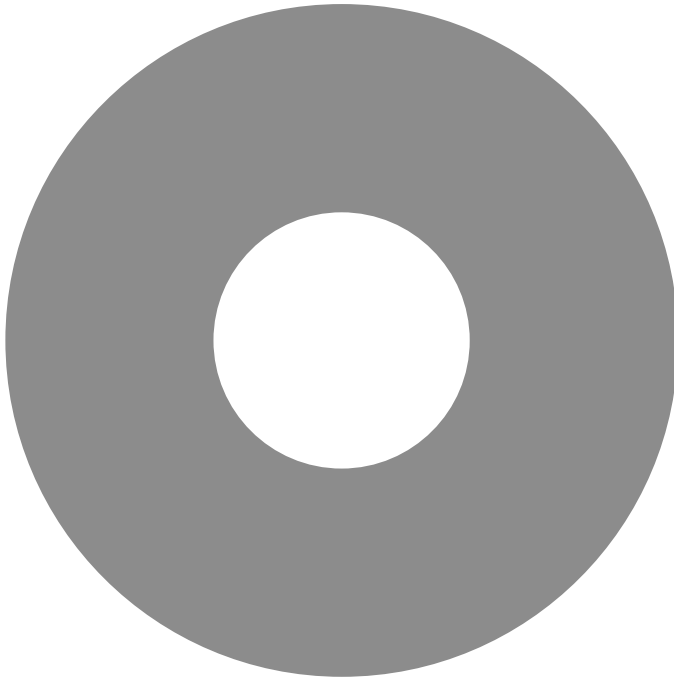
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If a critical color match is necessary, we require that you allow us to generate and send to you a halftone contract proof so that you can confirm and approve color accuracy. **It is important to note that customer-supplied laser color proofs cannot be used to confirm color accuracy or used as a guide for matching color at press.**

**Option A**

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print area from 118 mm to 45 mm



**Option B**

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print area from 118 mm to 20 mm with 38-32mm stacking ring knockout

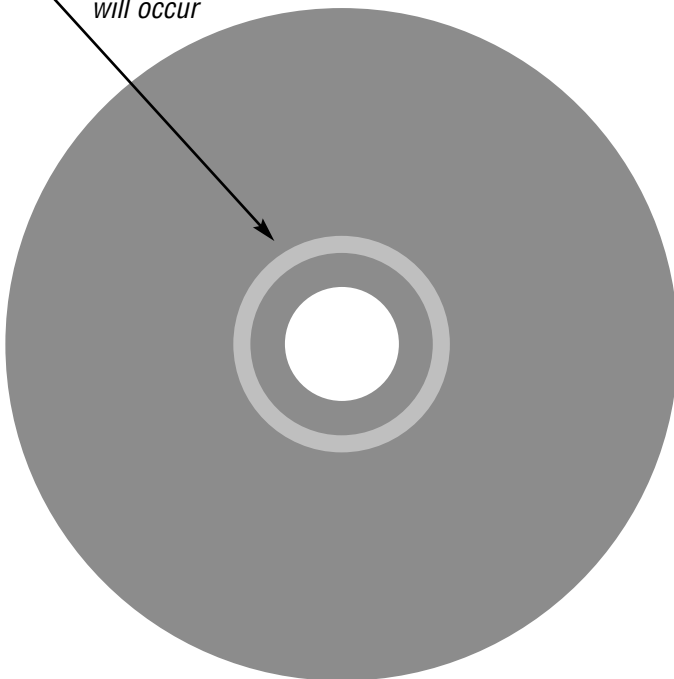


**Option C**

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print area from 118 mm to 20 mm

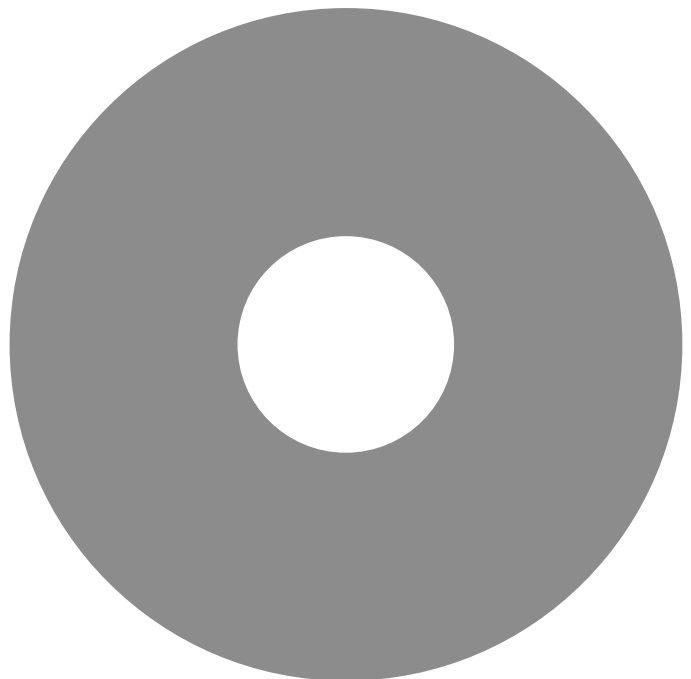
 **note:** 38-32 mm — keep text and graphics from this area as color variations and adhesion problems will occur



**Option D**

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print area from 118 mm to 38 mm



 **printing area**