



COLOUR

1. Use ONLY CMYK colour mode when in your artwork.

The use of other colour mode such as RGB and Pantone will cause an inaccurate output of colours.

2. Always refer to our CMYK COLOUR REFERENCE MANUAL / SPOT COLOUR CHART while working with colours.

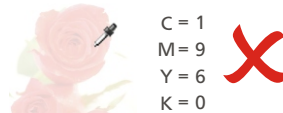
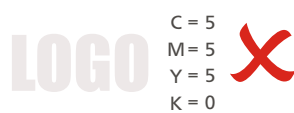
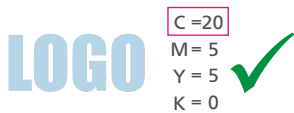
This is to reduce colour inaccuracies in your print job. You must also make provision for the discrepancy between the artwork printed from your printer and the actual product from our offset printers. Do not depend entirely on the colour displayed on your monitor as printed colour of end product may differ from what appears on screen.



CMYK Colour Reference Manual

3. AVOID setting colour tints(toning) lower than 10%

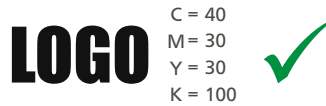
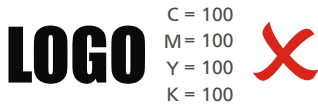
Lighter shades usually print much lighter than they appear on screen and you may dissappointed with the outcome.



Spot Colour Chart

4. DO NOT set black colour to (C=100 M=100 Y=100 K=100)

Too much ink coverage may result in sheets sticking together and caused text or image to look blurred. To get the most from black, use SUPER BLACK in our CMYK COLOUR REFERENCE MANUAL. However, avoid using SUPER BLACK on small text as due to ink spread.



5. In order to make your tint/toning effect more obvious, make sure the value between colours are at least 10% of difference.



IMAGES

1. Ensure all the images are in CMYK colour mode.

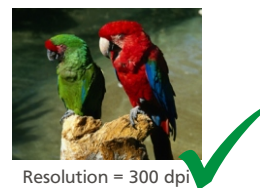
2. Ensure resolution of all your images are set to or above 300 dpi.

Scanned Line Art/Black & white images resolution are set to or above 1200dpi.

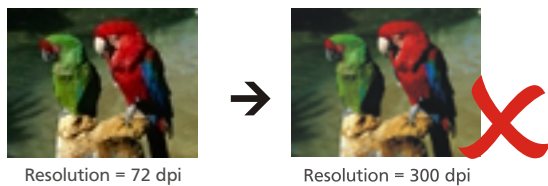
3. DO NOT manipulate your images using a layout program\*.

You are advised to manipulate your images using Adobe Photoshop.

Resolution and size (dimension) are inversely proportional to each other, which means when you are enlarging the image in layout program, you are in fact lowering the resolution.



Resample from 72 dpi to 300 dpi in layout program\*:



Enlarging image in layout program\*:



\*Layout Program - CorelDRAW, Adobe Illustrator





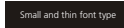
TEXT

1. Minimum font size : 4 pts

During printing process, minute misalignment can cause the 4 separate CMYK inks to overlap imperfectly in small text and make them look blurry.

When you are working on small text, avoid:

- 1. White text on a coloured or black background
- 2. Light coloured text on a white background.
- 3. Font types that have thin lines



White text on a coloured or black background

Light coloured text on a white background









2. Layout Program\* : Curve / Create Outline / Path all the fonts before you convert your artwork file to PDF file format.

Adobe Photoshop : Set resolution to or above 300 dpi and Rasterize Type before you save as PDF file format.

We advise against setting text using Photoshop as the text will not be nearly as clear as setting text in a layout program\*.

LINE

1. DO NOT set line weight less than 0.25pts.

	0.1 pts	
	0.25 pts	
	0.5 pts	
	1.0 pts	

\*Layout Program - CorelDRAW, Adobe Illustrator

