

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 KIT (Litho Offset CMYK Colour Reference Manual, Digital Colour Reference Manual & Spot Colour Toning Reference) while working with colours.

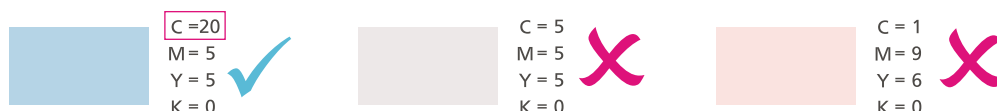
This is to reduce colour inaccuracies in your print job. You must also make provision for the discrepancy between the artwork printed from your printer and the actual product from our offset printers. Do not depend entirely on the colour displayed on your monitor as printed colour of end product may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



Colour Reference Kit

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

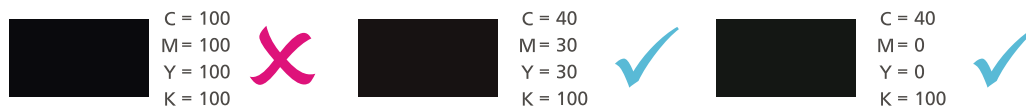
Lighter shades usually print much lighter than they appear on screen and you may dissappointed with the outcome.



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 the colour combinations stated below*:

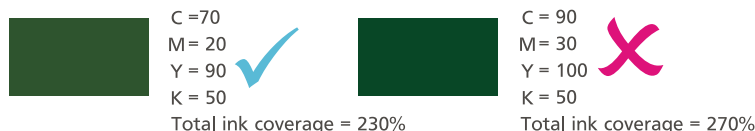


*However, avoid using SUPER BLACK on small text as due to ink spread.

5. For Litho Offset, maximum total ink coverage must not more than 240%.

Too much ink coverage may cause set off problem (sheet sticking together and caused text or image to look blurred).

For example:



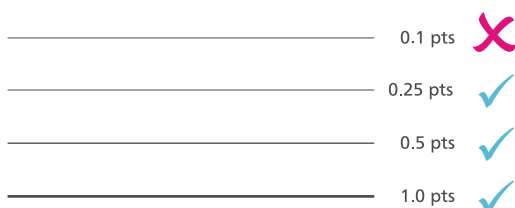
6. In order to make your tint/toning effect more obvious, make sure the value between colours are at least 10% of different.



LINE

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

(Not applicable for Pre-Inked Stamp, Spot UV & Hot-Stamping – refer to Pre-Inked Stamp, Spot UV & Hot-Stamping section for details)



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.



Resolution = 300 dpi



Resolution = 72 dpi

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



Resolution = 72 dpi



Resolution = 300 dpi

Enlarging image in layout program*:



Resolution = 300 dpi



Resolution = 150 dpi

TEXT

1. Minimum font size :
4 pts (not applicable for Pre-Inked Stamp, Hot-Stamping – refer to: Pre-Inked Stamp Artwork Specification and Hot-Stamping Artwork Specification)
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:
a. White text on a coloured or black background
b. Light coloured text on a white background.
c. Font types that have thin lines.

Small and thin font type

Small and thin font type

Small and thin font type

White text on a coloured or black background

Light coloured text on a white background

- d. Reverse printing (White text on coloured background made up of a combination of 2 or more CMYK Colour Value).
- All wording that consist **font size ≤ 5pts and without BOLD**, must **add outline** to reduce the wording blurry problem.

Small and thin font type



Small and thin font type



Attention : EXCARD shall not bear the consequences on the wording blurry due to small font size.

- e. When you working on White background with Black text and line, you are advise to use **K100 only**.

TEXT

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*.