



# Design Tips for Digital Printing

*Tips and Tricks for best results when printing to digital devices.*

- Include all fonts in both page layout and vector graphics files.
- RGB solid text, such as 100% red, may reproduce as a tint. Define solid color text in CMYK, if possible.
- For positive solid text - use a minimum of 2 point and 3 point for reverse.
- For positive tinted text - use a minimum of 4 point and 6 point for reverse.
- Colors for fine rules or small graphics, such a bullets and icons, print best when at least one color separation (other than yellow) is set to a solid or near solid color (e.g., 90 - 100%).
- Select PANTONE colors by choosing them from the PANTONE color library.
- Gray text, graphics, and gradients will be best produced if they are created with K only in a CMYK working space.
- When printing black on uncoated substrates, add a small amount of C, M or Y to improve uniformity and minimize paper texture.
- Digital printing systems, in general, may show slight variations in color within large areas of mid-density tints. Design with smaller areas when using tints and or design with colors that are less than 40% or greater than 70% in value.
- Edges of tinted area may also have a jagged appearance, dependent on the line frequency and the angle of the halftone screen with respect to the angle of the edge. When selecting the color for fine rules or elements, better results will be achieved by choosing saturated colors or setting at least one separation (other than yellow) to 100%.
- The best gradients will be produced when using vector gradient tools in programs such as Adobe Illustrator that take advantage of PostScript Language Level 3 and PDF 1.3 smooth shading operations.