

# CPU CD Artwork Design Specifications



*CPU uses 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 1 point (.35mm or 0.014").
- 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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QuarkXPress  
Adobe PageMaker  
Adobe Illustrator  
Macromedia FreeHand  
Adobe Photoshop  
CorelDraw

## **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%. 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***

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Any print over the CD's mirror band or ID ring area (45mm–38mm) without white underprint will suffer loss of color opacity due to lack of metallization on the disc in this area. Printed color in this ID ring area may not be consistent with color on the rest of the disc.

## ***Scanned Image Resolution***

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Any bitmapped images contained in the file should be at a scanned resolution of 1.5 to 2 times the printed line screen ruling. For four or more printed colors, the line screen would be 100 lpi. Three or less printed colors will be produced at 85 lpi. Anything less than the recommended screen ruling could affect the quality of the final printed produce. As a note, 100 lpi and 85 lpi 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 will all submitted jobs. For multicolor printing, a separated laser proof showing the position of each color is 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 or if printing spot colors, make sure the color settings are for spot and not CMYK build.

### ***PostScript***

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Sending CPU PostScript files is not recommended. If it is necessary to send a PostScript file, include the original native files in case there is a problem with the PostScript file. Remember that PostScript files are not editable (corrections to line screen, trapping, and type cannot be made).

### ***Preflighting***

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

### ***Color Proofs***

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If the file is 4-color process and critical color match is necessary, we require that you allow us to generate and send to you a halftone contract proof (i.e. matchprint, waterproof, etc) so that you can confirm and approve color accuracy. If the file contains Pantone spot colors, we recommend that you allow us to generate and send for your approval a digital color proof that will show color breaks and position of colors. **It is important to note that customer-supplied laser color proofs cannot be used to confirm color accuracy.** A halftone contract proof, which is produced from actual imaged film, is the only way to confirm correct color as it will appear on final printed product.

### ***FTP Transfer***

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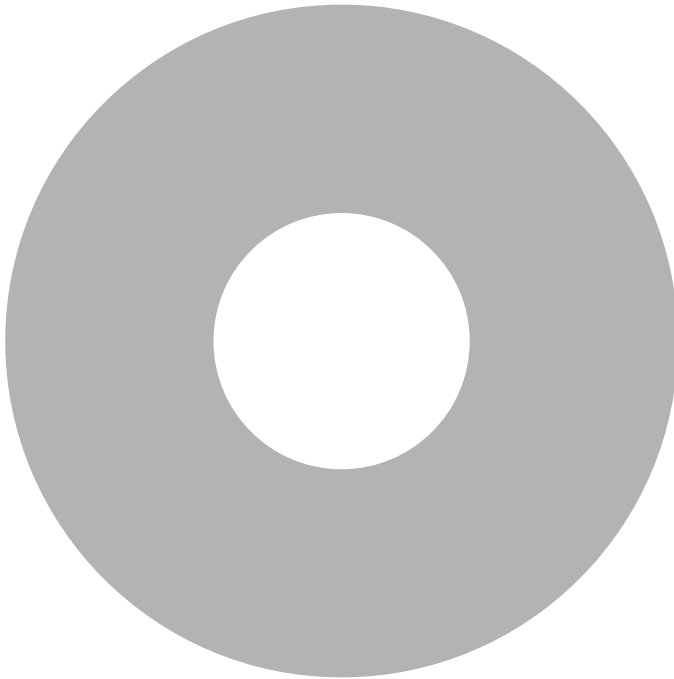
CPU now offers an FTP site for transferring files electronically. Connect to the site via your web browser at <http://www.cpubcorp.com> and choose the "Members" link. Select "Submit A File," enter username (**cpufiles**) and password (**send**), then select the file to be uploaded. Files transferred electronically to CPU **MUST** be placed in a folder then compressed and encoded (zipped/stuffed). You should also fax a laser hard copy of the file to your GSC. This will be used to confirm the accuracy of your digital file.

# CPU CD TEMPLATES

## ***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

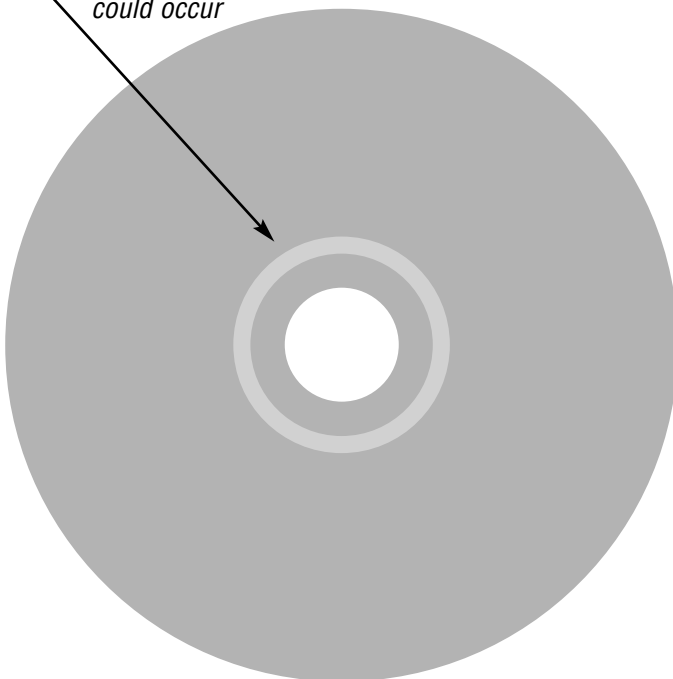


## ***Option C***

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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 could occur***



## ***Option D***

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print area from 118 mm to 38 mm



 ***printing area***