

Design for Print

The following recommendations are aimed at getting the best results from the design and reproduction of your work when printed.

Fine lettering

Thin lines, box rules, medium and small size type matter and detail should be reproduced in a single colour only, whenever possible. Rules should not be defined as "Hairline" in DTP applications. Laser printers and similar devices do not give an accurate representation of just how thin a hairline rule is, which can be unprintably thin.

A minimum thickness is 0.25pt for a solid single colour. Do not use the decorative frames available in DTP applications as these generate Postscript errors.

Reversed lettering or knocked-out type

Reversals should be made using a minimum of colours. Type matter or detail smaller than 10pt size should ideally be reversed out of one colour only. When reversals are from two or more colours, use the stronger colour for the exact shape of the letters. Small letters with fine serifs should not be used for reversals, as the slightest mis-registration will show colour in white type area(s). Please check to ensure that reverse lettering does not become illegible due to the text's background or light detail.

Maximum Ink Weight

For four-colour web offset printing the maximum total ink weight should not normally exceed 300% in the darkest areas, with a maximum black of 80%, (*these requirements can change with different substrates and you should contact the relevant site for specific information*).

The least amount of overprinting possible should be used when producing pages, to facilitate good trapping and fast drying, and thus avoid marking on press.

Where a large solid black background is to be reproduced, it is strongly recommended that the Black prints at 100%, with a 60% Cyan tint to provide additional density.

The use of UCR/GCR should fall within the guidelines and be appropriate for the origination.

Common Tints and backgrounds

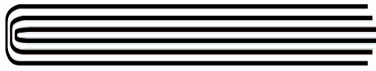
When a common colour background or strap heading is required for several pages of a feature, careful consideration should be given to the use of one, or at the most two colours, to enable at printing stage consistent reproduction across all areas to be maintained. It is advisable that a colour swatch or proof is supplied to enable accurate reproduction on press.

High Pagination Products & Bulking

On production of high pagination magazines, which are saddle stitched, an allowance should be made for the 'bulk' of the spine, which causes the center pages to trim smaller than the outer pages.

This allowance should be made at the page layout stages. As a guide, if 65gsm paper is used, allow for 1mm reduction in page width for each 32pp.

Contact the relevant Polestar site for detailed guidelines.

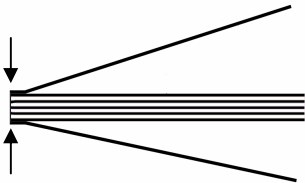


Bulking is mainly seen on Saddle-Stitched jobs with heavy paper stocks.
The centre pages are pushed out by the thickness of the paper.

Perfect Binding & Covers

With Perfect Bound jobs where the cover is glued along the spine and attached to the top and bottom pages of the contents an allowance needs to be made for hinge.

The inside front and back covers as well as the first and last page of the contents can lose an area of around 6mm. Contact the relevant Polestar site for detailed guidelines.



Perfect Bound job showing the glued areas.

Trims and Bleed

All page elements that run to the edge of the page must extend off the page by a minimum distance known as the bleed.

Elements that are not to bleed **must** be a minimum distance of 5mm, known as the margin, from the page edge.

Standard minimums are bleeds of 3mm and margins at the top, base and fore-edge of a page, and 10mm in the backs. These can vary with binding style, particularly perfect binding, so always check with the relevant print site.

Proofs

The proof supplied must be generated from the final data supplied.

The basic proofing standard for Web Offset printing in Polestar is the PPA proof4press standard or Dupont Digital Cromalin Euro_Offset DP 10 both of which align with ISO 12647-2

For specific proofing specifications for individual products and substrates please contact the relevant Polestar Site.

All supplied proofs should have appropriate control strips indicating the standard to which they have been produced see proof4press guide at :

http://www.ppa.co.uk/production/standards/download_v4/proof4press.pdf

Where digital proofs are received and have been produced outside the standards it is unlikely that an acceptable match will be achievable on press.

To achieve an accurate colour match, proof to printed result, supplied proofs **must** conform to agreed specifications.

proof4press

February 2004