

TechNote:

Digital Printing Design Guide



	Indigo Printing Best-quality digital printing of postcards, brochures, labels, sell sheets, books, and variable-data	Large Format Roll Printing Flexible roll media printing on banners, posters, back-lit film, canvas, adhesive vinyl	Large Format Flatbed Printing Flatbed printing on virtually any media
Media Size	12"x18"	64" wide by any length	78"x120"
Max. Trim Size (Full Bleed)	11.5"x17"	63" wide by any length	78"x120" full bleed
Bleed	0.125"	0.125" for single-sided printing 0.5" for double-sided printing	0.125"
Live Area Safety Margin	0.25"	0.5"	0.5"
Thickness	0.004" to 0.015"	0.004" to 0.018"	0.004" to 2"
Opaque White	Not available	Maximum size is 48"x96". Set up artwork for white ink on a separate layer in Illustrator or InDesign. Create a spot color named "White Ink" using 100% cyan only.	
Die-Cutting	Artwork for die-line should be set up on a separate layer called "Cut" in Illustrator or InDesign. Die-lines should be designated as a spot color using 100% magenta only, named "CutContour".		
Image resolution	300dpi at 100% of output size	DPI = 1/(Viewing Distance/3000), maximum 300dpi Example: at a viewing distance of 48 inches Resolution = 1/(48/3000) = 62.5 dpi	
Duplex Printing Accuracy	0.03" over entire sheet	0.25" over 8ft	0.125" over entire media
Variable-Data Printing	See VDP file preparation guide for more information		
Preferred PDF Format	For jobs requiring color printing only: use "SD-HR-wMarks-Flatten" PDF export preset. For jobs requiring opaque white ink and die-cutting: use "SD-HR-wMarks-wLayers" PDF export preset. Jobs may also be submitted in native application format. Please include all font and linked graphics.		
Fonts	All fonts used should be supplied with job or converted to outline (not required if supplying PDF)		
Linked Graphics	All linked graphics should be supplied with job (not required if supplying PDF)		
Color Mode	All color elements (text, vector artwork, images, including duotones) should be converted to CMYK for the most accurate color reproduction. Elements saved in RGB mode will be converted to CMYK automatically, but the conversion may be unpredictable. Grayscale elements should be saved in single-channel grayscale mode.		
Imposition	All files should be supplied as 1-up, single-page layout (including wire- and perfect-bound books) Saddle-stitched pages should be supplied as reader's spreads Sunrise will perform all step-and-repeat and imposition		
Rich Black	30c, 20m, 20y, 100k		
Gradients and Solid Colors	Although the technologies we use offer the very best image quality available with digital printing, slight artifacts may still be visible in the output. The best quality gradients can be achieved by setting up the artwork in Photoshop and adding noise to the gradient. The optimal amount depends on the actual colors used, but "normal" amount of "2" is a good starting point. Flat tints and solid colors can be improved by using patterns.		