

5 Referrals that Purchase = 1000 Free Business Cards

Excellence in Print Services

Easiest Way to the Best Results

dotimaging.com.au

February is an exciting month for us here at Dotimaging, it marks the launch of our website, and of our new automated process. Adding to our strengths we have doubled our printing capacity with new equipment and staff. Now with the latest technology on the web we are able to automate the entire print process, making your job that much easier.

If you need quality printing and a great price it just doesn't get any simpler than submitting your order through our website. The real bonus is that you will never be left wondering how your job is progressing, as you can check your job's progress at any time through our website by simply entering your job number.

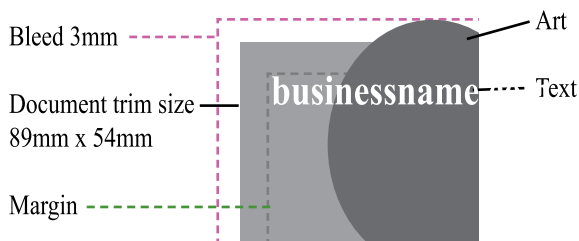
Preparing your Files

You don't have to be a genius to create your own art if you follow a few simple rules.

1. Get the size right

When you select a product use the sizes we dictate. (eg Business Cards 89mm x 54mm)

2. Allow 3mm bleed and margin as shown.



3. Images must be at least 300dpi to avoid jaggy edges.

4. Use CMYK colour only not RGB (Page2). For rich black use these percentages.

Cyan 70%		Rich Black
Magenta 40%		
Yellow 15%		
Black 100%		

5. Acceptable File formats are:

CorelDraw, Adobe Illustrator, Freehand, Photoshop, InDesign, Quark, Publisher, PDF, EPS, JPG, TIF, ZIP, RAR, SIT.
(NB. Microsoft Word Files are not acceptable for pre-press).

6. File Naming is important

Follow this convention for easily locatable files: Name_Type_Date
eg. BobbyDazzler_BCard_21102005.pdf

If you don't fully understand these rules you can get more info from our technical support documentation available for free download from http://www.dotimaging.com.au/DOT_Technical_Info.pdf



Professional Artwork

You can have your artwork prepared for you by our professional designers. Contact our art department at this email address:
art@dotimaging.com.au

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Colouring

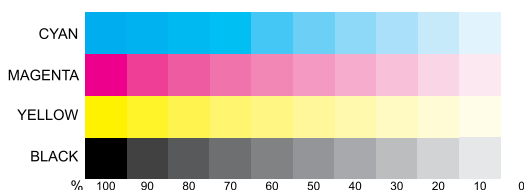
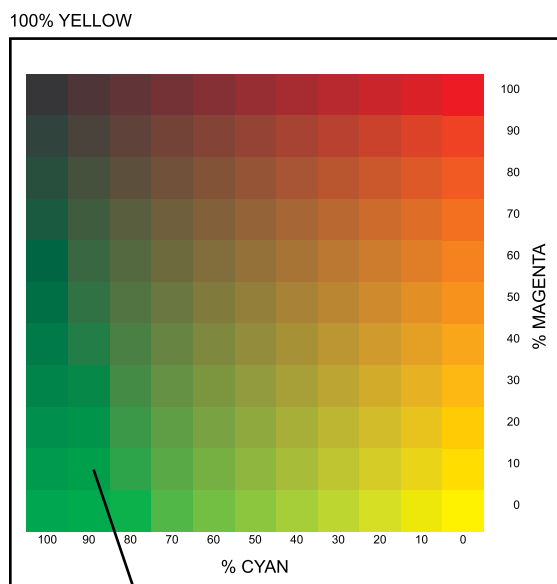
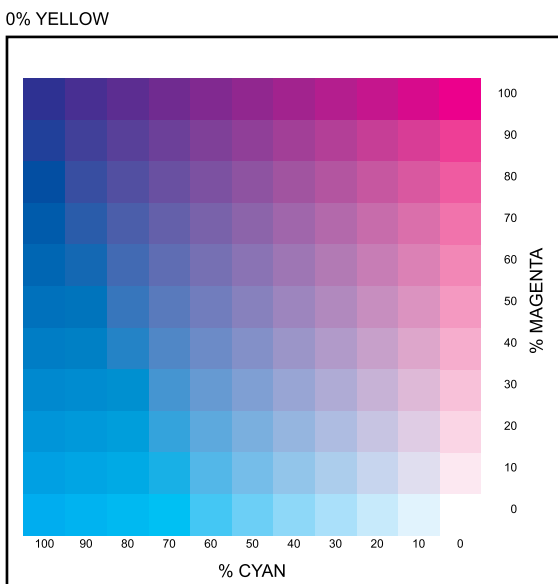
Get your Colours Right

Working with colours in the print industry is not as simple as people presume. In this article we will briefly introduce you to some of the relevant issues.

If you are not familiar with CMYK and RGB colours you are not alone, yet without an understanding of the implications of these you will not be able to send print ready files. RGB stands for Red Green Blue, and these are the colours you see whilst looking at a screen. Televisions and computer monitors display colour as a mixture of Red, Green and Blue dots.

Print technology does not use RGB, instead it uses CMYK which stands for Cyan, Magenta, Yellow & Black. The difficulty is that colours between these two colour gamuts appear differently. In other words what may look Blue on your screen may print as Purple. For this reason it is highly recommended that you acquire a colour swatch or colour wheel that you can use to verify the colours you want printed.

We highly recommend purchasing a proper CMYK colour swatch to assist you in your colour selection.



This colour would be represented as: C90 M10 Y100 K0
Note: The appearance of any colour onscreen will vary from the printed colour, because the screen cannot display CMYK.

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