



THE DIGITAL  
**DESIGN GUIDE**

OREGON PRINTING COMMUNICATIONS  
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# GET THE MOST OUT OF DIGITAL PRINTING.

## DESIGN TIPS

### IMAGE AREA

The standard maximum image area including gripper, bleed and crop marks is 12.5" x 17.5". The printable image area depends on the stock selected. Some specialty stocks will vary in image area size. Check for stock size and availability.

### PAPER/SUBSTRATES

We have a variety of paper and substrate options: coated, uncoated, satin, synthetic, texturized, metallic, pearlized, tree-free, and more! We also have multiple window cling and magnet substrate options available.

### WHITE INK

White ink is available digitally and is great for colored/dark substrates and window clings. Multiple hits of white may be needed. Below are a few things to consider when designing with white ink:

- Call it out as "White" and make sure that it's a spot color, not CMYK.
- A helpful tip when designing with white is to change your "White" spot color to another color build (keeping it named "White") so you can see the white locations while designing.
- If using white behind another color, make sure the color above it is set to overprint.

### RICH BLACK

For best results, please use the percentages 20C, 20M, 20Y, 100K. We recommend designers use this formula for both offset and digital jobs.

### FINAL FILES

High Res PDF files are preferred, however we can also work with many other file types. If providing a packaged file (such as InDesign or Illustrator) remember to include all fonts, links and images.

- Convert files to CMYK when possible. This helps ensure color consistency.
- Booklets: Setting up your booklets in single page PDF's helps us impose your file for print.
- All images and graphics should be a minimum of 300dpi.
- 1/8" bleed is needed on any job that bleeds off the page.
- It's best to keep all text 1/8" away from the edge.
- Crop/bleed marks are not necessary. If you do include them, offset them by 1/8".