

RECORD LABEL PRINTING FAQ

- **What is the difference between CMYK or RGB and spot colors?**

- CMYK is four color process.
- RGB is red, green and blue. (DO NOT SEND RGB IMAGES)
- Spot colors are PMS colors (Pantone color matching system).

- **What is camera ready art?:**

- This term refers to copy and/or artwork that is ready to be photographed in order to make a plate. Black and white is always preferred. other colors or negatives may not reproduce as well. NOTE: copy may not reproduce from a silver, gold, red fluorescent or colored background as the entire image may reproduce black.

- **What is meant by fonts converted to paths/curves/outlines?:**

- This means the fonts are no longer typefaces, they are graphic objects.

- **What is meant by high resolution?:**

- This term refers to an image resolution of at least 300DPI

What is DPI?:

- Dots per inch. A measure of the resolution of printers, scanners and monitors. The more dots per inch, the higher the resolution: 600 dpi would mean 600 x 600 = 360,000 dots per square inch.

Mac Users:

- Can I submit StuffIt files?
Yes, you can send us your SIT files

Serif and San Serif font:

In typography, serifs are the small features at the end of strokes within letters. A typeface (font) without serifs is called sans-serif (from French sans: "without")

What is a line screen:

The number of rows of dots per inch in a halftone.

What is a bleed:

An extra amount of printed image which extends beyond the trim edge of the sheet or page.

What is a Gradation, Blend or Fade:

An illustration in which the background fades gradually away until it blends into the unprinted paper.

What is a Trap:

Trapping In printing, the ability to print a wet ink film over previously printed ink. Dry trapping is printing wet ink over dry ink. Wet trapping is printing wet ink over previously printed wet ink. In prepress, refers to how much overprinting colors overlap to eliminate white lines between colors in printing.

What is image area:

Image area is the portion of paper on which ink can appear.

What is a point:

Printer's unit of measurement, used principally for designating type sizes. There are 12 points to a pica; approximately 72 points to an inch.