

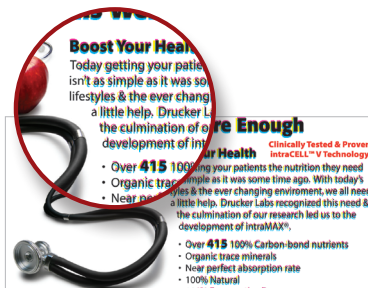
# 5 DON'T'S OF DESIGN FOR PRINT PRODUCTION



**1 DON'T** use images or text with high ink density.  
Newsprint: under 260  
Glossy: under 280

**Reason:** Each printer has a maximum ink density that it can handle before the printed piece becomes dark and muddy looking. Keeping image(s)/text ink density at or below the suggested amount will help produce more consistent results.

**2 DON'T** use rich black text other than for large text such as headlines.



**Reason:** Misregistration during the printing process could cause the text to become blurry and difficult to read.

**3 DON'T** use RGB images or RGB colors in print ads. Use CMYK.



RGB



RGB converted to CMYK

**Reason:** The most dependable way to view your ad and how it may appear in print is to see colors in CMYK mode, as some RGB colors cannot be reproduced in print.

**4 DON'T** use reverse type smaller than 12 points.



**Reason:** Misregistration during the printing process could cause text to become blurry and difficult to read.

**5 DON'T** use color type smaller than 12 points.



**Reason:** Misregistration during the printing process could cause text to become blurry and difficult to read.