



Internet Disc Shoppe

## *Custom Ultimate Disc* **Digital Artwork Specifications**

### **Introduction**

The purpose of this document is to explain the artwork specifications for custom ultimate disc printing. Printing on discs uses the hot stamp printing process, which is quite different from offset press or other common printing methods. It is therefore important that you review this entire document carefully to ensure that your design is compliant with the specs listed here.

If you have questions about any of these specifications, please contact Christopher Gronbeck at the Internet Disc Shoppe at [info@discshoppe.com](mailto:info@discshoppe.com).

### **Artwork Format**

It is preferred that the artwork is submitted as a digital file, in a common format such as Photoshop, EPS, Illustrator, TIFF, GIF, PICT, BMP, etc. Please do not submit JPEG or other file formats that use "lossy" compression schemes. When submitting digital art, please compress it using Zip or Stuffit before e-mailing. Artwork submissions may be sent to [info@discshoppe.com](mailto:info@discshoppe.com).

We will also accept hardcopy artwork; please contact us for details.

### **Size and Resolution**

The artwork must fit within a circle that is 6.75" (171 mm) in diameter. The artwork should ideally be at a resolution of 300 dpi (dots per inch) at actual size (slightly lower resolutions will work, but your design may not print crisply).

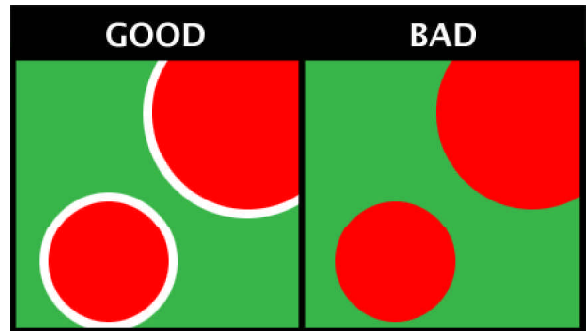
### **Colors and Layers**

Discs may have one to three colors. Three-color designs are difficult to produce, primarily due to difficulties in registering three separate color plates. They therefore incur additional production charges and often require extra whitespace between colors.

No matter what color your design will appear on the disc, it is important that the artwork is submitted as black and white images. If you have multiple colors in your design, each color should be a separate image (or a separate layer within a Photoshop or Illustrator file). Please make sure that your image does not include shades of gray, although B/W images with anti-aliased edges are acceptable.

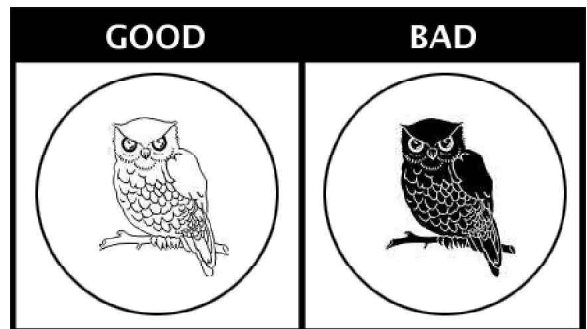
## Multiple Colors and Registration

A design with two or three colors requires space between the colors of at least 1/16" (1 to 2 mm). This is due to slight shifting of the color plates during the printing process...exact registration is not possible so the gap between colors ensures that there's a small amount of room for the layers to move without the colors printing on top of each other. If you submit a two- or three-color design, you are acknowledging that perfect registration is impossible to achieve, so your design should allow for this.



## Avoid Large Solid Areas

Because hot stamp printing is akin to placing a sticker on the disc surface (albeit much more permanent!), large solid areas do not work as air bubbles would become trapped under them. The largest solid areas in your design cannot exceed 1/2" (12 mm) square, about the size of a dime. This is probably the most significant limitation in hot stamp printing, and often the most frustrating to accommodate! Please let us know if you need help working with this specification.

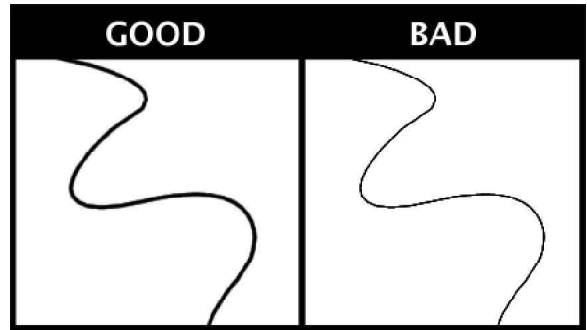


Note that large solid areas can be broken up using a black and white fill pattern, such as lines, dots, waves, etc. Please make sure that the dots or lines are not too small; a minimum of 25 dots per inch is recommended for fill patterns, and lines should comply with the lines thickness spec below.

## Line Thickness

Thin lines will not print well...please keep all lines at least 1/32" (1 mm) thick, which is about 1.5 points in a computer drawing program. Super fine details are generally not suggested for hot stamp designs.

When lines are reversed (i.e., the underlying disc color "showing through" a solid printed area), they need to be a little thicker so they don't fill in...at least 2 points.

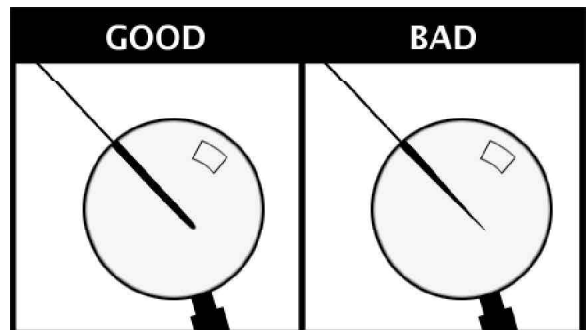


## Thin/Thick Balance

It's difficult to get a design to print if it's a combination of heavy, solid areas and light, thin areas. This is fairly subjective, and really only a problem if you're pushing the limit on both ends of the heavy/light spectrum.

## Pointed Lines and Shapes

Very fine points are not recommended since the hot stamp foil may start to peel from that point. Please slightly round off all fine points at the ends of lines and in other small shapes.



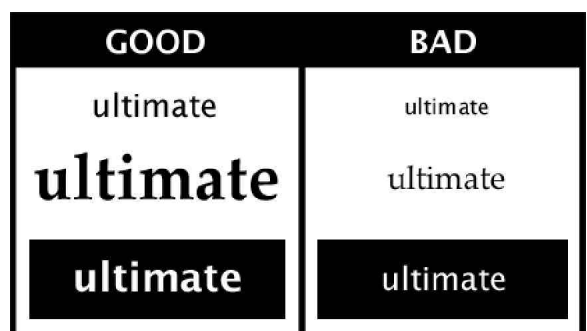
## Printing in Center

There is a small "nub" about 1/4" (6 mm) across in the center of the disc. Your design should avoid printing on the nub, since a small hole may appear in the hot stamp foil on the nub. If you submit a design with a printed area in the center, you are acknowledging that some or all discs may have a small, unprinted area in the center.

## Text

Text should be san-serif and at least 12 points in size. Serif fonts do not print well since the serifs are so fine...if you choose a serif font, it must be bold and at least 28 points.

If a text style is especially funky, i.e. sporting extra flourishes or with unorthodox letter shapes, it may need to be



a little larger than stated above. Also, text printed in reverse (the underlying disc color "showing through" a solid printed area), it needs to be a little larger as well so it doesn't fill in.

## Acceptable Content

*Almost* anything goes...feel free to put any whacky thing you'd like in your design, but please avoid sexually explicit, obscene, or vulgar language and images. Family channel here, folks.

## Copyrighted Text and Images

If you use any copyrighted material in your design, you need to obtain a copyright release from the owner and submit it with your artwork. Examples of copyrighted material include cartoon characters, corporate logos, and school mascots. We also need a release from your school if you use its name in your design (for example, "Washington University"). You may also not use the term "Frisbee" in your design, as it is a registered trademark of the Wham-O Corporation.

GOOD	BAD
flying disc	frisbee

## That's It, Folks!

If you have any questions, please write to [info@discshoppe.com](mailto:info@discshoppe.com). Hot stamp printing isn't easy, so be patient and appreciate the challenge!