

DESIGNING *for* DIGITAL

Think Finishing First

Digital presses don't register sheet to sheet or front to back as tightly as offset presses. Borders or crossovers or design elements that register tightly to the fold or trim edge can be troublesome. Embossing, foil stamping and die-cutting are not recommended because of potential registration issues.

Color Me Happy!

Unlike offset printing where we like a rich black built with all 4 process colors, solid black only is best for digital presses. Patterns actually print better than big solids to avoid banding. It can be tricky to match PMS colors exactly, so talk to your TVL rep about your expectations and we can help you dial color in.

Paper Selection

Deeply textured paper like linens and felts, metallic papers and other specialty papers don't lend themselves well to digital printing; small type, solids and reverse images can be affected by the texture. It's best to specify a super smooth stock for designs with heavier color coverage and avoid specifying papers heavier than 100# cover.

Size Matters

Before you design, make sure to evaluate the size as even slight adjustments can save money. Most digital printers have a maximum sheet size of 12 x 18 or 13 x 19. Find out what your available printable image area is.

In-Line Capabilities

Digital presses can collate, fold & saddle stitch, or they can collate and staple in the upper corner, but there are limitations with number of sheets and thickness of paper. Sometimes offline bindery techniques can improve the overall quality, like scoring for folds to prevent cracking and face-trimming booklets.

THE NEED TO BLEED

Building a proper bleed ensures your text won't be trimmed off. We like .125 inch bleed on all sides. Bleed is important because it can affect the size of sheet we use and the price of the paper. In-line finishing techniques are best for projects that do not bleed.



Please invite your TVL sales rep to get involved in your project early—your digital project will shine because of it!