

What type of files can I send to Hi 5 Canada?

We recommend saving out as a high-quality print-ready .PDF or an uncompressed high resolution .tif

What is Vector & Raster image?

Vector images use mathematical equations to define each component of an image.

This allows vector images to retain their high-quality at any size. Programs like Adobe Illustrator, Corel Draw, or Adobe Freehand uses vector graphics. Vector images should be used for all text and logos if possible. They result in the clearest image and can be re-sized without losing resolution.

A raster image is composed of a collection of tiny dots called pixels. When these pixels are small, and placed close together, they fool the eye into forming a single image. Raster images work great when subtle gradations of colour are necessary. Because they contain a fixed number of pixels, a major disadvantage of raster images is that their quality suffers when they are enlarged or otherwise transformed.

We would also recommend fonts and logos to be vector for print with maximum clarity.

What colour mode should my files be in?

If you send us an RGB file, there is a chance that a color shift may occur and you may not be satisfied with your job.

As a general rule should always start and finish your designs in CMYK color mode.



These colours are in RGB



These are the same colours but in CMYK

Your print will never look 100% as your monitor and smartphone. Here is why.

What resolution should my files be in?

Low resolution files may be printed as is or will be placed on hold until we receive new files, slowing your turn-around.

Please ensure your files are 100-150 dpi for large format prints (Vinyl, coroplast, foamboard, canvas, sintra, PVC etc.) and 300dpi for offset prints (Flyers, business card, postcard, small magnet cards etc.)



Low Resolution Image



High Resolution Image

How do I export a .pdf correctly?

When exporting from any program such as Indesign or Illustrator, use these settings to make sure your .PDF files export correctly.

- Adobe PDF Preset is set to: Press Quality
- Compatibility is set to: Acrobat 4 (PDF 1.3)
- Compress Text and Line Art is set to: Off

How do I get a grayscale image in a CMYK document?

Grayscale images that are converted to CMYK will have a color shift in the final print. That shift may be green or yellow.

Always check the CMYK values of your grayscale in the final CMYK document. If there are other values other than K in your grayscale image, there is a chance that the color will vary.

To eliminate all values other than K, use your Channel Mixer (adjustment layer) in Photoshop, then click “Monochrome” and adjust accordingly.

How can I make sure my blues do not come out purple?

When using a blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values.

Blue is close to purple in the CMYK spectrum.

Remember, use a low amount of magenta whenever using high amounts of cyan to avoid purple.



For Example: 100% C 70% M 0% Y 0% K



100% C 100% M 0% Y 0% K – On Screen

Achieving a red or orange colour

Red and Orange are also problematic on press because the two colours are close together in the CMYK spectrum.

In order to ensure the two colours come up the correct tones, leave at least 15% differences in your Magenta and Yellow Values.

For example:

C0/M100/Y85/K0

For print to look Red, Magenta > Yellow by 15%

For print to look Orange, Magenta < Yellow by 15%

Transparency

Transparency effects are generally not preferred in printing. It causes ripping issues and elements to disappear.

To prevent this, do not use any shadows, glows and transparency on top of a spot colour – always convert your spot colour to CMYK before using any transparency effects.

Does Hi 5 Canada except artwork with borders?

Yes, but if the border is too close to the cutline, it may be cut off-center slightly.

We cut through many sheets at a time, so watch your borders to avoid an unwanted mistake.



What is rich black and how can I get it?

Rich black is an ink mixture of solid black, 100% K, with additional CMY ink values. This results in a darker tone than black ink alone.

If you print black alone as 100% K, the resulting black may not be as dark as you might like.

We recommend using:

C 30 M 20 Y 20 K 100

This will give you a deep, dark, rich black.

Convert Text to Outline

To avoid missing fonts, convert all text to outline.

Instruction:

Select your text box. Under the Type menu select Create Outlines.

Bleed

A 1/8" bleed is required on all four sides of your artwork.

Bleed is extended artwork on all sides of the artwork to allow for cutter variance. Items such as background and design elements should always extend out of the trim margin.

Failing to provide bleed information and crop marks can result in the printed product showing a thin area of white on the edge.

If your file does not consist of bleed, it will be rejected by our pre-press department and we will request for a new file with bleed. This can result in delaying the completion of your job.

PMS/ Pantone

The only accepted colour mode for Hi 5 Canada is CMYK. The use of any PMS colours may result in an unwanted shift in colour.

Hi 5 Canada will NOT be responsible for any print jobs if there is any of the above artwork issue(s).