Virtual Proof Structure

Your VP request

VP Mailbox

CN Team

PH Team

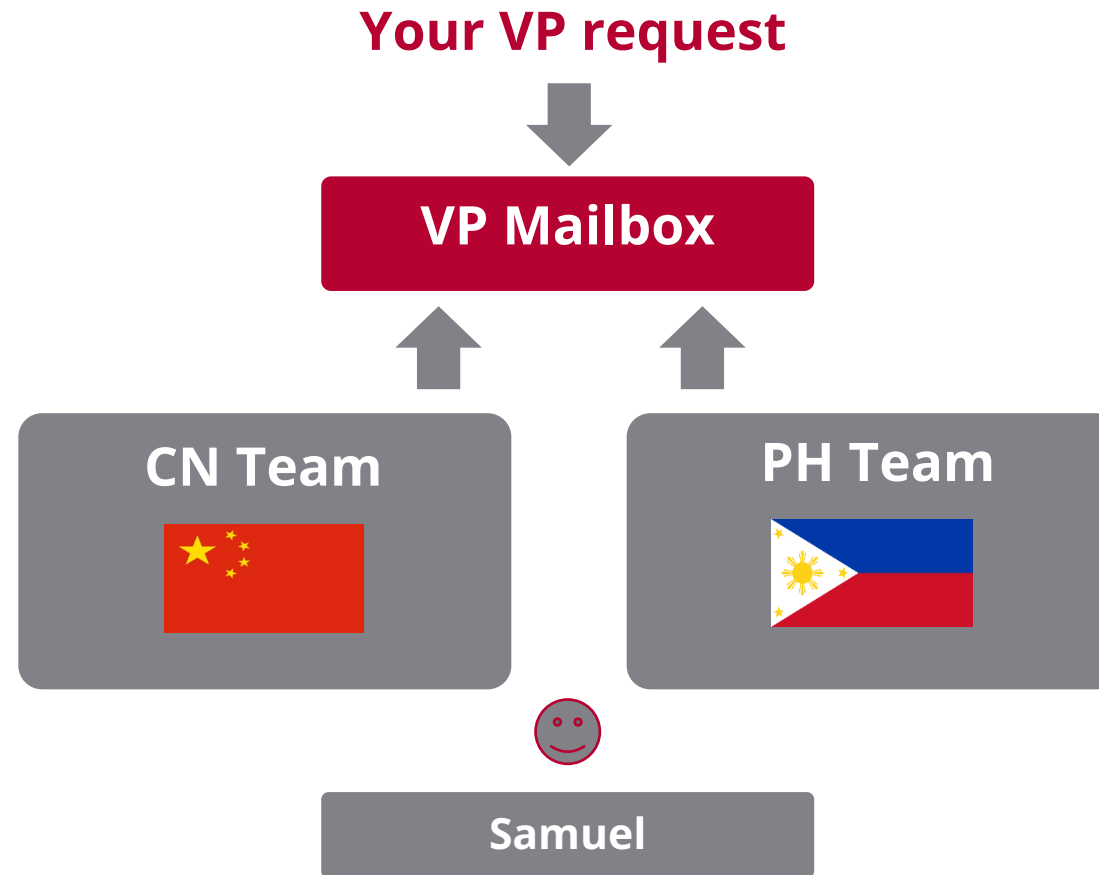**Samuel**

RGB

RBG stands for red, green and blue. With this combination of colours, you can create very bright colours, as the starting point is light.

A TV screen for instance, has a black screen when switched off (colourless). Light is added to this screen to create colours.

CMYK

CMYK stands for the colours cyan, magenta and yellow. By mixing these three colours, no darker colour than dark brown can be made, so the colour black (key) is added. CMYK colour has a base consisting of all colours in the colour spectrum. The colours are laid down and take away the reflecting light.

WHAT YOU SEE ON SCREEN

RGB

CMYK

HOW IT WILL PRINT

C	100	90	80	70	60	50	40	30	20	10	C
M	100	90	80	70	60	50	40	30	20	10	M
Y	100	90	80	70	60	50	40	30	20	10	Y
B	100	90	80	70	60	50	40	30	20	10	K

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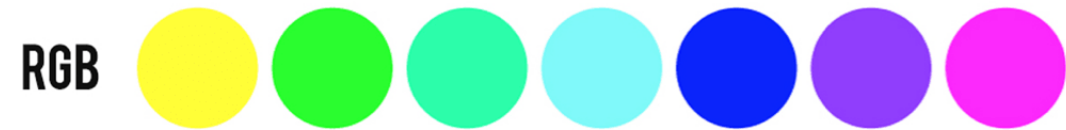
PANTONE colours

More than 1100 colours have been defined by a company called Pantone. These colours all have their own number. With these numbers, matching colours across the globe are guaranteed.

Pantone colours are acquired using 15 base pigments, including black and white. By mixing certain amounts of one pigment with certain amounts of another pigment, one colour from the Pantone colours is created.
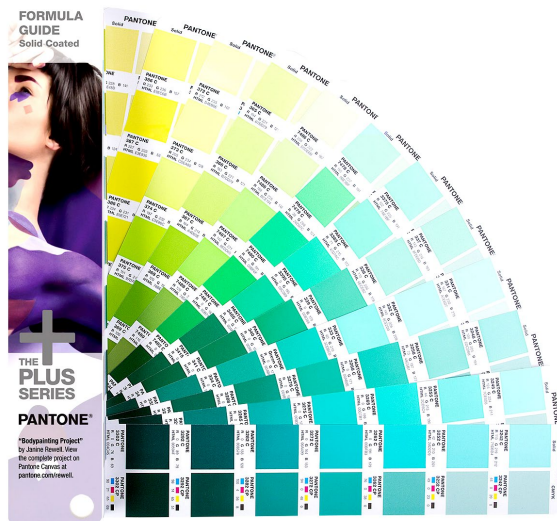
We use one type of **PANTONE – Coated.** This is distinguished by the letter C at the end of the name e.g. 485 C.

PANTONE Coated prevents wear & tear as **oil** is mixed with the paint. The oil also adds a nice **shine** on the printed matter.

Branding Methods
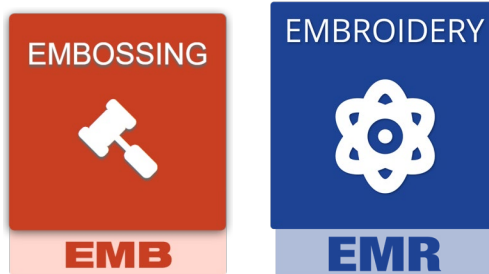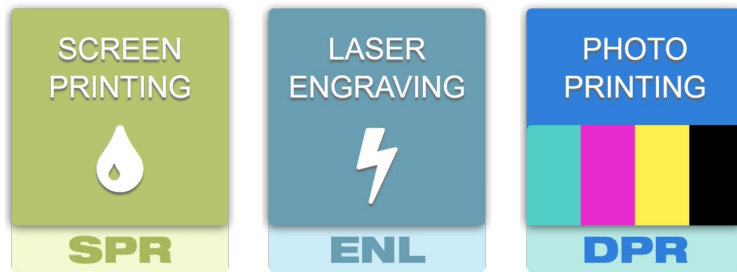
Printing Limitations:

- **SPR** - **cannot produce very small text** (below 4pts) or very detailed artwork

- **ENL** - **cannot reproduce tiny elements** (but better with detailed artwork)

- **EMB** - **will not work with small lettering or very detailed elements**

We can mixed methods on our models but **only** on opposing sides of the product – for example **SPR** on <u>front</u> of the unit and **ENL** on the <u>back</u>.

Laser engraving

- ENL is perfect for **durability and presentation effect.**

- The laser beam used for this method is <u>very thin </u>(human hair in thickness) so it can **reproduce very detailed artwork elements.** It can sometimes produce a sharper and more elegant finish than SPR, therefore it may be more suitable to suggest this to your customer.

- The ENL method also offers a special service - **Individual or Personalised Engraving -** separate individual engraved elements on each VP. This is very useful for individual names or text from a given list or file. (Note – this is usually provided to Operations in a CSV format.)

Digital print

- Our **DPR** method is very efficient when comes to print artworks on models like Wafer.

- We use HP Indigo machines and we can utilise up to a maximum of **800dpi** if needed, with vibrant colours and accurate sharp print outputs.

When obtaining digital print artworks from customers please ensure that it is in **CMYK** and at least in **300dpi** resolution.

Embroidery

1. **How many colours can we EMR?**
   ➢ Maximum of 4 thread colours.

2. **What colour thread can my customer choose?**
   ➢ We have a selection of 100 thread colours your customer can choose from that will cover the majority of logos/artworks.

3. **What if we don't have the exact colour for my customer logo?**
   ➢ Graphics will match the customer logo colours with the closest colour from the 100 thread selection. And we will continue to review our colour selection to see if we need to add more colours, please email suggestions to GSP.

4. **Is there any thickness or space limitation between the letters/elements?**
   ➢ A minimum of 0.9mm like thickness and spacing is needed for a good result.

5. **Can we EMR logos with gradient?**
   ➢ No, only solid colours are possible. Same as Screen Printing (SPR).
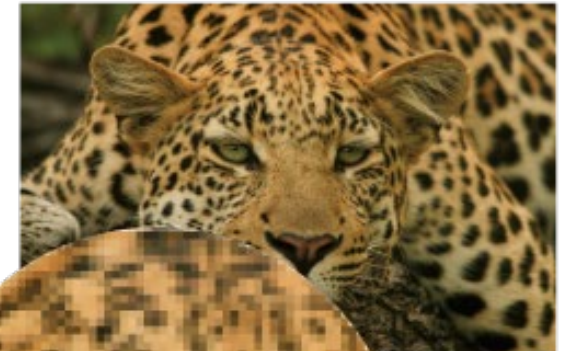
Resolutions

1) Screen (as on a TV, mobile, laptop or tablet)

2) Print (printed matter)

- **Both Screen** and **Print** images are made up of squares (dots) – these dots define and build an image.

- **Screen images** have 72dpi: 72 small dots in an area of 1 square inch. There are a small amount of dots since people do not sit close to screens.

- **Print images** have 300dpi: this is the minimum to ensure our eyes do not see the separate dots that made an image.

300dpi   **150dpi**

DPI stands for Dots Per Inch - it indicates the number of <u>physical</u> 'dots' in the area of 2.5 x 2.5cm (1x1inch).

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Sharp or not?

- **Vectors** are the best solution when it comes to **logo and graphic elements** like letters or shapes – they are mathematical formulas created by software so they will always be fine and sharp.

- **Rasters** (Images) are built from small squares (pixels) which are fixed in size so their quality is defined – **they cannot be enlarged without losing quality** – you can, however, do this with Vectors.

- **Large Rasters** are perfectly acceptable to use as logos because when they are enlarged, it is unlikely they will pixilate.

   **Vectors** or **Large Rasters** are the most desirable.

VECTORS

**IMAGES**

Bleeds in digital print

- As digital prints need to be cut to a desired size after printing, we need 'Bleeds'.

- Bleeds are the excess amount of artwork (**around 3mm**) around the desired size to allow you to 'cut out'. This ensures there are no white paper edges and the whole print area is covered – this process saves time and money.

Things we cannot print

NO

Transparency

NO

Gradients

NO

Shadows
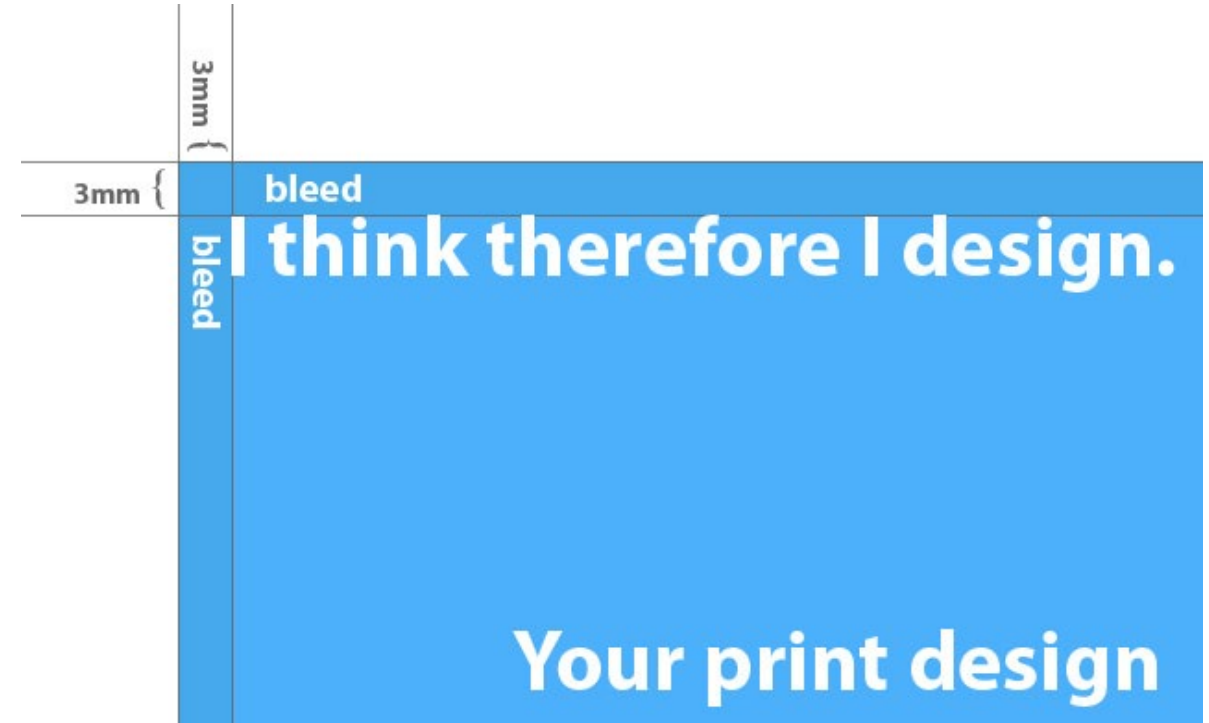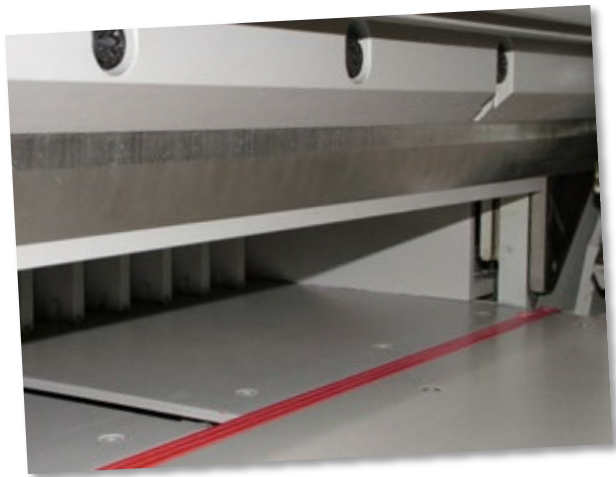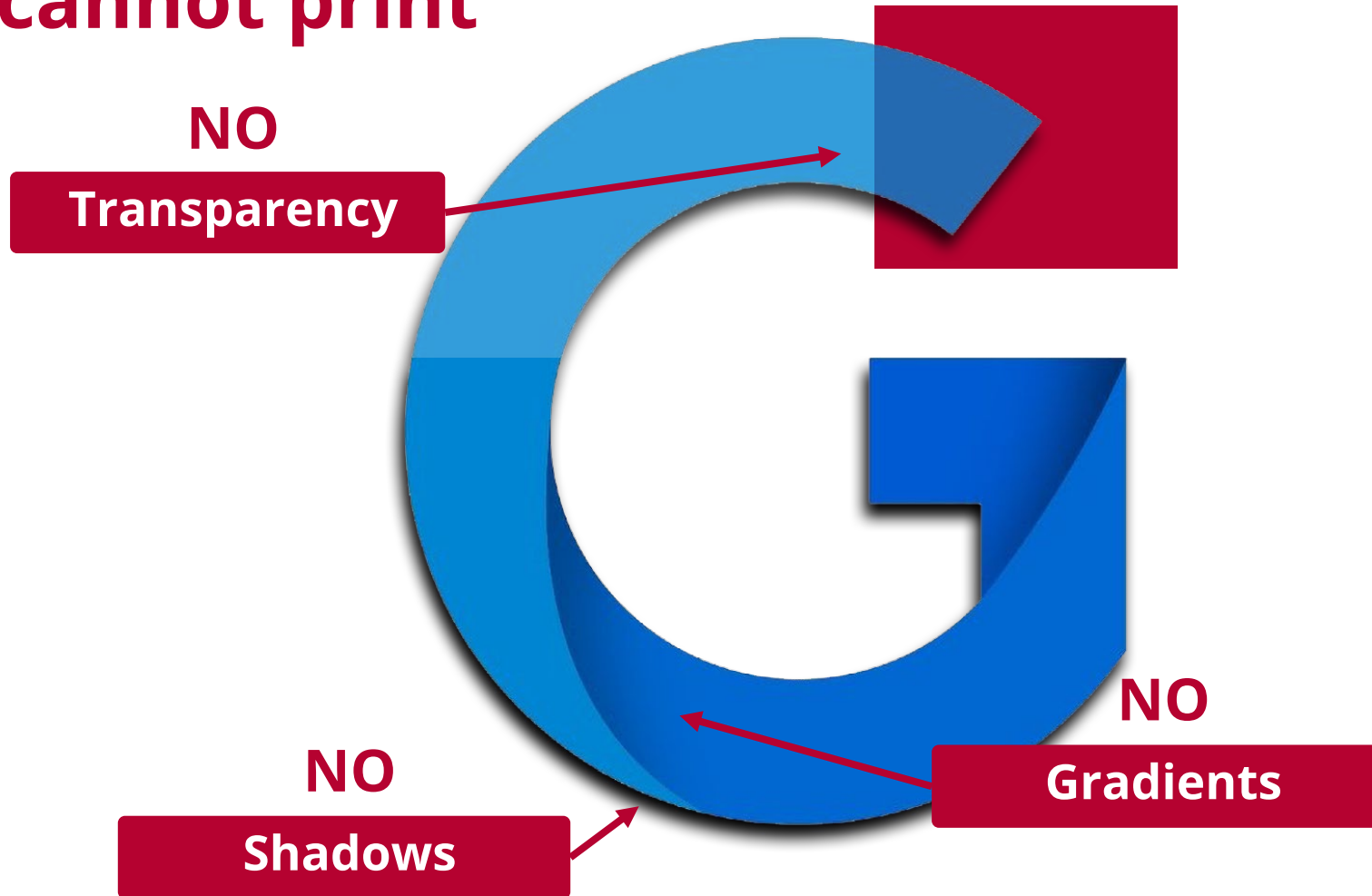
Digital Print – DPR exception

Individual Naming - IN

It's important to create two Virtual Proofs when a customer requests IN, one with the longest name and one with the shortest name.

Attached is a document illustrating 5 different ways to do IN with one short and one long name, the size of the IN will always be set based on the longest name.

Along with the Excel document with all the names you should also email Operations the 2 Virtual Proofs, one with the longest name and one with the shortest.

For more information see Individual Naming (IN) on Wiki.

Helping with Virtual Proofs

Fonts

Font types requested by customer or if you need to **match** text to their artwork

Artwork

Blurry logos, not sharp elements that can be redrawn manually as a last resort

Colours

Any problems related to colour spaces translations from customer's artwork or not perfectly illustrated shades on VPs

1:1 logo scale

How to check logo scale?

1 – Go to **Insert > Pictures >This Device**

2 – Choose the logo

3 – resize the logo to the requested dimensions, in the panel on the right, using only one of the 4 top or bottom **corners** of the image handler.

4 – Take a ruler and place it on the screen and change the **view size** (preview below), using the slide on the bottom RHS until the grid on the right side matches the 8 cm on the ruler.

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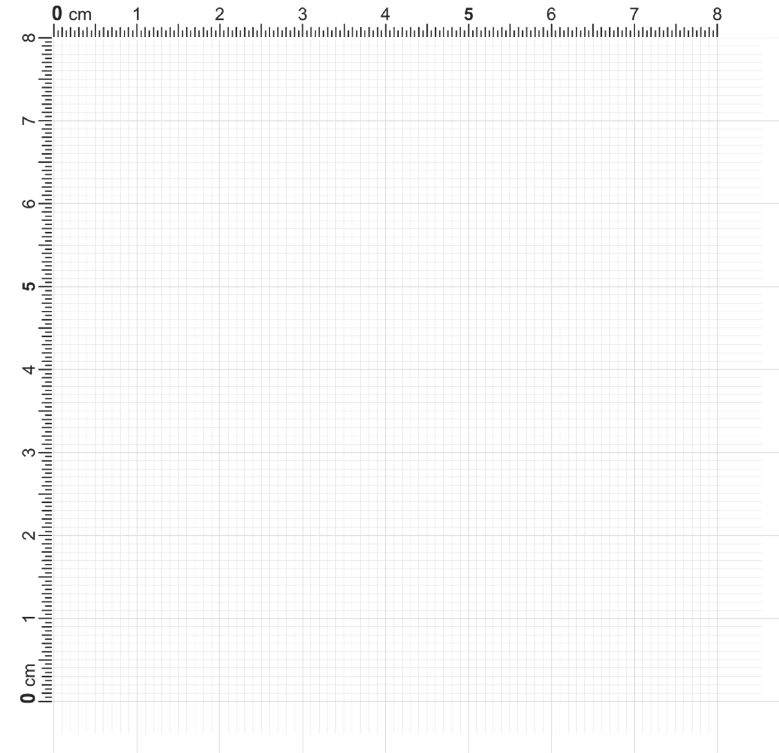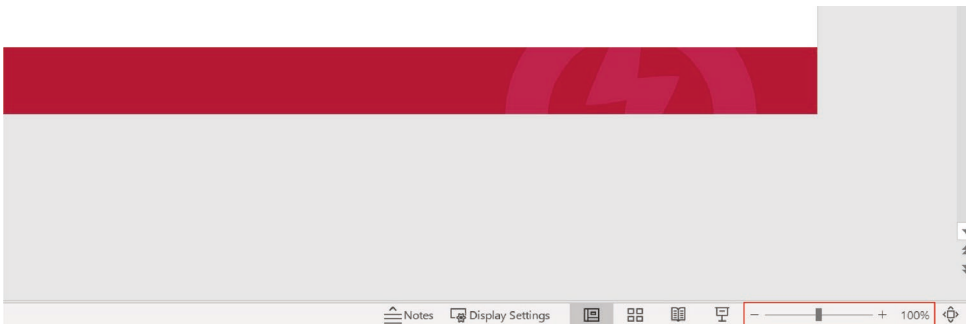
Make it better!

Below showcases good and bad sides when placing artwork on our units, as well as how to make them stand out from the crowd to achieve almost instant orders!
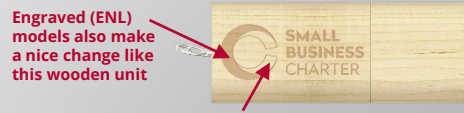
3 colour logo

SMALL BUSINESS CHARTER

Logo shown here is a good example of clean and sharp shapes that will need all **three conditions below fulfilled to make it look nice!**

MODEL CHOICE

Good model choice is **perfect relation of size of the artwork to the unit**

Changed colour for better visuals

Engraved (ENL) models also make a nice change like this wooden unit

Logo can be adjusted to be engraved by combining colours and shapes

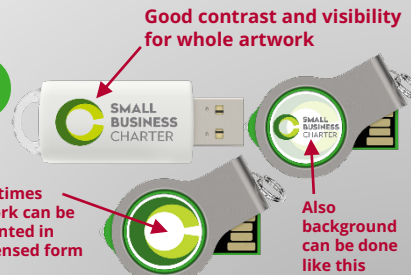Be aware that on small models, **artwork will be proportionately smaller as well**

Too small to see it clearly

COLOUR CHOICE

**Analyse artwork colours carefully and match to the model to create a seamless look**

Good contrast and visibility for whole artwork

Sometimes artwork can be presented in condensed form

Also background can be done like this

Similar/contrast colours are not visually strong and create an unclear appearance

Those colours are not a good combination (creates contrast and 'eye-tiring' effect after print)

LAYOUT CHOICE

Observe the layout of the artwork and model print area. Good choice of print area makes artwork legible.

For more 'rectangle' shaped artwork choose more 'rectangle' shaped print areas
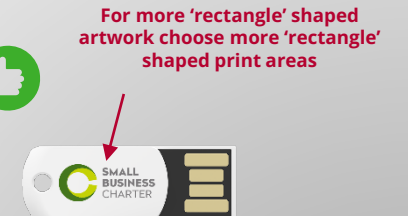
Always pay attention to print areas: sometimes different layout will greatly increase visibility

Might not work well - apart from logo being small, the artwork is 'tall'. You can still utilise whole print area

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Make it work!

Simple artwork made out of text
(popular font Times New Roman)

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www.deepminds.com
Tel: 044 203 568 789

Artwork shown here is an example of **only text and simple elements combinations** if your customer has **no defined logo / artwork options.**

MODEL CHOICE

Consider using entire Branding areas available to promote your brand better

DeepMinds | Invent Yourself
www.deepminds.com   Tel: 044 203 568 789

Avoid putting logo or artwork **on its own on big print areas like DPR models** – this wastes potential of our units and brand areas

DeepMinds | *Invent Yourself*
www.deepminds.com
Tel: 044 203 568 789

FONT CHOICE

If customer has not defined specific font type or model – nothing stopping you from making it look better!
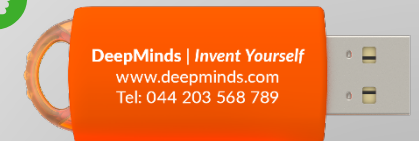
Font: Tisa

DeepMinds | *Invent Yourself*
www.deepminds.com
Tel: 044 203 568 789

Font: Lato

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Tel: 044 203 568 789
www.deepminds.com

LAYOUT CHOICE

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Always pay attention to print areas: sometimes different layout will help to greatly increase visibility

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What customer sent:

The 4 Colour Theorem

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We like your idea!

Don't be afraid to experiment with colours and layout – a few ideas and creative touches make this almost an instant Sales Order!
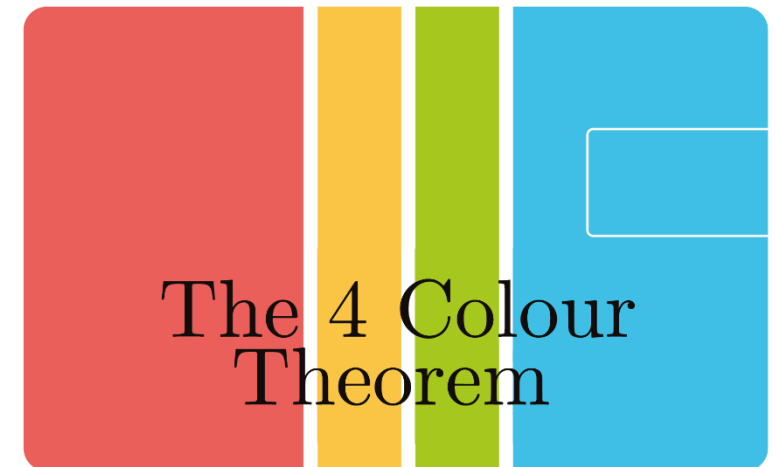
The 4 Colour Theorem

The 4 Colour Theorem
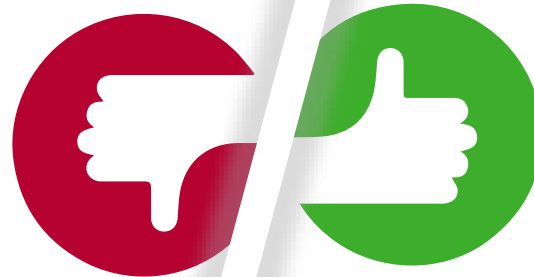
By putting just the logo on the WA there is no 'wow' impact created – use the nice branding area provided!

This five colour logo will be difficult and costly to put on SPR mode. Digital print is the most effective way of displaying this customer's artwork in full!