UNIPRINT

PRINTING TIPS

1. Include all fonts in both page layout and vector graphics files.

2. Define solid color text in CMYK. RGB solid text may reproduce as a tint.

3. For positive solid text, use a minimum of 2 point. 3 point for reverse.

4. For positive tinted text, use a minimum of 4 point. 6 point for reverse.

5. Set at least one color separation (other than yellow) to a solid when printing fine rules or small graphics, such as bullets and icons.

6. Select PANTONE colors from the PANTONE color library.

7. Use K-only grays for text, graphics, and gradients.

8. When printing black on uncoated substrates, add a small amount of C, M or Y to improve uniformity.

9. Digital color and digital black may show slight variations over large areas of mid-density tints. Design with smaller areas and/or do not include tints between 40% and 70%.

10. Remember to follow all Ohio State brand guidelines, available at osu.edu/brand.

CONTACT

UniPrint Printing Facility
2500 Kenny Road
Columbus, OH 43210

614-292-3450 phone
614-292-4799 fax
uniprintcustserv@osu.edu
uniprint.osu.edu