

Everest Label Design Guide

Designing labels for the Everest™ printer is very simple, provided the following guidelines and suggestions are followed. The process of producing a label file for the Everest™ printer can be broken down into three basic steps.

- 1.) Download the template file CD/DVD (Full Coverage) from our website.
- 2.) Design the label and save it in an acceptable format.
- 3.) Send the files to us for printing.

Step 1 - Download the template files from our website.

The template file is in Photoshop and PDF.

Step 2: Design the label and save it in an acceptable format.

In order to properly design a label for the Everest™ printer there are a few general concepts that will be important.

- a.) The Everest Printer is a CMY printer. As such, it cannot print spot colors. Instead, it prints a process rendition of those colors and generally it is fairly close. If spot color accuracy is important, please provide a color proof print so we can try and match it.
- b.) Avoid large areas of solid black. The printer generates black by combining the CMY colors. Since this is not a true black, then large solid areas (entire disc background) of black should be avoided. Since the black is printed as a composite black it will have a bluish tint to it. The larger the area, the more noticeable it becomes.
- c.) Everest label files should be in RGB color space at 300dpi. While the printer prints in CMY, the driver will only properly render colors when presented in RGB color space. CMYK files will not print with the proper colors. Files with resolutions lower than 300dpi will print with pixilation artifacts. Resolutions higher than 300dpi will look exactly the same as a 300 dpi print, but at a significantly larger file size.
- d.) White in the file is transparent on the disc. If your design is to be printed on a white disc, white areas will be white.
- e.) Avoid text smaller than 6 point.
- f.) The final file you present should be in a bitmap format, which Photoshop can read. That includes psd, tif, pct, bmp, etc. If you are sending PSD files please rasterize all text as we may not have the appropriate fonts to correctly print the file.

IMPORTANT: Do not apply the masking layers to any of your graphic elements. The final image should be fully bled to the edges and not cut out in the shape of the CD. The printing software will automatically mask your image to match the disc when it prints. The mask layers present in these files should only be turned on and used as design guides.

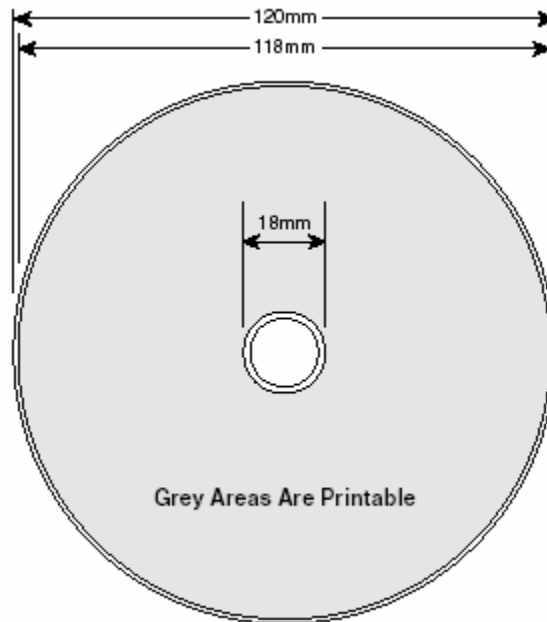
If you choose to provide us with a PSD file please make a copy of your original and then rasterize all the font layers in the copy that you send us. By rasterizing the fonts they will not be needed on our end to print the file correctly. **It's important to make a copy of your original file since once you rasterize the font layers they will no longer be editable. You will need the original file with unrasterized type layer to make future type changes.**

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Making Your Own Templates

If you do not have Illustrator or Photoshop you can still design labels for Everest printing. Many graphics applications can import Illustrator and Photoshop files. If you have one of those applications, simply apply the examples here to the software you have. Most work in a similar fashion. The important thing is to export your final artwork as an RGB 300 DPI x 12cm square bitmap image (tif, pct, bmp, jpg, etc.) for printing.

If your software will not import our templates, please refer to the dimensional drawing at the bottom. Using these you will be able to create your own template in just about any modern graphics program. Again, the final image must be provided to us as an RGB 300 DPI x 12 cm square bitmap image (tif, pct, bmp, jpg, etc.).



If you have comment, questions, or suggestions regarding the creation of labels for Everest printing please contact us at the addresses below.

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