Resolution Guide

Introduction

If you are provided with this guide then chances are there is an issue with pixilation on the design that you have given us to print. Hopefully this sheet will not only clarify what the problem is but will also illustrate how to fix it.

Please bear in mind this isn't a specialised clarification and consequently isn't completely precise in technical terms, we know about this however have made this guide to improve a generally extremely complex subject.

What is the Problem?

Most pictures on a screen are made up from little dabs of shading. Each photo is made up by a specific number of spots or pixels. Simply the higher the quantity of pixels the higher quality the photo and the bigger it can be shown or printed without twisting. If a photo is expanded past a specific point it will start to misshape and seem hazy.

But My Picture/Logo Looks Fine on Screen?

A screen displays at 72dpi (dots per inch) where commercial presses print to 300dpi (Different type of dpi compared to consumer printers!). To see how a press would design your logo or picture, zoom in to 400%, or show the image four times as large as you would like it to appear when printed. This will give you an idea of how it would look when printed.

Example

There are three cases of the IntelePrint logo beneath, each is at an alternate determination. At 100% zoom every one of the logos should look clear, however when you zoom in you should see the distinctions.

Logo 1 72dpi

Logo 2 300dpi

Logo 3 Vector

If you zoom into this document to 400% you will have the capacity to see;

- Logo 1 is extremely marred and if printed this would be exceptionally self-evident. (Don't believe us, attempt it yourself).
- Logo 2 does not mutilate at 400% and would print well, nonetheless if made any bigger would likewise misshape.
- Logo 3 is a vectored logo, which means it is made up from a numerical formula instead of specks. As a result of this it will never distort paying little heed to zoom.

Tip - If a picture shows evidently on a screen at 4 times the proposed printed size it should print unmistakably.

OK, I understand the problem, what's the solution?

1. **Replace** - The finest solution is to substitute the wrong logo/picture with one that is a higher resolution or vectored. If you are looking for better resolution files good places to check are; you web designer, any old proofs from printers and electronic versions of corporate documents what have been professionally produced. Logos should usually be in an .ai illustrator file or .eps format.
2. **Resize** -You can in some cases get away by making an image or logo smaller which can decrease pixilation. Utilize the four times general guideline to check but please note this isn't perfect.
3. **Rebuild** - This is by far the most difficult and costly option, images unluckily cannot generally be rebuild. With logos it is regularly imaginable to rebuild, though it is extremely expensive as it involves a lot of design time. If this is your only selection we will be happy to provide a quote.
4. **Risk it / Regret it** - We are happy to print your provided artwork but we will be required a signed consent from you to do this. Obviously, we do not recommend this route therefore get the design correct before printing and we're always here to help.