



Creating CD/DVD Face Designs Art Guidelines

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Custom Disc Face Overview

Disc Face Sample

The CD/DVD Face looks like this:



Disc Face Components

1. **Background Image** – custom image to be printed on disc. Feel free to promote your brand, products or trials in your designs. Provide the background image as a separate file.
2. **Reserved Area for Product Title** – used to display the first 3 product titles on disc. DO NOT put any valuable information or graphics in the Reserved Area as they will be overlapped by the required elements.

3. **Reserved Area for Order Information (required)** – used to display order number, date and unique Datamatrix barcode. These required elements will be added by the system automatically. [Note about Datamatrix barcode: This barcode image is for the internal use of Digital River to insure that your CD/DVD products are properly assembled and allow tracking through our production systems.]
4. **Disc Center Hole.** Diameter of the center hole is 22 mm (0.8 inches). **Don't leave the center hole in the resulting image you provide.**
5. **Silver Ring Area** – this area appears relatively darker due to the disc's surface reflecting characteristics. Diameter of the silver ring area is 43 mm (1.7 inches). **Avoid putting text or valuable information in this area.**
6. **Reserved Area for Company Name** – used to display the Name of the Company.
7. **Reserved Area for Text "This CD includes your additional purchases"** – this is displayed for cases when more than 3 products are ordered on disc.

Custom Disc Face Requirements

- File format: .png, .jpg
- Size: 1418x1418px (4.727x 4.727 in, 120x120mm with 300 dpi resolution)
- Color format: RGB (**not CMYK**)

Please use one of the below templates to start with your Disc Face designs:

- **PSD** template (to edit .psd files please use Adobe Photoshop CS or higher):
http://help.esellerate.net/eSellerate/Content/Extras/DiscFace_DR_template_PSD.zip
- **PNG** template:
http://help.esellerate.net/eSellerate/Content/Extras/DiscFace_DR_template_PNG.zip

IMPORTANT! Our templates include mask layers and guides to help you format your graphics with the disc dimensions. Please turn off all mask layers before providing the resulting image.

For best results avoid putting stripes and text at the edges of your artwork (both inner and outer circles). Printing variations could be up to 1/8 inches or 3mm within the edge area and may result in your stripes looking thinner, uneven or truncated.

Avoid using large areas of solid colors because they tend to emphasize even tiny imperfections of printing.

Whenever possible choose lighter colors for your designs to ensure the best quality of printing.

Using solid blue, green, red and black colors as a background may result in a low image quality and flaws due to these colors' printing specifics.