



# GRAPHIC SYSTEMS

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## ARTWORK SPECIFICATIONS

### ACCEPTABLE FILE FORMATS

We accept: TIF / EPS / CDR / BMP / PSD / AI / QXD / PDF / INDD / JPG for PC or MAC.



### ARTWORK CHECKLIST

#### INCLUDE IMAGES

All linked (placed) images are sent with artwork, or all linked images are EMBEDDED in files.

#### CONVERT FONTS TO OUTLINES

##### *In Illustrator*

1. Select all artwork (control + A, or command + A -on a Mac).
2. Click type tab at top of screen.
3. Select "create to outlines" (control + shift + O).
4. Save file.



##### *In CoreDRAW*

1. Select all artwork (control + A, or command + A -on a Mac).
2. Right click mouse and
3. Select "convert to curves" from the right click menu.
4. Save file.



*\*If for some reason you cannot convert your type to outlines please send all fonts used in your project.*

#### FILE FORMAT

Save Files as (listed from best to worst): **ai / eps / pdf / psd / tiff / jpg**.

#### BLEEDS

When artwork contains continuous color that extends beyond the margin of the document, please allow for a minimum 1/8" bleed; this will ensure consistent ink coverage up to the edge. For items with a detailed image (photo, clipart, etc.) that extends beyond the margin, please allow for a 1/4" bleed

#### DPI

If sending raster images (.psd, .tiff, .jpg) Please create your artwork at 300dpi or above for photos and 1200dpi for line art.

### SETTING UP YOUR ARTWORK

**Bleeds** - If you want your image to extend to the edge of the card (full bleed), a bleed of no less than 1/8" should be used. Please see our templates for a graphical depiction of this.

**Resolution** - We recommend that you send artwork at 300 DPI for most jobs, or 1200 DPI for line art. For the best print quality please send Vector Graphics. Programs capable of producing vector graphics include Adobe Illustrator, CoreIDRAW, InDesign and vector files should be saved in the .eps, .cdr or .ai format.

## INCLUDING FONTS AND GRAPHICS

**Fonts** - Include all printer and screen fonts used to create your artwork. If you're positive that we won't have to make any changes to your file, you can convert all type to curves / outlines.

**Linked Graphics** - Be sure to include all of your placed / imported images when you send your artwork. Missing graphics and fonts cause your job to be delayed. If you are using a page layout program such as In Design missing graphics can be an issue. We recommend exporting your artwork from In Design as a PDF after converting your text to outlines.

## SENDING US YOUR FILES

### WE ACCEPT

1. CD-R / CD-RW / DVD-R / DVD+R Disks
2. 100 MB Zip Disks
3. 1.44 MB Floppy Disks
4. E-mail to [jobs@gsprinters.com](mailto:jobs@gsprinters.com) (Up to 10 mb)
5. Upload to FTP site: [ftp.gsprinters.com](ftp://ftp.gsprinters.com)  
Username: **incoming**  
Password: **printme**

**Direct any questions to our  
helpful customer service staff:**

**805.736.2737**



## OUR DESIGN SOFTWARE

### PC

Adobe Illustrator CS3  
Adobe Photoshop CS3  
Adobe InDesign CS3  
CoreIDRAW X3  
QuarkXPress 7.2  
Adobe PageMaker 7.0  
Microsoft Word 2003



### MAC

Adobe Illustrator CS3  
Adobe Photoshop CS3  
Adobe InDesign CS3  
QuarkXPress 7.2

*If none of these programs are available to you, please  
contact us for additional options.*

\* When transmitting your files please indicate the application name and version, as well as the computer used (PC or MAC).

## PHOTO ESSENTIALS

A good guideline for sending photos is to send the photo in its original form as the digital camera created it. If it is necessary to supply us with a hard copy of your photo, be sure it is a high quality color photograph on quality photo paper (the hard copy will be returned as soon as possible). In addition, the photo should be as close to the output size as possible. For instance if the photo area of the sign panel you are ordering is 5" x 7" then you should supply us with photo of similar size.

**DO** send us high quality digital or printed photos.

**DO NOT** send us scanned business card photos or photos printed on a desktop printer.

**DO** send us the native art file if you have cropped your photo.

**WHEN SUBMITTING** photos taken with "softening" or "fantasy" filters, these types of photos will appear out of focus or blurry.

Visit us on the web at: [www.gsprinters.com](http://www.gsprinters.com) 