



Graphic Communications Artwork Guidelines

GCI | 793 NINA WAY, WARMINSTER, PA 18974 | PHONE 215.441.5335 | FAX 215.441.0997

To Avoid Processing Delays...

Please review this document before starting the production of your artwork. We thank you in advance for your assistance!

Formats

GRAPHIC COMMUNICATIONS SUPPORTS THE FOLLOWING MACINTOSH STORAGE FORMATS:

- CD/DVD
- Iomega ZIP Disk
- Syquest (44-88-100meg)
- 3.5" Floppy Disk

Sending Files and Printouts

PLEASE SEND YOUR FILES WITH COLOR PRINTOUTS TO:

Graphic Communications, Inc.

Attn: Art Department

793 Nina Way

Warminster, PA 18974

or

*E-MAIL YOUR FILES ALONG WITH A PDF COPY TO:

artwork@graphiccommunications.us

**For faster results, send files as a compressed attachment (.sit/.hqx/.zip) to: artwork@graphiccommunications.us. Include all files utilized within the artwork. In the subject of the e-mail, type "Files Attached" and write a brief description of the item(s).*

Graphic Applications

GRAPHIC COMMUNICATIONS SUPPORTS:

- QuarkXpress*
- InDesign
- Illustrator
- Freehand
- Photoshop
- Pagemaker

**This is a page-layout program. Please use a "spline-based" program such as Freehand or Illustrator as the application of choice. There are numerous difficulties with QuarkXpress files converting, therefore causing production delays. Also, QuarkXpress 6.0 is not receiving good support. We test the latest software for incompatibilities.*

Artwork/Graphics

PLEASE SUBMIT THE FOLLOWING:

- hard copy of the finished artwork
- all graphic/image files (.eps, .ps, .tif, etc...) that have been incorporated (or placed) into the artwork
- high-resolution scans where necessary (low-resolution scans are for placement only)
- transparency (only if a high-resolution scan is unavailable)

PLEASE AVOID:

- low-resolution Photoshop JPG files (Photoshop files must be at least 300dpi TIFs)
- trapping (Rather, assign colors only. Trapping will need removal prior to conversion, thus delaying the job process.)
- renaming PMS colors (If the name of the color is not correct, it will be converted to CMYK—altering the desired Pantone color.)

UPDATING A PREVIOUS ORDER:

We still need all supporting artwork files. Without the artwork files, we cannot expedite your order.

Fonts

PLEASE PROVIDE:

- text as paths, outlines or curves (preferred)
- all PostScript fonts (including screen font and printer font)

IF YOU CANNOT INCLUDE THE FONTS:

- list all fonts used and the foundry that created them (ie., Adobe Garamond: Adobe)

PLEASE AVOID:

- TrueType fonts (these are considered low-resolution fonts, unsuitable for high-resolution output)
- Scanned bodies of type
- Text created on a PC platform will also create conversion problems. Please convert all texts to paths, outlines or curves.