Supplied Artwork - Specifications

In order to avoid additional artwork charges, please ensure all artwork is supplied to our specifications below. If you have any questions or require assistance, please contact Gateway Printing on (08) 9314 6009.

Note: Our prices are based on correctly supplied press ready PDF files. If other formats are supplied, additional costs may be incurred due to the PDF conversion process.

SUPPLYING ARTWORK

Artwork can be supplied via:

• CD / DVD
• USB drive
• EMAIL (up to 10mb)
• for files larger than 10mb - visit our website for a direct link to yousendit.com

PDF FORMAT (preferred format)

We require a press-ready PDF file to be supplied at:

• 300ppi, CMYK, 3mm bleed
• Distilled using our customised settings (see overleaf) or download from our website www.gatewayprinting.com.au

* Please refrain from exporting to PDF straight from your native document. Occasionally there are transparency issues and we've found that distilling your PDF will avoid such problems.

OTHER FORMATS

We may accept the following formats on both PC & MAC platforms. Files from these applications MUST be supplied in their native format as listed below or will not be accepted:

• InDesign CS4 (packaged with fonts & links)
• Photoshop CS4 (PSD with fonts supplied)
• Illustrator CS4 (AI or EPS file - fonts converted to outline)

We occasionally accept documents created in word processing or domestic design programs (see below), however the time taken to adjust these files can often be better spent in recreating the artwork in a professional graphics programme.

Additional artwork charges will apply ($33.00 min) for files supplied in the following formats:

• Microsoft Publisher / Word / Excel / Powerpoint
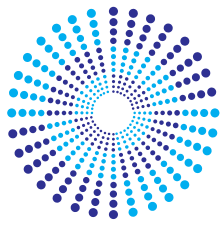
HINTS & TIPS

Colours

- **CMYK** - all colours used in your artwork file must be supplied in CMYK format (unless ordering a Spot Colour job).

- **NO RGB** - always convert images from RGB to CMYK. *Gateway Printing will not accept responsibility for colour accuracy for files supplied in RGB.

- **NO COLOUR PROFILES**- ensure there are no embedded ICC colour profiles in your document.

- **CONVERT SPOT COLOURS** - when using spot colours in a document that is to be printed in CMYK, make sure all spot colours are converted to process colour, either when creating the PDF or beforehand in the native file.

- **CORRECT SPOT COLOUR NAMES** - ensure all spot colours are named the same (eg. PMS 208C not PMS 208CV). Please refrain from re-naming spot colours to a custom name (eg. PMS 280C NOT 'Gateway Blue').

- **UNUSED COLOURS** - always delete unused colours from your document. Not only is it good 'house-keeping' it causes less confusion.

- **NO SUPER BLACKS** - avoid using 'four colour' blacks (e.g. super blacks) in your artwork. If a 'super black' is required, please use these settings: C=20; M=20; Y=0; K=100. *When using Photoshop, edit image in CMYK to avoid large black blocks from becoming 'super blacks' when converted from RGB.

- **TEXT IN PHOTOSHOP** - try to avoid setting large amounts of text in Photoshop as it will become pixelated. However, if you have PSD files containing type, please supply at a min. 600ppi (100% size) to ensure a quality product.

Images

- **RESOLUTION** - all images must be at least 300ppi (ppi stands for Pixels Per Inch). Images supplied at a lower resolution will look pixelated and will not display proper colours.

- **JPEG COMPRESSION** - should be set for 'minimum compression, maximum quality' so that minimal artefacts occur.

- **WEB IMAGES** - web based image files (typically logos) are usually saved at 72dpi. This will produce grainy & blurry printed images and should be avoided. Choose LARGE images with a minimum 1000 pixels.

- **DIGITAL PHOTOGRAPHY** - choose the largest setting on your camera. Smaller files are not suitable quality for printing.

- **VECTOR IMAGES** - when supplying artwork from a vector drawing application (eg. Freehand, Illustrator), make sure you Create Outlines before saving down. Supply all fonts anyway and all linked / embedded images.

Artwork Layout

- **100% SIZE** - please create documents at its finished size.

- **1UP ONLY**- please supply artwork 'one-to-view' only. Ensure each artwork file is set at the correct page size (eg. a Business Card should be set in a 90 x 55mm document, not in an A4 document).

- **BLEED** - all artwork must have 3mm bleed outside of the trim area (essential for trimming purposes).
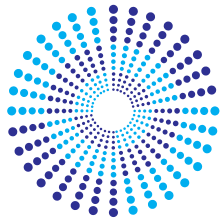
- **MARGINS** - it is recommended to keep all margins 4mm from your trim edge and the spine. This helps to eliminate uneven borders and 'chopped off' text. This applies even more to saddle-stitch books.

- **NB: Please allow 5mm bleeds & margins for A2 to A0 size posters.**

- **DIELINES, FOILS & EMBOSSES** - should be set as an overprint spot colour within the PDF (for sample positioning only) and also by itself on a separate page with crop marks.

- **FONTS** - computer fonts come in two parts... the Screen font and the Printer Font, one part without the other is useless. Both parts must be supplied with the document except for single file True Type Fonts.

- Please be sure to supply your artwork to our specifications, correctly, the first time.

Miscellaneous

- **MINIMUM LINE WIDTH** - keep all line widths to a minimum of 0.5pt. (avoid using 'Hairline' widths as they are too fine and will breakup when going to print).

- **SMALL WHITE TEXT ON DARK BACKGROUNDS** - avoid going any smaller than 7pt and try to use sans serif fonts where possible.

- **SPELLCHECK** – The responsibility to check your file is yours only.

ARTWORK CHECKLIST

To avoid delays and/or additional charges, please check all artwork for the following:

- ✓ All files are supplied in an accepted artwork format
- ✓ All content has been produced in CMYK format (with the exception of Spot Colour jobs)
- ✓ All images are min. 300ppi
- ✓ 3mm bleed has been provided on all edges
- ✓ All fonts are either embedded or converted to paths/outlines
- ✓ Full payment is required before going to print for all clients who do not hold an account with Gateway Printing
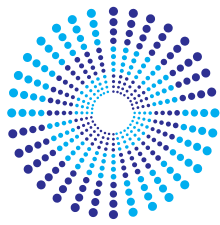
300ppi Distiller Settings

folder - Adobe PDF Settings

- folder
  - General
  - Images
  - Fonts
  - Color
  - Advanced
  - Standards

Description

File Options

Compatibility: Acrobat 5.0 (PDF 1.4)
Object Level Compression: Off
Auto-Rotate Pages: Off
Binding: Left
Resolution: 300 dots per inch
- ● All Pages
- ○ Pages From: ___ To: ___
- ☐ Embed thumbnails
- ☐ Optimize for fast web view

Default Page Size
Width: 210.0   Units: Millimeters
Height: 297.0

[OK] [Cancel] [Help]

folder - Adobe PDF Settings (Images)

Color Images
Downsample: Average Downsampling to   300 pixels per inch
for images above: 450 pixels per inch
Compression: Automatic (JPEG)
Image Quality: Maximum

Grayscale Images
Downsample: Average Downsampling to   300 pixels per inch
for images above: 450 pixels per inch
Compression: Automatic (JPEG)
Image Quality: Maximum

Monochrome Images
Downsample: Off   1200 pixels per inch
Compression: CCITT Group 4
Anti-alias to gray: Off

[Policy]
[OK] [Cancel] [Help]

folder - Adobe PDF Settings (Fonts)

- ☑ Embed all fonts
- ☐ Embed OpenType fonts
- ☑ Subset embedded fonts when percent of characters used is less than: 100 %
- ⓘ Only fonts with appropriate permission bits will be embedded

When embedding fails: Warn and continue

Embedding

Font Source: C:\Windows\Fonts\

3HourTour
AachenBT-Roman
AaircChatNormal
AardvarkCafe
AbadiMT-CondensedLight
ACaslonPro-Bold
ACaslonPro-BoldItalic
ACaslonPro-Italic
ACaslonPro-Regular
ACaslonPro-Semibold
ACaslonPro-SemiboldItalic
Acens
ActionJackson
AdineKirnberg-Script
AdLibBT-Regular

Always Embed:
Courier
Courier-Bold
Courier-BoldOblique
Courier-Oblique
Helvetica
Helvetica-Bold
Helvetica-BoldOblique

Never Embed:

[Add Name...] [Remove]

[OK] [Cancel] [Help]

folder - Adobe PDF Settings (Color)

Adobe Color Settings
Settings File:

Color Management Policies
Leave Color Unchanged
Document Rendering Intent: Preserve

Working Spaces
Gray: Gray Gamma 2.2
RGB: sRGB IEC61966-2.1
CMYK: U.S. Web Coated (SWOP) v2

☑ Preserve CMYK values for calibrated CMYK color spaces

Device-Dependent Data
☑ Preserve under color removal and black generation
When transfer functions are found: Preserve
☐ Preserve halftone information

[OK] [Cancel] [Help]

folder - Adobe PDF Settings (Advanced)

Options
- ☐ Allow PostScript file to override Adobe PDF settings
- ☑ Allow PostScript XObjects
- ☑ Convert gradients to smooth shades
- ☑ Convert smooth lines to curves
- ☐ Preserve Level 2 copypage semantics
- ☑ Preserve overprint settings
  - ☑ Overprinting default is nonzero overprinting
- ☑ Save Adobe PDF settings inside PDF file
- ☑ Save original JPEG images in PDF if possible
- ☑ Save Portable Job Ticket inside PDF file
- ☐ Use Prologue.ps and Epilogue.ps

Document Structuring Conventions (DSC)
- ☑ Process DSC comments
  - ☐ Log DSC warnings
  - ☑ Preserve EPS information from DSC
  - ☐ Preserve OPI comments
  - ☑ Preserve document information from DSC
  - ☑ Resize page and center artwork for EPS files

[OK] [Cancel] [Help]

folder - Adobe PDF Settings (Standards)

Standards Reporting and Compliance
Compliance Standard: None
When not compliant: Continue
ⓘ Check PDF/A Minimal Compliance

Default Values if Not Specified in the Document
Output Intent Profile Name: None
Output Condition:

[OK] [Cancel] [Help]