

GM PRINTING LTD

Artwork Spec.

Please follow the advice below when preparing your digital artwork

- Please use one of our templates if possible.
- **Software applications:** We recommend you supply your artwork in Adobe Illustrator, Adobe Photoshop or Quark Express. We can accept files created in other applications, but cannot always guarantee the results. Alternatively, you can supply artwork as an EPS file.
- If possible convert all fonts to outlines. If you cannot do this please ensure we have the fonts or supply us with any fonts required.
- Do not supply any files as RGB. Please supply files in the required format, either as CMYK, grayscale (black and white) or spot colours.
- Make sure your file is set up to separate correctly especially if you are using spot colours. Just because it looks like 3 colours on screen it doesn't mean it will print as 3 colours. This is the most common mistake.
- Make sure you have 3mm of bleed beyond the trims.
- Keep all logos and text 2mm inside the trim
- When creating or scanning artwork in preparation for printing, you must ensure that the resolution (DPI) is high enough to produce the desired results. We recommend 300 dpi for colour or grayscale and 1200 dpi for bitmap.
- If your artwork has been created in Adobe Photoshop please supply your files as CMYK, JPEG or PDF at Maximum quality.
- **Proofing Options:** We normally supply a PDF proof which we email to you for approval. If you require any other type of proof please let us know.
- All of these things are important. Keep in mind, if any additional modifications have to be made to your files, additional charges may be incurred.

**Any question don't be afraid to ask
one of our design team on 020 8680 9300**