



# ARTGUIDELINES

*Thank you for choosing Graphic Business Solutions (GBS) as the supplier for your magnets. To help us ensure a smooth production process, please review the following art guidelines*

## ACCEPTED SOFTWARE

- **Illustrator 11**
- **Photoshop 8**
- **QuarkXPress 6.1**

(We accept InDesign files with all links and fonts provided, although we prefer them saved as eps images)

## UNACCEPTABLE FILES/FORMATS

- **JPG or GIF files**
- **WEB images such as PNG or GIF**
- **Publisher or Word files**
- **Faxed images**

## SIZING and BLEED INFORMATION

Magnets can be designed in any size with straight edges or special die-cut shapes. All magnets **MUST** have a 1/8" bleed beyond the actual magnet trim size as well as a 1/8" inside margin. Important text or graphics cannot extend beyond the margin. Please include crop marks set at your desired trim size, or if using a special shape — show the die cut as a 5th spot color labeled as "die cut."

## PRINT-READY ARTWORK REQUIREMENTS

### ILLUSTRATOR files:

- Convert all fonts to outline
- All linked images should be 300 dpi, CMYK and embedded into Illustrator document
- All colors should be CMYK (not RGB or Spot Colors)
- Document Raster Setting should be at 2400 ppi
- **DO NOT USE TRANSPARENCY** (i.e. to overlap images, colors, etc.)

### PHOTOSHOP files:

- All photo images should be a minimum of 300 dpi, eps or tiff format
- Line art or bitmap art should be a minimum of 600 dpi
- All colors should be CMYK (not RGB or Spot Colors)
- Photoshop EPS files need to be saved as "Binary"
- Photoshop Tiff files need to be saved as "Macintosh Byte Order" (do not select LZW compression)

### QUARK files:

- Provide all fonts
- All colors should be CMYK (not RGB or Spot Colors)

## FONTS

We prefer Macintosh Postscript fonts but can also accept True Type fonts. Please provide all fonts used — including all printer and screen fonts.

## COLORS

We print in 4-color process (CMYK). RGB images will be converted to CMYK. If you require a specific color match for a logo, please make sure it is provided in CMYK and matches Pantone's Process Mix for that color. **WE ARE NOT RESPONSIBLE FOR COLOR SHIFTS FROM CONVERTING TO CMYK.**

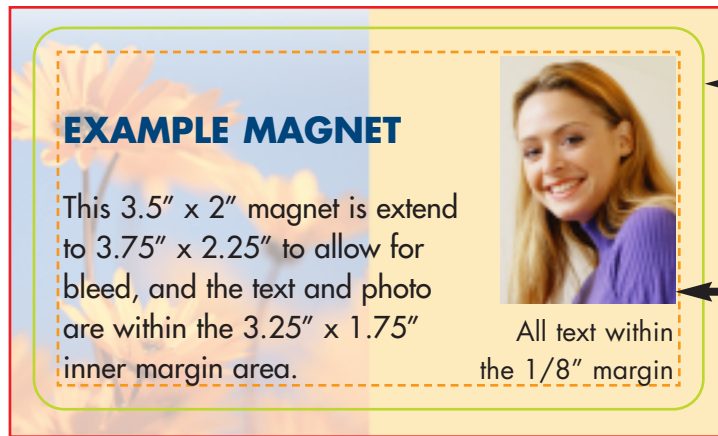
NOTE: Some Pantone (PMS) colors do not separate to CMYK well. If the color match is critical, a separate "spot" PMS ink may be used at a significantly higher cost.

## BLACKS

Please make any large "black" areas (in logos, backgrounds, bold headlines) a "rich" black of C40, M30, Y30, K100. Small text should only be K100.

## ACCEPTED MEDIA

CD Rom or emailed art. Please include all files, support files and fonts needed on CD files.



### DIE CUT:

(Shown as the green line.) This is the actual size of the magnet.

### INNER MARGIN:

(Shown as the orange line.) Leave a 1/8" inside margin **ON ALL SIDES**. All text, photos or graphics that should not be cut off cannot extend past this margin.

**OUTSIDE BLEED:** (Shown as the red line.) The design is **REQUIRED** to "bleed" or extend 1/8" on **ALL SIDES**, past the actual edge of the printed piece.