



ART GUIDE

for Autograph Books

Everything You Always Wanted To Know About Designing an Autograph Book ...But Were Afraid To Ask!

Thank you for choosing GBS as your supplier of Autograph Books.
To help us ensure a smooth production process, please review the following...

IT'S SO EASY

1

Fill out your checklist.

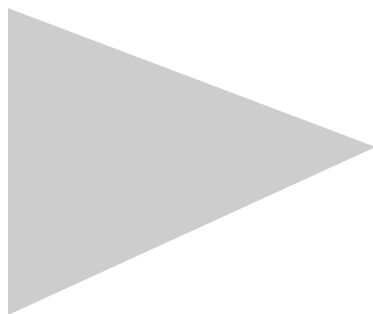
Help us help you. We are going to ask you these questions anyway, so let's just get it over with. By supplying us with all the information in the beginning, we will avoid lengthy delays in the approval process and provide you with the best possible product.

2

Supply GBS with art or GBS will design your autograph book for you.

If you decide to send in your own art, please have your designer review our art guidelines (this will save you the added expense of re-doing your artwork if it is set up improperly).

Or - even easier - our in-house art department has a lot of experience with designing autograph books and all kinds of other stuff. We're pretty good, and if you have an idea of what you want your art to look like, PLEASE PLEASE provide us with a sketch.



Send to:

GBS - Graphic Business Solutions, Inc.
Attn: Customer Service
8140 Center Street, La Mesa, California 91942

Questions

800.747.9529 or 619.469.4427 · fax 619.469.4326
or check out our website at GoGBS.com



CHECKLIST

for Autograph Books

Your Name _____ Team Name _____

Your Phone Number _____ Fax Number _____

Where can we email a proof? _____

HAVE YOU INCLUDED THE FOLLOWING? PLEASE CHECK

TEAM LOGO
(if possible - on disk in Illustrator eps Mac format). Please note: Supplying a copy of your logo on paper will not generate a high quality image of your team. If the only image of your logo is a paper copy, please supply a full color copy including the specific color used.

PHOTOS/SLIDES
Photos make your books look hot! You're paying for a full color book, so take advantage of it! Please supply a clean, unsmudged, unwrinkled, non-blurry photo. Please note: when we scan your photo, it will only look as good as what you provided. Slides can also be scanned at no extra cost, however, for professional drum scans of slides, please add \$45 per slide.

SPONSOR LOGOS _____
Have you enclosed their logo on disk in Mac Illustrator eps format? _____
If not, they can email it to art@gogbs.com (under 1 meg file size please). If not that, then please enclose a clean, unwrinkled piece of art for us to scan. The art cannot be smaller than the desired printing size.
Important: Please include the exact text you'd like listed w/each sponsor logo (i.e., store locations, phone, etc.) _____

VISION
If you have a vision of what you want your autograph book to look like, please supply a drawn (rough sketch) mock-up for our designers to refer to. _____

UH... ANYTHING ELSE?
Is there anything else you'd like our designers to keep in mind when working on your autograph book? _____



DESIGNER

Information for Autograph Books

MAC FORMAT (autograph book templates are available for download at www.GoGBS.com/ordering.html)

RESIDENT SOFTWARE

Illustrator 9, Photoshop 6, Quark Express 4.11

ACCEPTED MEDIA

250 or 100 MB Zip (mac or PC), 3.5" Floppy Disks, CD Rom

FILE FORMATS

Artwork and logos should be provided as Macintosh Illustrator EPS files (up to version 0).

- Illustrator file fonts need to be converted to outlines.

If the files are Raster Images (such as a scanned image or picture), they need to be at least 350 dpi in CMYK mode (not RGB).

- 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).

IMPORTANT: Please do not send JPEG images, as these are compressed image files and will give blurry images when output to process printing.

PROVIDING ARTWORK/LOGOS TO SCAN

Art should be clean of any smudges or wrinkles. Art cannot be smaller than the desired printing size. Note: if we are scanning an image to use - it can only look as good as the art provided, small text and detail will look blurred.

FONTS

We accept Macintosh Postscript fonts - we do not accept True Type fonts. Please provide all used fonts. Be sure to include all printer and screen fonts.

COLORS

We print in 4 color process. If you provide us with a PMS Color, we can match the color. Remember however, 4 color process is not the same color as a solid. When looking through a PMS color swatch book guide, be sure that it is the process color you are wanting to match. Spot colors, such as metallics, are available at a significantly higher cost.

BLACKS

Please make all black logos, borders, backgrounds, and headlines a "rich" black. We find a mix of C-40, M-30, Y-30, K-100 works best with our process.

Please make sure to send all of the support files and fonts along with your electronic file and double check:

- Illustrator files must include all fonts or text must be converted to outlines
- The autograph book meets the specs on this page
- All files are in CMYK, not RGB
- Images are 350 dpi
- Proof read your document carefully for type errors
- All blacks are "rich" blacks - C40, M30, Y30, K100

IMPORTANT: Please make sure that a color printout is included with your disk when you send us the design.

**TOTAL SIZE IS: 11x4 INCHES (COVER SIZE)
12.5x5.5 INCHES (w/BLEED)**

PRIMARY ARTWORK: Your primary artwork should be confined to the black shaded box. Although the cover seems to be 5.5" x 4", there needs to be space between the primary artwork and the edge of the cover to ensure that no important information will get cut-off in the bindery process. Bleeds will need to extend into the gray and white boxes (described below).

OUTSIDE COVER BLEED: This gray-shaded portion will still be visible on the outside of the autograph book, but will be partly wrapped around the edges of the book itself. Therefore, do not put any important information that might get cut-off by the bindery process in this area. Include bleeds from the Primary Artwork box into this Outside Cover Bleed area and on into the Inside Cover Bleed area.

INSIDE COVER BLEED: This is the wrap-around portion of the cover that will be on the inside of the autograph book. The total size of this is 12.5" x 5.5". It is very important to extend any bleeds all the way to the edge of the Inside Cover Bleed.

