

Prepress Guidelines



YOUR PARTNER IN PRINT

Introduction

Welcome to Graphic Management Partners. These guidelines will help eliminate delays on your project proofs and production. If you are new to the prepress process, these guidelines will prove to be invaluable when creating your project.

MAC and PC are acceptable platforms for creating a project. Please provide a hard copy, either in color or black and white. A PDF file that represents the project will be acceptable.

When printing in separations for color control, we recommend using the appropriate software for creating an electronic prepress project: QuarkXPress, InDesign, Illustrator, and Photoshop.

If using Microsoft software, such as Word, Publisher, PowerPoint, take into account that Microsoft software is unable to produce the correct color separations.

When sending projects, we accept CD or DVD. Projects need to be compressed by using WinZip for PC and Stuff-It for MAC when sending files via email or uploading files to our FTP.

Please contact your Customer Service Representative (CSR) or Sales Representative for further information. ■

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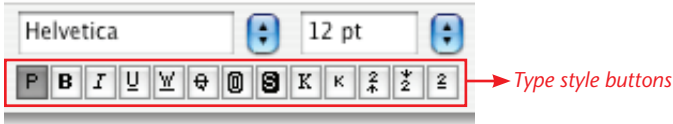
Fonts

All fonts must be supplied. Adobe Postscript fonts have two components: the postscript font (screen) and the printer font. True type and Open Type Face (OTF) fonts have only one component.

For MAC, avoid selecting the type style buttons italic, bold, or bold italic. Use the actual font if it is available. For PC, there is no choice but to select the type style button, but make sure the font is available. If the font is not available, the default font will print.

It is not recommended to cross platforms when it comes to fonts. The only recommended font that is compatible with the MAC and PC is the Open Type Face font.

Where to locate the type style buttons



Preview samples of the difference between MAC and PC fonts:

Adobe Font

Gill Sans
Gill Sans Bold
Gill Sans Italic
Gill Sans Bold Italic
Gill Sans Light
Gill Sans Light Italic

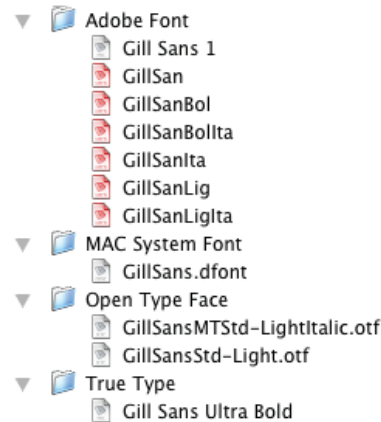
Open Type Face Font

Gill Sans Light
Gill Sans MT Light Italic

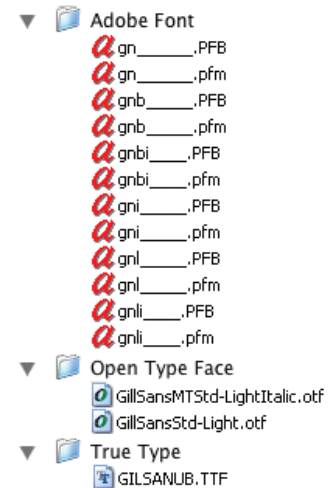
True Type Font

Gill Sans Ultra Bold

MAC Fonts



PC Fonts



Special Characters (not font specific)

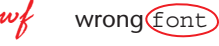
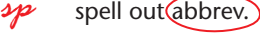
	MAC	PC		MAC	PC
€	Opt-Shift-2	Alt+0128	%o	Opt-Shift-R	Alt+0137
,	Opt-Shift-0*	Alt+0130	<	Opt-Shift-3	Alt+0139
f	Opt-F	Alt+0131	Œ	Opt-Shift-Q	Alt+0140
„	Opt-Shift-W	Alt+0132	‘	Opt-]	Alt+0145
...	Opt-;	Alt+0133	’	Opt-Shift-]	Alt+0146
†	Opt-T	Alt+0134	“	Opt-[	Alt+0147
‡	Opt-Shift-7	Alt+0135	”	Opt-Shift-[	Alt+0148
^	Opt-i, space	Alt+0136	•	Opt-8	Alt+0149

Special Characters *continued (not font specific)*

	MAC	PC
–	Opt-hyphen	Alt+0150
—	Opt-Shift-hyphen	Alt+0151
~	Opt-Shift-n	Alt+0152
™	Opt-2	Alt+0153
>	Opt-Shift-4	Alt+0155
œ	Opt-q	Alt+0156
ÿ	Opt-u, Shift-Y	Alt+0159
ı	Opt-1	Alt+0161
¢	Opt-4	Alt+0162
£	Opt-3	Alt+0163
¥	Opt-y	Alt+0165
§	Opt-6	Alt+0167
¨	Opt-u, space	Alt+0168
©	Opt-g	Alt+0169
ª	Opt-9	Alt+0170
«	Opt-\	Alt+0171
¬	Opt-L	Alt+0172
®	Opt-r	Alt+0174
ˆ	Opt-Shift-,	Alt+0175
°	Opt-Shift-8	Alt+0176
±	Opt-Shift=	Alt+0177
´	Opt-e, space	Alt+0180
μ	Opt-m	Alt+0181
¶	Opt-7	Alt+0182
·	Opt-Shift-9	Alt+0183
¸	Opt-Shift-Z	Alt+0184
º	Opt-0	Alt+0186
»	Opt-Shift-\	Alt+0187
¿	Opt-Shift-/	Alt+0191
À	Opt-~, Shift-A	Alt+0192
Á	Opt-e, Shift-A	Alt+0193
Â	Opt-i, Shift-A	Alt+0194
Ã	Opt-n, Shift-A	Alt+0195
Ä	Opt-u, Shift-A	Alt+0196
Å	Opt-Shift-A	Alt+0197
Æ	Opt-Shift-'	Alt+0198
Ç	Opt-Shift-C	Alt+0199
È	Opt-~, Shift-E	Alt+0200
É	Opt-e, Shift-E	Alt+0201
Ê	Opt-i, Shift-E	Alt+0202
Ë	Opt-u, Shift-E	Alt+0203
Ì	Opt-~, Shift-I	Alt+0204
Í	Opt-e, Shift-I	Alt+0205
Î	Opt-i, Shift-I	Alt+0206

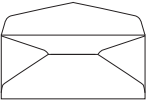
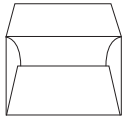
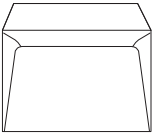
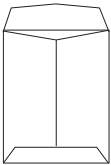
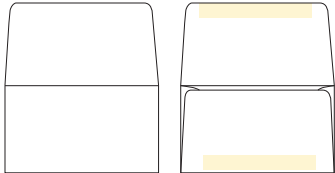
	MAC	PC
Ï	Opt-u, Shift-I	Alt+0207
Ð	Opt-, Shift-I	Alt+0208
Ñ	Opt-n, Shift-N	Alt+0209
Ò	Opt-~, Shift-O	Alt+0210
Ó	Opt-e, Shift-O	Alt+0211
Ô	Opt-i, Shift-O	Alt+0212
Õ	Opt-n, Shift-O	Alt+0213
Ö	Opt-u, Shift-O	Alt+0214
Ø	Opt-Shift-O	Alt+0216
Ù	Opt-~, Shift-U	Alt+0217
Ú	Opt-e, Shift-U	Alt+0218
Û	Opt-i, Shift-U	Alt+0219
Ü	Opt-u, Shift-U	Alt+0220
ß	Opt-s	Alt+0223
à	Opt-~, a	Alt+0224
á	Opt-e, a	Alt+0225
â	Opt-i, a	Alt+0226
ã	Opt-n, a	Alt+0227
ä	Opt-u, a	Alt+0228
å	Opt-a	Alt+0229
æ	Opt-'	Alt+0230
ç	Opt-c	Alt+0231
è	Opt-~, e	Alt+0232
é	Opt-e, e	Alt+0233
ê	Opt-i, e	Alt+0234
ë	Opt-u, e	Alt+0235
ì	Opt-~, i	Alt+0236
í	Opt-e, i	Alt+0237
î	Opt-i, i	Alt+0238
ï	Opt-u, i	Alt+0239
ñ	Opt-n, n	Alt+0241
ò	Opt-~, o	Alt+0242
ó	Opt-e, o	Alt+0243
ô	Opt-i, o	Alt+0244
õ	Opt-n, o	Alt+0245
ö	Opt-u, o	Alt+0246
÷	Opt-/	Alt+0247
ø	Opt-o	Alt+0248
ù	Opt-~, u	Alt+0249
ú	Opt-e, u	Alt+0250
û	Opt-i, u	Alt+0251
ü	Opt-u, u	Alt+0252
ÿ	Opt-u, y	Alt+0255

Proofreaders' Marks

	delete, take it out		lowercase
	close up unneeded space		capitalize
	insert space		small caps
	insert here		wrong font
	insert period		italic
	let it stand		bold
	start new line here		bold italic
	start new paragraph. For the		en dash (—)
	transpose letters		em dash (—)
	move left		spell out abbrev.
	move right		flush left
	center		flush right

✉ Envelope Size

Picking the right envelope size is important for your mailing.

	<u>Envelope</u>	<u>Envelope Size</u>	<u>Enclosure Size</u>
Commercial/Official			
	6 3/4	3.625" x 6.5"	3.5" x 6.25"
	Monarch (7 3/4)	3.875" x 7.5"	3.75" x 7.25"
	9	3.875" x 8.875"	3.75" x 8.625"
	10	4.125" x 9.5"	4" x 9.25"
Announcements (Square Flap A-Sizes)			
	A-2	4.375" x 5.75"	4.25" x 5.5"
	A-6	4.75" x 6.5"	4.625" x 6.25"
	A-7	5.25" x 7.25"	5.125" x 7"
	A-8	5.5" x 8.125"	5.375" x 7.875"
	A-10	6" x 9.5"	5.875" x 9.25"
	A-Long	3.875" x 8.875"	3.75" x 8.625"
Booklet			
	3	4.75" x 6.5"	4.5" x 6"
	5	5.5" x 8.125"	5.25" x 7.625"
	6	5.75" x 8.875"	5.5" x 8.375"
	6 1/2	6" x 9"	5.75" x 8.5"
	7 1/2	7.5" x 10.5"	7.25" x 10"
	9	8.75" x 11.5"	8.5" x 11"
	9 1/2	9" x 12"	8.75" x 11.5"
	10	9.5" x 12.625"	9.25" x 12.125"
Catalog			
	7 Glove	4" x 6.375"	3.75" x 5.875"
	8 Glove	3.875" x 7.5"	3.625" x 7"
	10 Policy	4.125" x 9.5"	3.875" x 9"
	11 Policy	4.5" x 10.375"	4.25" x 9.875"
	14 Policy	5" x 11.5"	4.75" x 11"
	1 Scarf	4.625" x 6.75"	4.375" x 6.25"
	3 Scarf	5" x 7.5"	4.75" x 7"
	4 1/4 Scarf	5.5" x 7.5"	5.25" x 7"
	6 Scarf	5.5" x 8.25"	5.25" x 7.75"
	1 Catalog	6" x 9"	5.75" x 8.5"
	1 3/4 Catalog	6.5" x 9.5"	6.25" x 9"
	3 Catalog	7" x 10"	6.75" x 9.5"
	6 Catalog	7.5" x 10.5"	7.25" x 10"
	8 Catalog	8.25" x 11.25"	8" x 10.75"
	9 3/4 Catalog	8.75" x 11.25"	8.5" x 10.75"
	10 1/2 Catalog	9" x 12"	8.75" x 11.5"
	12 1/2 Catalog	9.5" x 12.5"	9.25" x 12"
	13 1/2 Catalog	10" x 13"	9.75" x 12.5"
	14 1/2 Catalog	11.5" x 14.5"	11.25" x 14"
	15 1/2 Catalog	12" x 15.5"	11.75" x 15"
6 3/4 Remittance			
		<u>Envelope</u>	<u>Envelope Size</u>
		6 3/4	3.625" x 6.5"
Front	Inside*	*Inside shows position of glue	

 Page Set Up

Perfect bound books should be set up as single pages. This set-up allows bleed on all four sides.

Saddle stitch books can be set up as facing pages or single pages.

DO NOT set up books in printer spreads if you are not sure.

Indicate fold/score for pamphlets. A pamphlet that has an overlapping panel needs to be at least 1/16" shorter, such as a tri-fold.

Check all pages for crossovers, bleeds, and page numbers. To avoid text being folded or trimmed wrong, make sure the text is at least 1/4" away from all trims. Allow larger margins for thicker saddle stitch books because of "creep." For perfect binding books allow at least 1/2" or more for the gutter.

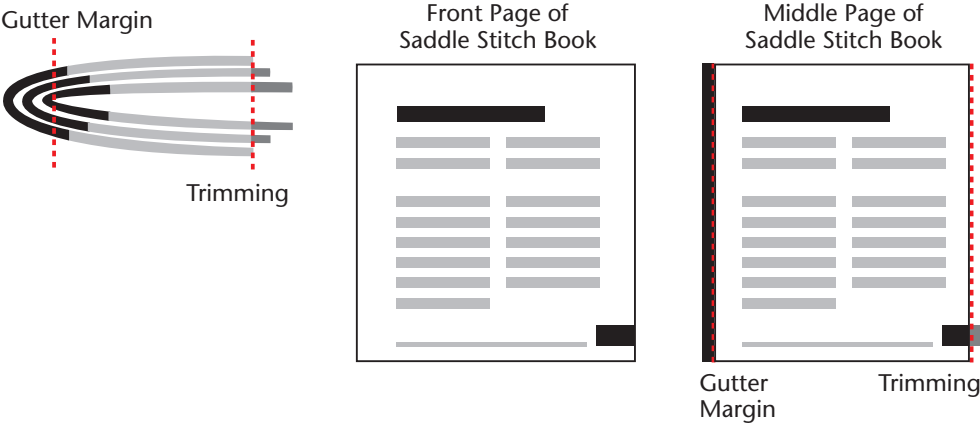
Bleed should be 1/8" wide. This allows the image to print outside the boundaries (crop marks) for trimming purposes.

Back Cover	Front Cover
Inside Front Cover	Inside Back Cover
page 1	page 4
page 2	page 3

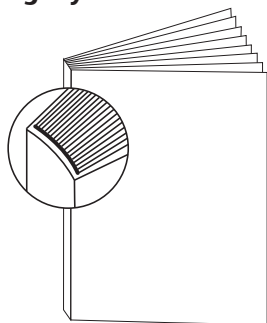
This imposition chart shows the arrangement of pages set-up in printer spreads for an 8 page book.

Providing for Creep

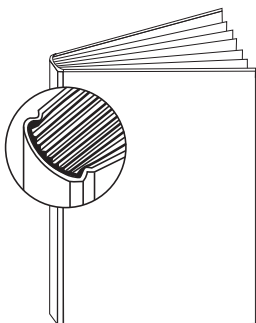
Depending on the number of pages and the weight of the paper, page creep can setback your saddle stitch booklet. When folding sheets of paper in half to make a booklet, the edges of the paper protrude. The gutter margins are adjusted to correct the creep. This is important when it comes to cross folds (photos that cross over).



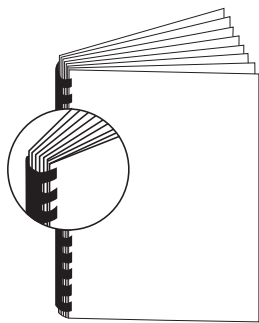
Binding Styles



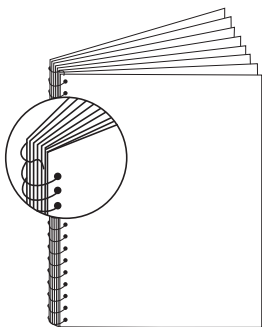
Perfect binding



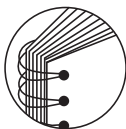
Case binding



Comb binding

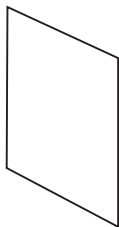


Spiral binding

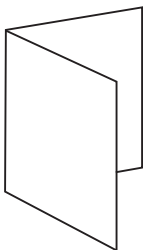


Double Wire-O binding

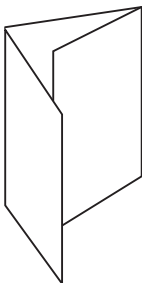
Folding Styles



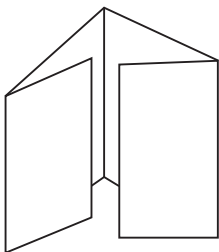
Two Page (Insert)



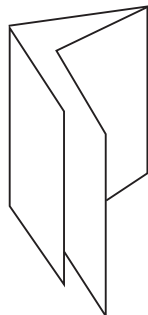
Four Page (Half-Fold)



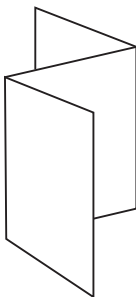
Letter Fold (Barrel-Fold)



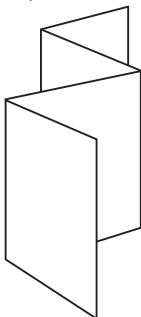
Gate fold



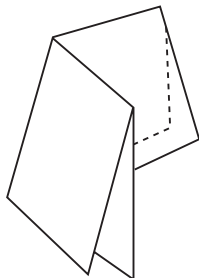
Double Parallel Fold



Six Page Accordion Fold



Eight Page Accordion Fold



Right Angle (French-Fold)

Illustrator

Document “Color Mode” should be CMYK and **not RGB**. Linked images should be CMYK or grayscale. **DO NOT** embed images that are monotone or duotone.

Supply all fonts for the Illustrator files or outline the fonts.

Save Illustrator files as an .ai or .eps.

When creating a DIE, use Illustrator (most vendors only accept illustrator files).

If you apply “White” to type or vector image, **DO NOT** select “Overprint” under attributes. White needs to knockout.

See Photoshop for banding.

Photoshop

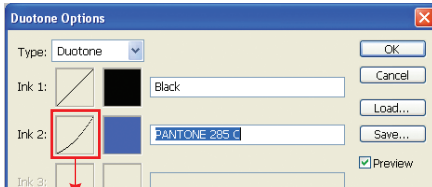
All colors must be created in CMYK or PMS, **not RGB**. Black and white photos should be grayscale. Duotone angles should not be the same.

For a wide area of gradient, we recommend you use Photoshop, not Illustrator, to create the gradient. This avoids any banding concerns.

Save Photoshop files as .tif or .eps. We recommend saving the image as a .tif, but if you are using a clipping path or have a monotone/duotone, save the image as an .eps.

Image resolution of the final image should be at least 300 dpi. If the image is enlarged in the job file, it will adversely affect the resolution of the printed image – i.e., if a 300 dpi image is placed into QuarkXPress at 200%, the image is no longer 300 dpi but 150 dpi.

Changing the PMS color using the angle curve option



Change the angle in a Duotone

When creating type or transparency in Photoshop, “flatten” the file before saving.

Comparing Photoshop and Illustrator gradient



Photoshop Gradient



Banding in Illustrator

Using the clipping path in Photoshop



Without clipping path



With clipping path

Sample of image resolution



Image resolution at 300dpi



Image size increased at 200%

⚠ Overprinting

When ink overprints, the trapping ink overlaps the adjacent color. There may be a noticeable change where the two objects overprint. The default for “Black” is overprinting. Use these examples to guide you.

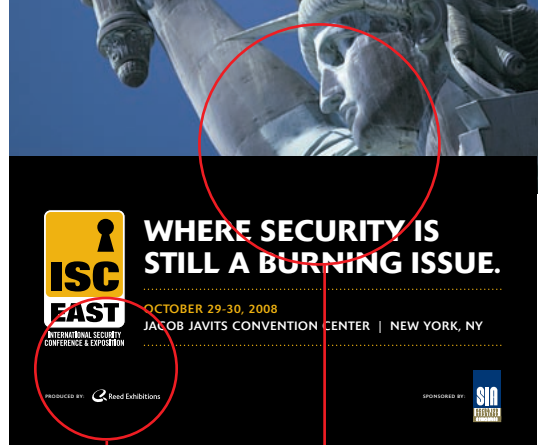
Example: The white vector image is selected as overprint. **DO NOT** select overprint. White needs to knockout. If a “Black” banner/box is placed on top of an image, that “Black” should be either superblack/richblack or knockout. **GMP superblack/richblack values are c50 m40 y20 k100.**



White is overprinting



Black is overprinting



White is knocking out

Black is superblack

Example: When “Black” overprints a PMS color, it will result in a color shift to these two colors. In this situation, the “Black” needs to knockout.



Black is overprinting, which causes the color shift.



Black is knocking out, which avoids the color shift.

Varnish

What does a varnish do? There are a variety of different varnish finishes. Adding a varnish can enhance your photographs, protect your project against fingerprints, add a WOW to colors which will appear more vibrant, and can make your photos pop off the page.

A varnish can be glossy, matte or satin. A spot varnish indicates a chosen area, which will create more of a texture. A UV varnish is an extra high-glossy varnish that allows your entire or chosen area to have an extremely high glossy appearance.

Quark/InDesign

Once your job is complete, we recommend that all the art and fonts be collected. Quark has a “Collect for Output” function. InDesign has a “Package” function.

Supply all fonts for the Illustrator files or outline the fonts.

Avoid embedding images in Quark or InDesign. The image should be accessible for editing.

If you are selecting “Black” for the text, **do not** select “Auto” or “Registration.” **“Black” text needs to be 100% “Black”** (see  Overprinting for tips.)

PDF File For Printing

If created correctly, we handle high-resolution PDF files.

Before creating the PDF file, see  Images for tips. Bleed should be 1/8” wide. Crop marks are needed. Convert all PMS colors to CMYK, **only if you are printing in CMYK**, also remove any unused colors.

The fonts must be embedded. We also recommend embedding the subset fonts. If there are any edits to the PDF file, supply a revised PDF file.

If you have any questions on how to create a PDF file, please contact us.

Microsoft Software

If you are working from Word, Publisher, or PowerPoint, make sure the images you place have the correct resolution and color mode (see  Images for tips.)

When working in Publisher, you need to change the color mode from RGB to CMYK **before** creating your file. If you do it after you create the files, you will not obtain the same results if you are working in CMYK. For example: The color blue that is in RGB will print purple.

Supply all fonts.

Job Approval

It is our policy to supply you with Epson or Digital Color proofs for your approval. Once the job is approved, the Epson or Digital Color proofs need to be signed, dated, and returned to Graphic Management Partners for the job to print.

If Epson or Digital Color proofs are waived, Graphic Management Partners is not liable for the copy, color, size, or positioning of the job.

Our Graphic Specialists pay close attention to your job and specification, but it is important that you review every important detail of your job before approving any proofs.



Production Checklist

The *Production Checklist* will help eliminate delays on your project proofs and production. If you have any questions or concerns, please contact your Customer Service Representative (CSR) or Sales Representative.

Job Name: _____ Contact: _____

Phone #: _____ email: _____

☐ Fonts

All fonts must be supplied. Supply all fonts for Illustrator files or outline the fonts.

For MAC, avoid selecting the type style buttons italic, bold, or bold italic. Use the actual font if it is available. For PC, there is no choice but to select the type style button, but make sure the font is available. If the font is not available, the default font will print.

☐ Images

All images must be supplied.

Image resolution of the final image should be at least 300 dpi.

☐ Color

All colors must be created in CMYK or PMS, **not RGB**. Black and white photos should be grayscale. Duotone angles should not be the same.

☐ Bleed

Bleed should be 1/8" wide. This allows the image to print outside the boundaries (crop marks) for trimming purposes.

☐ Overprinting

If you apply "White" to type or vector image, **DO NOT** select "Overprint". White needs to knockout.

If a "Black" banner/box is placed on top of an image, that "Black" should be either super black or knockout.

☐ PDF File For Printing

Before creating the PDF file, the final image resolution should be at least 300 dpi. **"Black" text needs to be 100% Black. Color must be in CMYK, PMS, or grayscale, not RGB.**

Bleed should be 1/8" wide. This allows the image to print outside the boundaries (crop marks) for trimming purposes, also supply crop marks.

The fonts must be embedded. We also recommend embedding the subset fonts.

☐ Dies

When creating a DIE, use Illustrator (most vendors only accept illustrator files).

☐ Spell Check

Run files through spell check.

Comments:

GRAPHIC MANAGEMENT PARTNERS

47 PURDY AVENUE • PORT CHESTER, NY 10573

PH: 914-939-0571 • FAX: 914-939-1670