



GORDON GRAPHICS, INC.

Eco-Friendly Printing

If you are designing your own project, we support:

PC Platform

Preferred Programs:

Adobe CS4 - This includes Photoshop, Illustrator, InDesign, and Acrobat 9

Quark Xpress - Version 7

Accepted Programs:

Microsoft Office 2007 - This includes Publisher, Word, PowerPoint and Excel

MAC Platform

Preferred Programs:

Adobe CS4 - This includes Photoshop, Illustrator, InDesign and Acrobat 9

Quark Xpress - Version 7

Please Stuff or Zip your files before sending

When preparing your Artwork, please keep these basic requirements in mind:

Crop Marks - What are they and why are they needed?

Crop Marks are lines indicating where the paper should be cut to produce the correct size.

Please build all press ready digital files with crop marks.

Bleed - What is it and why is it needed?

Bleed is the portion of the product that will be trimmed off when it is cut to the final size. The purpose of a bleed is to continue a color, image, or design to the edge of the product. Due to the possibility of shifting in the trimming process, a bleed is required to ensure that a white line does not show on the edges of your product.

Fonts, Logos, Photos, and Illustrations:

When sending native files be sure to include all fonts, logos, photos, and illustrations that were used.

When sending PDF files, fonts must be embedded. Some fonts have copyright restrictions and will not embed in PDF files.

Borders:

No borders are recommended, as shifting in the cutting process may make borders appear uneven.