



FINAL CHECK LIST FOR PRINT

CHECK LIST

NEED HELP?

Before submitting an order please follow this checklist to make sure you are print ready.

CHECK LIST

- File Format
- Colour Mode CMYK
- Resolution/Vector
- Correct Size
- Fonts/Links
- Set Bleeds
- Triple Check Your File
- Order Form



Email

orderform@rgu.ac.uk



Call

01224 262945



Visit

The Gatehouse Agency
Robert Gordon University
Garthdee
AB10 7AQ



Mon – Fri: 08:00 – 16:00
Sat & Sun: Closed

FILE FORMAT

At The Gatehouse we can work with files in the following formats (provided they adhere to the rest of our artwork guidelines): AI (Adobe Illustrator), PSD (Photoshop), INDD (InDesign), and PDF. Acceptable file formats for images are TIFF and EPS (best quality), JPG, PNG and BMP (may be some degradation due to compression).

If you're not sure you can create a file with the appropriate format, The Gatehouse can advise you or walk you through the conversion process.

QUICK TIPS

- PDF is best as long as the file does not need edited
- Package your Adobe Indesign or Illustrator files

FILES ARE CMYK

Computer monitors and printing equipment both create a spectrum of colours from a few building blocks, but the building blocks are different. Computers use red, green, and blue (RGB), while presses use cyan, magenta, yellow, and black (CMYK - the K stands for "key").

Modern graphic design applications will let you convert from one color mode to the other, but keep in mind that the standard range of CMYK colors is smaller than the RGB range. To preserve your colors, design in CMYK mode from the beginning.

QUICK TIPS

- Use CMYK for printing
RGB for digital

RESOLUTION

CORRECT SIZE

Digital images lose definition as they are enlarged. If an image is printed too large for its resolution, it will appear pixelated and blurry. Usually an original resolution of anywhere from 300 to 360 dots per inch (DPI) will turn out fine.

Or even better, submit images in vector form. Vector graphics describe image components with mathematical formulas, not pixels. They do not degrade at any size. Vector file formats are especially useful for logos. For digital purposes 72dpi is fine.

To avoid any miscommunication about the size of your artwork please provide it in the correct dimensions. If this is not possible make sure you specify in your order form the exact size of your print in mm preferably.

QUICK TIPS

- 300 dpi for Print
- 72 dpi for Digital

QUICK TIPS

- For social media/digital ads download our guide for sizes

FONTS

Don't assume we have the same set of fonts as you. Our software will try to replace any font we don't have with one it we do. The results isn't always pretty.

Be sure to supply us with all the fonts you use in your design. If no editing needs to be done, a great option is to convert all the text to outlines. This will turn your text into graphics.

QUICK TIPS

- Send files as PDF when complete
- Package Indesign/ Illustrator files for editing

SET BLEEDS

Our printers need a little wiggle room to account for variations in the printing process and minute shifts in the position of a printing surface. A bleed provides that wiggle room; it extends the edge of an image or colour area a small margin past where it is intended to be cut, this stops you ending up with a white edge around your final print.

At The Gatehouse, we ask for 3mm bleeds. If you don't know how to set a bleed we can help and guide you.

QUICK TIPS

- Set your bleed at 3mm

TRIPLE CHECK

Although we would love to be able to spend extra time checking your files for you this isn't possible in a busy studio environment we ask that you triple check your files are ready for print before you send them to us. This includes that the text is correct and there are no spelling mistakes as this will hold up the production time on our end and may end up in missing important deadlines or extra charges for re-prints.

QUICK TIPS

- Check your text is correct and no spelling mistakes
- Package Indesign/ Illustrator files for editing

ORDER FORM

At The Gatehouse we use an order form system please make sure you are using the correct order form and filling in all essential information. If you need guidance on this we are here to help where ever possible. Crucial things we need to know is the size, quantity, stock and a realistic deadline we will always do our best to meet your needs where possible. Try and give us as much information as possible this will save having to double check details closer to the deadline.

QUICK TIPS

- Fill out your order form fully. Tips on how to do this can be found here