Gilt Edged

Products that promote.
Ideas that inspire.

Diaries
Title Pages Bookbound & Spiralbound

Artwork Specification

Version:
November
2018

NEW ID Diary Promo Pages Artwork Specs 2016.indd 1 01/11/2018 09:50

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Artwork for Inserts & Printed Pages

If you are sending us pages or artwork it must be prepared correctly. This document outlines what is required, but the person, department or agency your company uses to create these items will be familiar with the requirements explained in this document.

InDesign Native Files

Files must be correct size with all high resolution (at least 300dpi) images used in CMYK or greyscale. Fonts, pictures and links must also be supplied (This can be achieved using the "Package" option under the File Menu in InDesign).

PDF

Files to be supplied in correct size, with all fonts embedded. All images are CYMK or greyscale at least 300dpi. PDFs are generated using the "Press Quality" Setting in InDesign or Acrobat.

Spot Colours / Pantones / RGB

Please make sure any spot colours used are relevant to the job e.g. Only use them if you are printing using that spot colour in addition to CMYK. If you are not actually printing that Spot Colour please convert it to CMYK.

Please convert all RGB colours and images to CMYK before creating the PDF. Remember that the nice bright colours acheiveable in RGB are not always possible in CMYK. It is better for you to convert to CMYK at your end and see any unwanted colour shifts rather than see it on the final product when it is too late.

We cannot edit or change these issues easily in a supplied PDF and you will be charged for any amendments our studio need to make.

Artwork Pricing

Producing diary pages from correctly prepared pdf's
FREE

Producing diary pages from correctly prepared documents created in InDesign.
FREE

Adapting documents in unacceptable formats to a useable format
£15 per Page

Up to five amendments to your diary pages
£25

Less than 20 amendments to your diary pages
£50

Over 20 amendments to your diary pages
£POA

Creating up to 4 diary pages to your specifications
£55 per Page

Creating more than 4 diary pages to your specifications
£POA

Producing blocking die artwork from correctly prepared vector graphic
FREE

Converting an image to vectored line format so it can be made into a blocking die, or adjusting unsuitable artwork so it is possible to block
£30

Continued...

We're here to help...

If you have a query please call us on 01604 671671
and ask to talk to one of our studio staff.

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Artwork for Blocks

Files for blocking dies must be 'vector' eps files only. PDFs can be used but ideally supply as Illustrator EPS or AI files.

Not all eps files are vector files. A true vector is where the graphic is draw using paths and not pixels, this means that it can be used at any resolution or size without degradation.

Artwork must be solid black with NO tints, shading or colour.

A minimum of 8pt is required for text and 0.75pt for keylines when blocking onto diary covers, any smaller and the type or line will fill in when blocked and cannot be read.

Additional Information

Word Documents

Artwork sent in a word document can only be used to copy and paste text, we will have to set the page into our page layout programme.

Native Files Formats (Applications) WE DO NOT ACCEPT:

- Quark Xpress
  Please send artwork as a Press Ready PDF
- Powerpoint
  We can open for content but will not accept as artwork
- Word
  We can open for content but will not accept as artwork
- Excel
  We can open for content but will not accept as artwork
- MS Publisher
  Please send artwork as a Press Ready PDF
- Pagemaker
  Please send artwork as a Press Ready PDF
- Coreldraw
  Please send artwork as a Press Ready PDF

Storage Media & Transfer

Please supply artwork to us using one the following methods

- If the artwork is up to 10mb, you may email it to your sales executive. If you do this, please make sure that the email carries a description of the attached file and states clearly what job the logo is for.
- If your files are larger than 10mb they can be sent to us via our Mail Big File account. Simple go to address below and follow the instructions: http://www.mailbigfile.com/giltedged
- Provide us with your own WeTransfer / Dropbox type link to the files
- CD or DVD
- USB Flashdrive

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Diary layout - Bookbound

All Pages

Example shown above not to scale.
See table on last page for correct dimensions.

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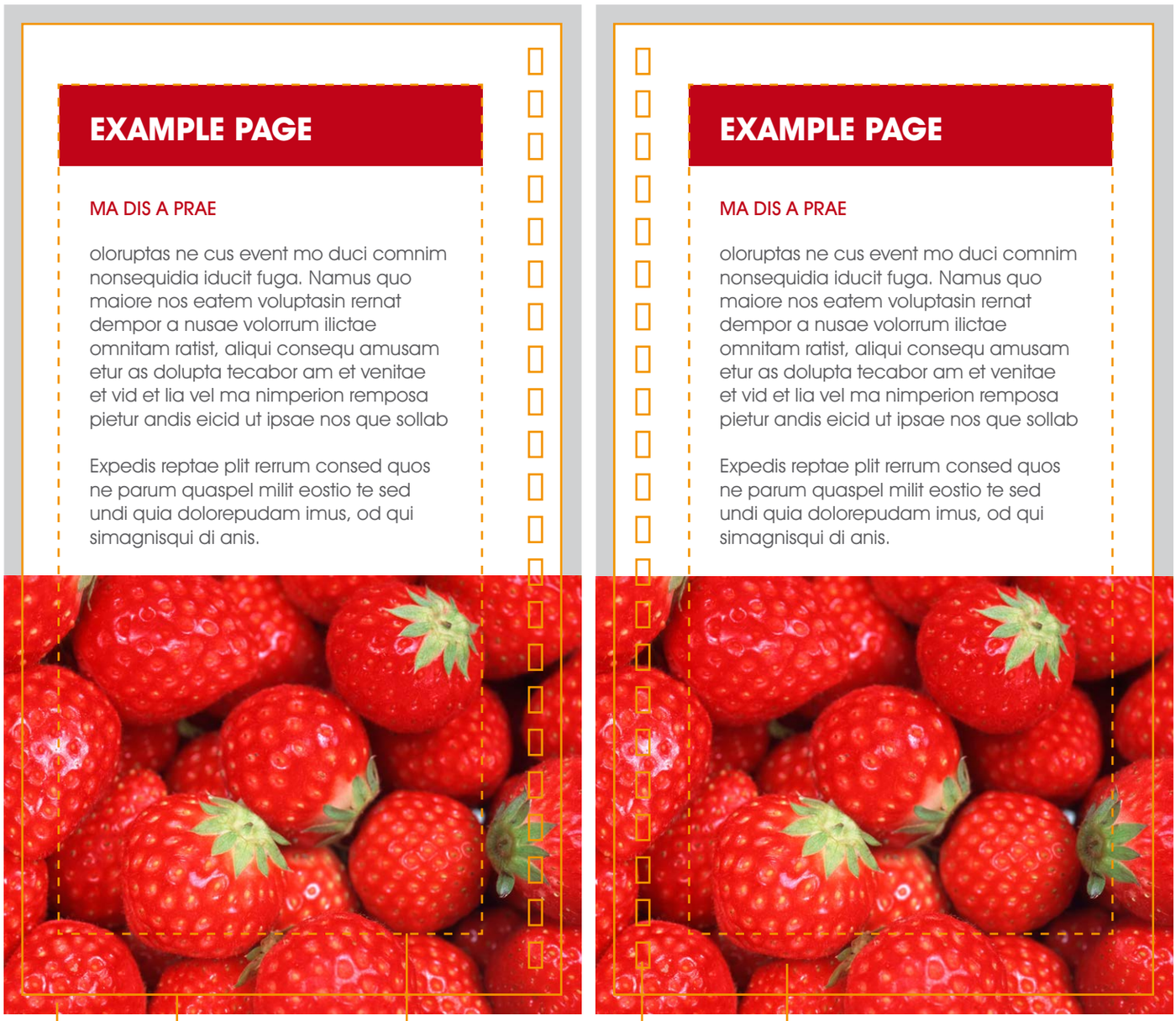
Diary layout - Spiralbound

Left Hand Page

Right Hand page



Bleed area

Page size

Text area
Please keep all important information in this area. Images, graphics can bleed out of this area.

Comb

Margins:
10mm top
12mm inside
8mm outer

Example shown above not to scale. See table on last page for correct dimensions.

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Diary sizes

Pocket Diaries (Senator/Congressman/Diplomat/Counsellor)			
Bookbound* *Except Candidate Bookbound	(P1)	Finished Size Text Area Margin Bleed	85 x 160mm 65 x 140mm 10mm all round 3mm
Candidate Bookbound	(P2)	Finished Size Text Area Margin Bleed	75 x 170mm 55 x 150mm 10mm all round 3mm
Spiralbound	(SP1)	Finished Size Text Area Margin Bleed	89 x 160mm 69 x 140mm 12mm inside / 8mm outer 10mm top and bottom 3mm

Desk Diaries			
Statesman	(D1)	Finished Size Text Area Margin Bleed	165 x 220mm 145 x 200mm 10mm all round 3mm
Statesman (Spiral)	(DS1)	Finished Size Text Area Margin Bleed	169 x 220mm 149 x 200mm 12mm inside / 8mm outer 10mm top and bottom 3mm
Baron	(D2)	Finished Size Text Area Margin Bleed	143 x 210mm 123 x 190mm 10mm all round 3mm
Ambassador	(D3)	Finished Size Text Area Margin Bleed	202 x 270mm 182 x 250mm 10mm all round 3mm
Ambassador (Spiral)	(DS3)	Finished Size Text Area Margin Bleed	207 x 268mm 187 x 248mm 12mm inside / 8mm outer 10mm top and bottom 3mm
President	(D4)	Finished Size Text Area Margin Bleed	205 x 297mm 175 x 267mm 15mm all round 3mm

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