

DESIGN SPECIFICATIONS

A SIMPLE GUIDE TO HELP MAKE THE DESIGN PROCESS RUN AS SMOOTHLY AS POSSIBLE

Following the steps below will enable us to get your first proof just about perfect. We can then make any necessary amendments through your second and third proofs*. Our aim is to keep the design process quick, easy and stress-free.

Copy/Text

Please supply any text you would like included in your design/layout in word (.doc) or rich text format (.rtf)**.

Images

If you wish to supply images for your design, they need to be high resolution print quality images. If you wish to take photos yourself please use a good quality digital camera ensuring that you take the photos on the highest possible setting. You can also take advantage of our online image library - www.shutterstock.com - let us know the type of images you are looking for and we will do the searching. Alternatively, if you would like to select your own images just let us know the Shutterstock image ID number/s and we will do the rest.

PLEASE NOTE IMAGES FROM THE WEB MAY NOT BE USABLE AS THEY ARE OFTEN LOW RESOLUTION (They may look good on the web but will not in print)

Your business

You know your business better than we do, so please provide us any important information. This will include any existing branding elements (e.g. current logos, colour information and font choices,) and accreditations. Examples of previous printed/online work are helpful if you would like your new design to be consistent with your brand.

Your look

If you have specific ideas about how you would like your design to look please share these from the outset. Any information you can give us will help to give our designers an idea of what you are looking for. Please name any images files accordingly to where you would like them placed in your artwork.

***3 PROOFS ARE INCLUDED IN YOUR QUOTED PRICE**

(AN INITIAL DESIGN AND TWO FURTHER PROOFS FOR ANY AMENDMENTS)

Further corrections and/or amendments will incur an additional charge based on our standard hourly rates with a minimum charge of £10.00+VAT per additional proof.

Terms & Conditions

Any amendments that you require should be provided in a clear and easy to follow format - whether provided by email or hard copy. All the amendments for an additional proof should be provided at the same time unless agreed beforehand. We may need to provide an additional proof if you submit further amendments at a later date.

Changes to the brief - If you change the basis of the brief after the first proof, this will be classed as a new brief and you may be charged an additional fee based on our standard hourly rate.

Text - Please ensure that the text you supply is correct to the best of your knowledge. Things to double check include; spelling mistakes, punctuation, repeated words. Making changes to the copy may incur additional charges. **Typesetting due to the text being supplied as hard copy (e.g. hand written or a print out of text) may incur additional charges.

Legal Documents - If you require us to typeset and/or print legal documentation you must either have permission or own the copyright and hold the rights to reproduce these.

Images - Please ensure the images you supply aren't covered by copyright. Please do not supply images taken from the web (i.e. from a Google image search). Most images on the internet are covered by copyright, meaning that by using these images you will be in breach of copyright law.