



## External Sales

### Contact details

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Address or Department: \_\_\_\_\_

Name: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

### Delivery details

Delivery address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Delivery date required: \_\_\_\_\_

*(Please remember that at busy times, our turnaround time may be extended)*

### Payment method

Estimate No: ..... PO No: .....

Purchase order      Credit card      Cash      Cheque

Payment taken by: ..... OFFICE USE ONLY

### Description of work / other details

Empty box for description of work / other details.

**You must supply your copy, files or samples with this form - see over for guidelines**

## Specifications

### Paper type

### Colour(s) of ink

### Total number of pages

Double sided

Single sided

### Finished size

A3      2/3rd A4

A4      1/3rd A4

A5      Other

A6

Portrait

Landscape

### Binding type

Thesis Binding

Comb Binding

Velo Binding

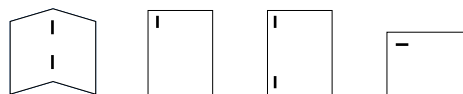
Perfect Binding

Wiro Binding

Saddle-stitch

Other:

### Stapled



### Quantity:

### Enclosed with order

Disk/CD/File

Hard Copy

Sample

COLLECTED BY: .....

DATE: .....

# Guide to Supplying Print Ready Artwork

## File Layout/Format:

- Supply a **PDF** wherever possible.
- Make sure your file is set up at **CMYK not RGB**.
- Make sure your page size is set up to the exact size you require. e.g. A4, A3, A5, 85mm x 55mm (Business card). Also set your document to the correct orientation (Landscape or Portrait).
- **Make sure all fonts in your document are embedded or converted to paths.**
- If you are creating your document in Photoshop and then converting to a **PDF** make sure the file is flattened.
- Make sure any images/logos in your document are high resolution – **Do NOT copy and paste images from websites as these are too low resolution.**
- If your document is printed up to the edge we need at least 3mm bleed all the way around for trimming purposes. Ensure any text or logos are not too close to the edge as this also makes trimming difficult.
- **Do not put your own crop/tick marks on; we will do this for you.**
- If your artwork is a booklet, please supply each page individually as a separate page in the PDF. For example if it's an A5 booklet do not tile the A5 pages two up on an A4.
- For Business cards please supply them as a single PDF. **Do NOT tile them up; we will do this for you.**
- **If you supply a file that requires editing by our print professionals, which is estimated to be in excess of 15 minutes. Editing will be charged at £20.00 per hour, you will be contacted prior to editing with an estimate of any costs that would be incurred.**

## Proofing Process

- A proof will be supplied for two reasons:
  1. If you request a printed proof or
  2. If we require you to check the printed file prior to the final print run
- The first proof will be supplied free of charge, however, any subsequent proofs will be charged at £4.00 each.
- It is your responsibility to return the proof in the required timescale, failure to do this may result in a change of delivery date
- Please note if any changes are made to the job specification via the proof slip these **MUST** be highlighted to ensure the changes are actioned.

## Providing files for the graphic design studio

These guidelines are for jobs that will be worked on by our graphic designers in the studio.

- **Design brief:** Where possible, please provide a comprehensive brief for the work to be undertaken. Please ensure that you have checked and edited your text document to reduce amendment time later. You will receive a proof before your job goes to print.
- **Text files:** Please provide text in MS Word. We cannot accept MS Publisher files. MS Excel is acceptable for creating items such as name badges.
- **Images:** Please provide high quality images as JPEG or TIFF files, preferably original digital images that have not been downsaved. Low quality image cannot be transformed into a high quality images.

We will not accept images taken directly from the internet unless they have been purchased from an official image library. Images copied from the Internet will not only be poor quality but will infringe upon copyright.

Do not send images embedded in Microsoft Word or Powerpoint as they are also low quality for screen-viewing only and cannot be extracted for print use.

If you have images that are large or exceed the quota for sending via email, you can send these to your initial contact via **[www.wetransfer.com](http://www.wetransfer.com)**

- **Logos:** Where possible, please provide logos as EPS files as these are industry standard and can be used at any size and on coloured backgrounds and images.

Design briefing sheets can be downloaded from [www.sheffield.ac.uk/cics/printanddesign/advice](http://www.sheffield.ac.uk/cics/printanddesign/advice)