



Printspiration



TOP TIPS FOR SUCCESSFUL

PRINT

www.fidelityprint.co.uk

fidelity[®]
design & print



TOP TIPS

HOW TO GET THE RIGHT QUOTE FOR YOUR PRINT PROJECT

Asking for a print quote can be a bit daunting if you don't know what to ask. This handy guide will help you understand what information we need or assist you in completing our online request form. We've been helping customers bring their print projects to fruition for over 20 years and we manage to fill in the gaps of missing information pretty accurately. However, should we need more details to complete your quote, we will contact you.

Here's our top tips to help you get the right quote...

You can follow the process using our online quote request form [here](#).

1. What do you need printing?

Give your project a title. What is the purpose of your print? Is it a poster, business card or leaflet? The purpose is usually linked with a physical size – this is based on A sizes from A7 up to A0. ([see link](#))

2. How many do you need?

Just provide us with a quantity of four e.g. 100 /250 /500/1000. There isn't a minimum quantity but every print job has setup costs, so the more you print the cheaper the unit rate.

3. Do you need design?

We have over 20 years' experience of supplying our customers with a fast and efficient design service. You can select whether you need this service, if you are unsure and want to get an idea of what a professional design will cost, select 'maybe' and we'll add artwork into your quote separately from the cost of print.

4. How urgent is your quote / job?

Select from the dropdowns according to your timeline. If you need something super urgent, please just call us or ping us an email.

5. Brief

This is your opportunity to give us a bit more detail about your project.

This could be:

Paper finish: Silk/Uncoated/Special

Paper thickness: 90gsm – 400gsm

Print Spec:

Single or double-sided

Number of printed pages (sides of finished print)

Finishing requirements e.g. lamination, stapling, booklet, folding etc

Number of variations e.g. 1000 business cards 200 of 5 names

Artwork: If you would like us to create artwork for you, please select design services and leave us a brief of your design requirements. (see 'How to brief a designer')

6. Upload a file

If you have artwork, please upload it so we can quote accurately and check your file will print correctly. If you decide to go ahead, we are ready to print. If you are briefing for artwork, feel free to upload any relevant files for to work from.

That's the basic information we need to give you a print quote!

Click 'next' to fill in 'your details' and click submit.

If you've got your spec already prepared, you can send it to us on quotes@fidelityprint.co.uk



TOP TIPS

HOW TO BRIEF OUR DESIGNER

For our team of designers to produce any artwork, we firstly need to understand what it is you need creating and printing. Is it a leaflet, a banner, a brochure? We'll also need to know what outcome you are expecting. Are you trying to sell something? In which case use professional images of your products and a call to action. Are you shouting out a message on a banner from a roundabout? If so, keep the text short, large and to the point to get your message across clearly.

Next, we'll need to know what resources you already have. Providing content, logos, colours and font information up front, will help us quote your project more accurately and estimate the turnaround.

Things to consider:

1. Do you already have a brand suite with high resolution logos and brand colours?

If not, we can create these for you. If you do, please provide any brand guidelines.

2. Do you have images or do you need us to source them from our image library?

- If you'd like to use our stock image library service got to www.stock.adobe.com/uk and supply us with the image number, please note, images are charged at £10 plus vat. Bulk purchases can be discounted.
- We can also help with creating professional images by photographing your product in our studio.
- Suitable image types for print are high resolution jpegs, PSD, TIFF, bitmap, please note PNG files are RGB web files and therefore not always suitable for CMYK printing.
- **Do you have written copy you want to appear on the project?**

Please provide final copy of the text content as a Word.doc or in an email. TOP TIP! – *editing text during the design process isn't very cost efficient!* However, if we think something isn't working with the text or we can get the message across in a better way, we'll tell you. We're here to advise and guide you in all respects.

Why use us?

Our designers have over 20 years' experience, so not only can we save time producing your project, we'll save you money too!

Once we have designed one of your print projects, your next project can be completed more efficiently (saving you studio time and therefore money), not only because we keep all your assets and resources on file but because we'll now understand you and your brand. If you use our design service on a regular basis we will setup a brand library for you.



TOP TIPS

HOW TO PREPARE YOUR ARTWORK FOR PRINT

We accept Adobe, Microsoft Word and Publisher files but recommend and request that you use a PDF.

Artwork should be provided at the size it is to be printed. Producing an A5 print from a 5"x7" file (which has a different aspect ratio) can cause cropping.

Please provide a CMYK 'press ready' PDF at page size plus 3mm bleed.

4/6 page layout should be supplied as spreads. 8pp plus supplied as individual pages.

Please ensure all images are a minimum of 300dpi and converted to CMYK. Fonts will require embedding.

Please do not impose any artwork or add crop marks – we'll do that for you!

Non PDF files may incur a charge should they require work to get them ready to print. Should this be the case, you will be advised of any additional charges prior to print.

Please contact us if you need any assistance.

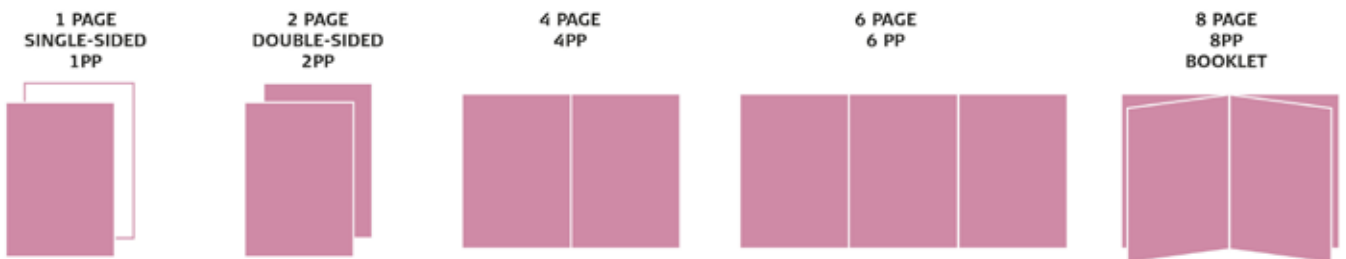
File formats

Adobe Acrobat
Adobe InDesign
Adobe Illustrator
Adobe Photoshop/Image files
Microsoft Publisher/Powerpoint/Word

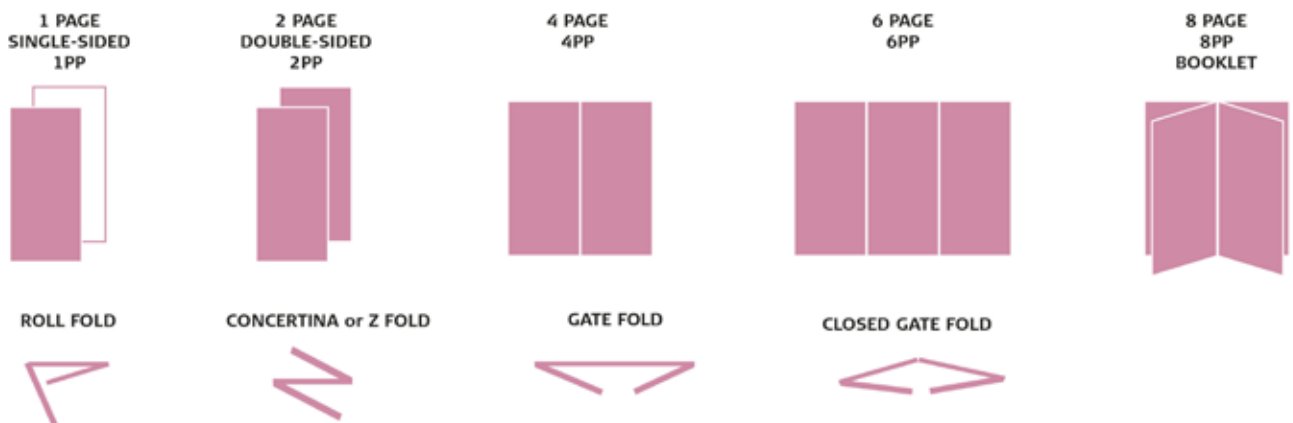
File types

PDF
INDD
AI, EPS (fonts included or outlines)
PSD JPEG BMP TIFF
DOC/PUB/PPT

PAGE SIZE A4 / A5 / A6



PAGE SIZE DL 99 X 210mm



A0
841 x 1189
mm

A1
841 x 594
mm

A3
420 x 297mm
3508 x 4961 px
@300 dpi

A2
420 x 594
mm
2480 x 3508 px
@150 dpi

A5
210 x 148 mm
2480 x 3508 px
@300dpi

A4
210 x 297 mm
2480 x 3508 px
@300 dpi

A7
105 x 74
mm

**BUSINESS
CARD**
85 x 55
mm

A6
105 x 148
mm



Adding bleed to your print document

Most professional design software has the option to add bleed during the document set-up process. Make sure colour blocks, images and anything else you wish to run off-page extends through the bleed area.

If the software you are using to design your print document does not have the facility to add bleed, you can either

- increase the size of the document e.g. A4 page is 210mm x 297mm < 216mm x 303mm then account for this by increasing your margin setting from 5mm to 8mm.
- increase the size of the margin to 8mm - this allows us to increase your document by 1% on press which will create the bleed area we require.

Canva allows you to add bleed, control margin sizes and export to PDF with bleed and crops. Watch here www.fidelityprint.co.uk/how-to-add-bleed-to-canva-designs-ready-for-print/

Adobe Express does not have specific settings yet, just increase margins as above.

We offer training and support to Adobe Express users - you can set up a FREE Adobe Express account here.

<https://www.fidelityprint.co.uk/small-business-branding/#TryAdobeExpress>





TOP TIPS

HOW TO CHECK YOUR PROOF

IF WE ARE DESIGNING FOR YOU

Once we have completed the design to your specifications, we need you to approve it, or 'proof' it — this is really important to make sure you are getting exactly what you want for your project. We will supply you with your first PDF proof by email, so keep an eye out for it in your inbox. This is the chance for you to check you are not only happy with our design, but to also spot those pesky spelling mistakes. Let us know any changes or resupply relevant content, and we'll issue a final PDF proof for your approval. Further edits after final proof stage may be chargeable.

Here are some key areas you need to check:

- **CONTENT:** Spelling, grammar and punctuation. Contact details (phone numbers, names, email addresses, dates, times)
- **SIZE** (from tiny A7, to giant A0 – size really matters when it comes to print!). Ideally you should view your design at 100% to check that all the text is legible and easy to read.
- **IMAGES/LOGOS:** If you've supplied us with pictures or a logo, it's worth checking that they'll print clearly. Always provide the highest quality images you can. We may send a low resolution proof if the file size is large so if in doubt ask! We'll also let you know if we think an image isn't good enough to print.

We recommend you check proofs on a computer rather than a smart phone and be aware that colours may appear differently when printed, compared to their representation on any screen.

IF YOU SUPPLY US WITH NON PDF ARTWORK TO PRINT..

We will create a press ready PDF from your file, so you may need to make some additional checks if we send you a proof.

Although we don't check for things like spelling and grammar (we have been known to spot these errors), there are certain checks our team performs before sending your artwork to print. This is a check we carry-out on every single design you send us to make sure your artwork is print-ready. If we spot a problem, we'll contact you to let you know what needs to be changed. This might be a request to add bleed or to let you know an image isn't high enough resolution to print.

Here are the key areas you need to check:

- **FONTS:** Check all fonts appear as they should. If they haven't been embedded into the PDF it maybe that they change. This is particularly important if you have supplied anything other than a PDF.
- **PAGE ORDER:** Check that the single pages are in the proper sequence.
- **ACCURACY:** Compare the proof we supply to your original file to make sure nothing is missing.
- **SIZE:** Check the size of the artwork. If your project needs to be printed at A4 then it should be supplied as A4. In some circumstances we can scale this for you.
- **FINISHING:** If your project is folded, ensure that it is correct. If there is more than one fold, check the pages appear in the correct order for your finished project. If in doubt, just ask. Also ensure any die cut or perforations are marked and in the proper positions.

Confirm that you are happy to go ahead with your print job by email and we'll get it on press. If further changes are needed, please resupply the updated file.

Follow our FREE guide on how to achieve successful print project to find out:

- ✓ how to get the right quote for your project
- ✓ how brief our designer
- ✓ how to prepare your artwork
- ✓ how to add bleed
- ✓ how to check your proof

You can read more on our website at

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