

STUDIO DESIGN CHARGES

Our Graphics Department has a wealth of experience and is among the best in the industry. Because every phase of design is carried out in-house, we don't charge our clients the earth.

When placing an order the first design hour is included with the price of the product, our studio time thereafter is charged at £45.00 per hour (plus VAT). This first hour includes artwork proofs and print setup.

As every job is different, times can vary. We will keep you updated if your job goes over the allocated time before any further costs are incurred.

Sourced images are charged separately and depend entirely on size / image quality and availability.

If you only have low resolution images and logos available, we can recreate these in vector format suitable for printing at high resolutions at an additional cost. This cost will be determined by how complicated your logo is.

If you have any questions about studio design charges please give our Graphics Department a call on [01606 834454](tel:01606834454).



ARTWORK REQUIREMENTS

We can accept artwork files saved in a number of formats, which are illustrated below:

- Media - We can accept files on CD/DVD, USB Sticks, 3.5 Floppy Disk, Email (under 8MB) & Web Uploads.
- .jpg - RGB or CMYK formatted.
- .tiff
- .psd - Photoshop Files upto CS4 Edition.
- .ai, .eps - Illustrator Files upto CS4 Edition.
- .pdf - We recommend any vector images to be supplied as PDFs.
- .png
- .gif - While we accept gif files, we don't recommend them due to their limited colour range.



File we are unable to accept are:

- Microsoft Word / Publisher / Powerpoint. We can accept these files as a guide only, not for print purposes.
- Adobe InDesign. If you only have indesign files available we recommend you export to .pdf before sending to us.
- Quark.

Layout - Artwork should be set to 75dpi at 100% scale, 150dpi at 50% scale or 300dpi at 25% scale.

Photos, Scans & Images - Images should be provided at a minimum of 75dpi when scaled to full size and saved in CMYK format. JPEG images are preferred but we also accept images in the formats listed above.

Bleed - No bleed (or runoff area) is required unless stated.

Colour - We recommend using Pantone or Ral colour swatches. Please note differences in monitor calibrations can cause differences in final print artwork. If you require a specific colour to be matched, we offer a colour matching service.

Logos - It is recommended that logos be supplied in a vector format (.eps, .pdf, .ai). If you only have bitmap / jpeg logos, we can redraw your logo for you in vector format at an additional cost of £45.00 per hour (plus VAT).

Fonts - If you are creating your artwork in Adobe Illustrator or Photoshop, we suggest all fonts be changed to outlines before saving. If you are unsure on font outling techniques, you can make a note of the fonts used and be sure to supply us with the font files.

All Artwork should be sent to: artwork@intentdesign.co.uk

ARTWORK DESIGN

Here at Intent we have our own graphic design studio with experienced designers who can deal with photography, illustration & typography needs. Our design rates are competitive at only £45.00 (plus VAT). Whether it be a company logo, display banner or even a vehicle graphic wrap, we can design it for you.

If you have a company logo and a photograph to use in a simple way on your display, we can usually set this up within the allocated hour setup time that is included in the cost of the product.

If you already have your artwork created, you can supply it to us in the ways listed on page 2 of this guide. Once we have your artwork we will send you a proof document for your approval, production cannot proceed without your final say so. As we want to make sure that your artwork is exactly how you want it, any artwork changes will be reflected in proof revisions.

COLOUR MATCHING

Information for Colour Proofs / Colour Matching:

Colour proofs are an essential way of communicating colour so please supply a colour proof with all colour critical prints. Any important pantone colours must be indicated so we can ensure the best match possible.

All of our printers and materials are ICC profiled to ensure maximum accuracy and consistency of colour and quality, but this still has its limitations of achievable colour. The presses use a 4 colour printing system, CMYK. Certain pantone spot colours are not achievable in CMYK process printing, so we advise the use of a 'Spot to Process Colour' Pantone Chart to check the CMYK equivalents of Pantone Spot Colours.

Alternatively we can supply a pantone chart printed on our printers to give you a guide to the achievable colour range for your pantone reference.

If you have any questions about colours or anything else, give our Graphics Department a call on **01606 834454**.