

Design for print guide

→ This guide can be found at www.pauldesigns.co.uk/pdflibrary/dfpguide.pdf



A clients guide to design for print services

Intro

A quick guide to design for print

There is more to building a brand than having a swanky looking logo on your web site. It's important to have the same design continuity throughout every aspect of your business, from the business cards you hand out, to the invoices you send to customers. Having a separate designer and printer (or allowing the printer to design stationery) can become very costly, and this is where I can help...

Why choose me?

- ▶ More cost effective than having a separate designer and printer
- ▶ No liaising between designer and printer regarding complex printing specifications
- ▶ Fast turnaround of prints, usually 7 working days to your door
- ▶ Design proofs sent to you by email and/or full colour print
- ▶ Low cost UK mainland delivery to your door

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2. Options
3. Leaflets & Flyers
4. Other services

- ▶ For more information please visit www.pauldesigns.co.uk/dfp
- ▶ For pricing information please visit www.pauldesigns.co.uk/pdflibrary/dfppriceguide.pdf
- ▶ To find our more, or ask a question please get in touch at www.pauldesigns.co.uk/contact

Print specifications for business stationery

Business cards

Heavy 400gsm (Grams Square Metre) weight
Highest quality silk artboard
Both digital and lithograph printing available
Double sided printing available
Standard 85mm X 55mm size
Matt/Gloss lamination available
Rounded corners available

Letterhead/Compliment slips

100/120gsm (depending on quantity) uncoated stock
High grade stock paper
Both digital and lithograph printing available
FSC sourced stock

Options

Lamination keeps your business cards looking brand new as the day they were printed. They also add extra weight and depth to the overall design. There are two high quality finishes available...

Gloss lamination*

High-impact gloss lamination really brings out the colour in your cards. This finish gives your cards an up-market glossy look and prevents your cards from being marked.

Matt lamination*

Matt finish also protects your business cards from being marked but without the shine finish of the gloss lamination. Matt finish has a luxurious understated feel while still protecting the card from wear and tear.

*Laminated cards are not ideally suited to writing on, although the matt finish does accept biro better than the gloss finish.

Other business card cost options available. For just a few pounds more why not add a bit of individuality to your cards by adding one or more of my cost options. Please enquire for pricing.

- ▶ Recycled card
- ▶ Rounded corners (1-4)
- ▶ Conqueror Concept - 'Gold Dust' finish

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Leaflets, flyers and postcards

Leaflets and flyers are available in a number of different sizes, either single or double sided:
A4/A5/A6/A4 - Tri Fold Leaflets.

Other print services available

PDF brochures

PDF brochures are designed to be placed on your website, or can be email to your clients. They are designed in a similar way to print material, but the final process involves compressing the file down (so it's quicker to download/email) and exporting to PDF format.

Cost effective brochures

A3 folded to A4 brochures are great for advertising your services in a cost effective way. Unlike business folders they are available in lower quantities and are much more affordable. Quality however isn't sacrificed, they are available in 300gsm stock, and they can be gloss or satin laminated both sides.

A4 business folders

High quality brochures are available in several formats. You can specify 1 or 2 internal pockets, you can have a slot for your business cards, and you can choose from several gusset widths - allowing you to insert varying amounts of documents. For a bespoke quotation please get in touch.

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