

# Design & Print Guide

CORPORATE  
PRINT  
SERVICES



2004-2005  
Benefits Administration



**Blackpool Council**  
BUILDING A BETTER COMMUNITY FOR ALL



# This booklet is a ‘helping hand’ if you have to produce and supply jobs for printing.

With the amount of work being produced throughout the Authority we have compiled a few guidelines in this booklet to give people a helping hand. When someone is given the task of producing a leaflet, poster or artwork they often forget or do not realise the amount of work that goes into producing the final product.

How you present your publications plays a key role in capturing your audiences attention and transmitting a message.

Information needs to be presented in a concise manner and be attractive to the eye. Elements such as the use of fonts or images should be selected to draw the attention of the reader to issues you want them to be aware of and not used to fill spaces. Overcrowding a piece of work can lose the message you are trying to get across.

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# Basic Guidelines

## Margins

All documents should have at least a 10mm border around the page. The main reason for this is that photocopiers need a certain amount of room for grip, to grab the paper and push it around or through the drums of the machine. Before setting any document up please go to page setup and set the margins for your document.



If you want to have text/image bleed off the edge of the page this could cause a problem when outputting.

If you are having the document printed (on a press) this does not apply because the job can be printed on oversized paper to compensate for the text/image going off the edge of the paper.

If you are having the document copied on a photocopier or digital printer you will have to leave a 10mm gap due to the fact that the machine needs 10mm for [grip] on the paper.

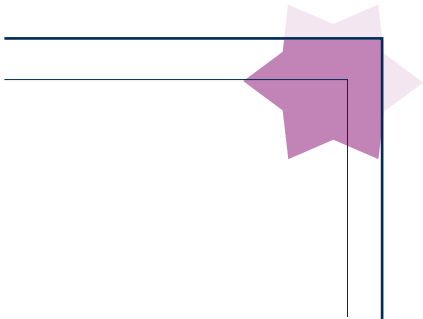
If you are going to have a document bound ie. comb bound, wire bound etc. then you will have to compensate with extra wide margin. We recommend a margin of 20mm top and sides and 10mm for the bottom edge, where the page numbers usually go.

A correct margin always makes the document look more presentable and professional.

# Bleed

Bleed is when a colour, picture or text overhangs the edge of the page (ie. bleeds off the page).

When this happens we have to leave an extra amount of the image, text or colour to bleed off the page so that when we cut the document down to size there is no white paper showing.



## Things to think about when preparing your document:

If you are having an A4 piece of literature printed on a copier and there is bleed on the document we will have to produce your document on A3 paper so we can get all your document on. This will incur an extra cost as the job needs to be printed on larger paper.

If you are having a document photocopied you will need a 10mm border.

A5 with bleed will be printed on A4\*

A4 with bleed will be printed on A3\*

A3 with bleed will be printed on A3 extra\*

*\* the above will increase your overall cost.*

If you are having your job printed then this will not be a problem. However, please discuss your requirements fully with Corporate Print Services.

# Page Numbering

There is a specific way that page numbers run through a document. Please try and follow these rules.

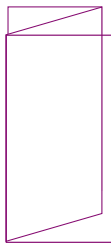
You can save on cost as your document may not need any editing by ourselves and this will speed up production of your finished job. The finished document will also look more professional.

## Rules:

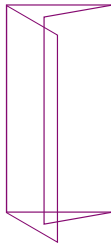
1. Odd numbers are always on facing pages i.e. on a right hand page.
2. Even numbers always appear on the back of a facing page.
3. Try and keep the numbers as above for the whole document by placing blank pages into your document as necessary.
4. Leave enough space for the margin. If you place the numbers too close to the bottom of the page they could be missed off if your document is photocopied.
5. The index page should not be numbered as page 1. Leave it numberless or number it as Roman numerals (i, ii, iii, etc.).
6. Do not place your text too close to the page number at the bottom of the page as this can make it look messy and difficult to read.

## Folds

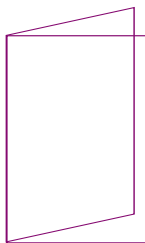
The following folds are the most common used. The more complex the folds the more the cost will increase especially where hand folding is required.



ZIG-ZAG FOLD



ROLL FOLD



HALF FOLD

Gussets (extra spacing similar to a spine to give a job the capacity to hold more) have to be hand folded and are time consuming. This will increase costs as it is more time consuming than being done on a machine.

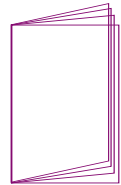
Folding is generally only recommended on papers up to 150 gsm thickness.

Papers heavier than 150gsm and certain boards may only fold well if they are pre-scored. This is simple to undertake, but will increase the cost.

## Pages

If you are considering producing a booklet you must take note of how many pages will be needed. Booklets need to be made up of pages that run in 4 spreads, i.e. booklets that contain 4, 8, 12, 16, or 20 etc pages.

2 sheets of A4 will make an 8 page booklet printed on both sides.



This will ensure that the booklet will fold correctly. You **cannot** insert 1 page or have an uneven number of pages as this will not fold into a booklet correctly, unless you have blank pages at the end.

A separate sheet can be included with your booklet if needed.



# Fonts

## Fonts are a very important part of creating your literature.

The correct font(s) can make the text easy to read, legible to those with reading difficulties and improve the look of your publication. Using a wrong font(s) can make the text difficult or impossible to read, present a poor image and detract from the message you are trying to get across.

### Here are some simple rules.

1. Setting a whole word or even a complete line in capital letters is not recommended. It is difficult to read, especially where there is a lot of text and can present problems for people with reading difficulties.
2. Making the font too small or too large can make the text difficult to read.
3. You should restrict the number of fonts you use in your document within your literature to two or three fonts. Standard fonts (ie. Arial, Times) are recommended if you are going to provide the document to someone else, as they are likely to have these fonts installed on their computer.  
  
If they do not have a font that you have used there is a high chance that their computer will replace them with another font. This can cause the document to be viewed incorrectly and could re-flow the text within your document creating a more serious problem. Using too many fonts can spoil the content of the message you are typing to communicate and looks unprofessional.
4. Short lines of text are easier to read than long lines.
5. The correct amount of spacing between the lines of text (leading) is essential to make the content easy to read and presentable.

# Colour

You have created your colours on your computer. However, when they print out they do not look the same. Why not?

Your computer screen creates the image or colours with light, (RGB) Red, Green and Blue. Whereas the image on paper uses solid colours, (CMYK) Cyan (blue), Magenta (Red), Yellow and Black. The result is that some colours will appear different, particularly if the screen has not been colour corrected.

The images on the screen are pure colours and do not take account of printing on different papers. You will always get a brighter image on screen than a printed image. Printing coloured inks on coloured paper can cause problems. Coloured inks are transparent and when printed on a coloured paper other than white change the way the colours look.

If you want specific colour ink(s) you should talk to your designer or printer. They will have a reference book known as a Pantone guide (this is much like a colour paint guide). It is the standard for choosing exact ink colours for your job. Each colour in the book has a unique number which can be matched against an actual ink for the printing presses.

Not all programs have Pantone facilities incorporated into them. If you are designing something and are not using Pantone or CMYK values then it is likely that your finished job will not look how you imagined.

If you have any queries contact your designer or printer for more information.

# Images

## A poor image or graphic can make your work look unprofessional.

Having spent a long time on your publications to get it right, why reduce the impact of the presentation with sub standard or low quality imagery.



300 dpi



72 dpi

### Please follow these guidelines:

1. If you are having a job printed the images you supply will need to be of high resolution (300 dpi). If you supply low resolution (72 dpi) the quality will be blurry or bitmapped (see left) and will spoil the overall presentation of your work.
2. You should **not** use images from websites for commercial printing as these are all low resolution (72 dpi).
3. Stretching an image will distort the image and will make it look unprofessional and amateurish.
4. Images need to be converted to CMYK for commercial printing. If you are producing work to be printed on a colour laser printer they can be left in RGB mode.
5. If you intend to use clip art use the same style for all the clip art. Different styles can clash and make your work look unprofessional.

# Layout

When designing your layout you should bear in mind/consider who you are designing for i.e. your audience. You should make all your text clear and readable and any graphic images used should be of high resolution.

Don't use too many fonts and too many colours as this can often lead to loss of communication, resulting in your message being lost to the audience. Scripting or unusual text should only be used for headers. Large blocks of this text can make it difficult for people to read your information. Spacing of borders and columns play an important part in making your publications readable.

Don't make your layouts too busy as your message can get lost in the jumble of imagery and text.

Tilting an image by 10 or 15 degrees can add a pleasing break from the norm (i.e. columns of text). Tints of colours used in blocks behind areas of text can also make the overall design look and feel more interesting.

Try and keep everything consistent throughout your layout, i.e. colour schemes, headers, body text, clip art, spacing, text etc.

The use of lots of white space can create a very reader friendly document that is concise and pleasant to look at.

Do not place borders around all the text as it can make your document look crowded.

Line spacing (leading) and using paragraphs can make your publication clear and easy to read. Blocks of text that seem to go on for ever, can lose your audiences interest.

Short blocks of text are more eye catching.

Headers should be in a larger font to emphasize their importance.

# Proof checking

## Getting it wrong can be costly.

Not only can errors cost you more because of having to reprint, they can also result in you missing a deadline.

### Use these simple rules.

1. Never check your own proof.  
Always get someone with a fresh pair of eyes to have a look for you, especially on big projects.
2. Check the obvious, getting it wrong can be so easy. In particular double check names, addresses, departments etc.
3. Do not rely solely on a spell checker as it could be set to American instead of English. Words such as 'color' (American) would be seen as correct, whereas 'colour' is the correct English version.
4. It is your responsibility, not the printers, to proof read your literature.
5. Before passing your work, check and read it carefully. Once you have signed the proof sheet to say you have read, checked and approved the artwork supplied you are responsible for any errors.
6. Mark all the changes clearly, (preferably in red ink and **never** pencil) someone else has to read your amendments and if they are not clearly marked this can result in errors. If an error is passed and printed the person who has passed the proof will be held responsible.
7. Check, Check, Check.  
Make as many checks of the artwork as necessary. An incorrect document or publication can make you look unprofessional.

# Binding

If you are producing a document that will need to be bound there are some issues you will have to consider.

There are a few different methods of binding your documents some cheaper than others. If you are working to a budget you will need to know what sort of binding you need.

## 1. Comb Binding

Comb binding is one of the most common forms of binding for documents. It is quick, easy and you can re-insert or replace pages by re-opening the binder and so saving on costs. The binding is plastic and is available in different colours. Sometimes this is seen as looking cheap.

## 2. Wire Binding

Wire binding is the more professional version of comb binding. It creates a more professional look and is used when an important document is needed.

## 3. Slide Binding

With slide binding you can easily replace pages and shuffle of pages to keep your documents tidy and organised.

## 4. Unibinding

Unibinding offers a professional finish similar to a book. The pages are glued into a special steel spine which incorporate plastic acetate sheets on the front and back. This can be undone to change, remove or add pages at a later stage.

# Reducing your print costs

## Choice of materials and professional advice is essential if you want to get best value for your printing.

Print only the amount you need. Why waste money and paper by having too many and having them gather dust on a shelf. If you are not sure of the quantity you require you need to ask. You will not be able to get an exact quote without telling us the correct quantity.

The more you have the cheaper it will work out per unit due to preliminary set up costs. It is advisable to ask the printers for a cost for additional quantities. However don't go overboard.

Printing in black ink is the same as printing in coloured ink. Full colour work is produced as 4 colour work ie. CMYK. If you want a specific pantone or metallic colour printed ( CMYK + spot colour(s)) this will increase the cost. Metallic inks cost more than standard inks.

Areas of large solid ink generally need to be varnished or laminated to stop scratches or fingerprints appearing over your work. This will cost extra.

Where you require a cut out shape you will have to pay extra due to the fact that a special die cut has to be made. An average price for the die is around £100.

Greater amounts should be printed rather than produced on copiers as it will work out cheaper. If your job is to be used through a photocopier or laser printer (ie. letters on letterheaded paper) be sure to inform Corporate Print Services. Special Laser ink needs to be used, which will not damage your copier/printer. Failure to do this could be expensive, when replacing parts to the copier/printer that have been damaged by inks.

The key to producing your literature whilst getting best value is to first discuss your needs with your printers. They know ways of saving you money on your work whilst maintaining high standards.

For further information and prices  
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