How to supply content for design projects

Dear Client,

The below information is a guide on how best to supply content and elements to our art studio for any upcoming design projects. To help keep art times to the amount quoted we advise following the steps set out below. The intention of providing this information is to help clarify the process, ensuring efficient use of time to avoid any extra costs being incurred. Please note, in some instances, if content is not supplied as set out below or the brief differs from that originally quoted, extra costs may need to be added to your job to cover the additional art time required. Please don't hesitate to call if you have any queries.

COPY / TEXT

- Copy to be supplied in a single Word document, with text in correct order, spell-checked and be final complete copy. All text not required for the project to be removed before supplying. For very small jobs copy can be supplied by email but must be in correct order, spell-checked and be final complete copy.
- Headings to show hierarchy using font weight and colour (for example: headings bold and in Red, sub-headings in bold and in blue or similar differentiation.
- If images are to be used in specific places through the document please add placemarkers throughout the copy.

IMAGES

- All images, pictures, logos and other design elements to be supplied as HiRes 300dpi, in JPEG, PDF or PNG Formats. Where possible, we do prefer logos to be supplied as vector images in .AI, .EPS or PDF formats.
- When supplying multiple images for a project please clearly name image files and include a complete list of the images, this would contain the name of the files and clear placement instructions.

SUPPLYING FILES

- It is preferable to supply all final copy, images and design elements together at the start of the project.

  We advise using the website 'We Transfer' for a simple and effective file transfer option or a USB Drive or similar file transfer device.
- If the project is not supplied in a clear format or is supplied over multiple emails or different processes this can add extra time to the project that may not have been quoted.

TIMELINES

- If you have a specific delivery date in mind please talk to your account manager in advance about timelines to ensure we are able to meet the date required.

CHANGES TO ARTWORK

- Each job has an allocated time allowed for changes, to keep within the time allowed we generally try to work to two sets of changes only, dependent on the complexity of the changes required.
- On completion of first draft, proof will be given to client in hard or soft format (ie. laser proof or digital proof). All changes required should be clearly marked up by client either on laser proof or on soft proof, with changes to be marked clearly on PDFs.

SIGN-OFF

- Each job is to be proofed by the client in either hard or soft format and 'signed-off 'on completion.
- The client 'sign-off' confirms that job has been checked for accurate text, spelling, number and graphic content and there are no errors or omissions.
- The colour showing on proofs is a guide, and is only indicative of the digital and offset printing process.
- Kale Print accept no responsibility for any expenses incurred in the correcting or re-printing of this job if errors or omissions are found once the proof has been approved as "ok to proceed".