



The sprinters guide to print and some jargon explained...

Consider who is going to print your job very carefully. We have been established for 30 years and amongst our staff we have the accumulated experience of 900 years! We have printed for a wide range of artists and photographers as well as for large corporations and some very small businesses, we consider every piece to be a work of art, from a business card to a run of posters. We pride ourselves on our customer service and hope you find this booklet useful and entertaining. We can print almost anything on paper.

*1/3rd A4 6pp with
concertina fold print
4 back 4 on 170 gm.
Silk stock from pdf?*



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What's the 'spec'?

Whether you are an artist or a businessman, you'll have a vision of what you want. That may be a complete picture in your head or a scribble on the back of an envelope.

If it's in your head we have to talk, if it's drawn we can make more sense of it, but we need to communicate.

We like to know exactly what you want to achieve.

From that we can tailor what you need to the most economical way to manufacture your print.

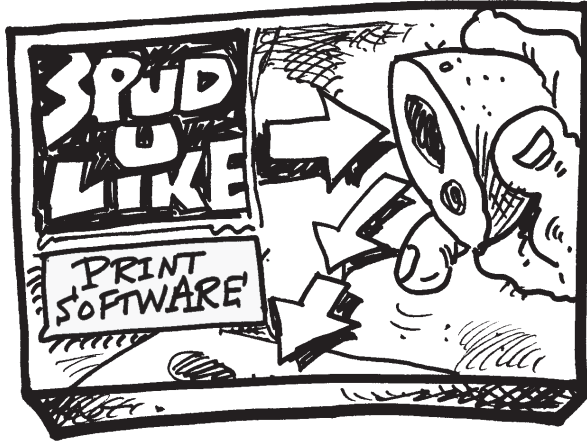


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Who's the designer?



Not recommended

To move your print from your head to the page will need some design input. We can do that, or you can.

If we do it we will still need the images and the words, if you need help with the words we can source the skills of a professional copywriter for you.

To get your work of art to be our artwork we use either Quark or Adobe In-Design software, the latest editions.

If you use either of these, or supply a print ready pdf, then we do not anticipate any problems

If you supply artwork as a word document, or a bit of software you 'found on the web' then we can only promise to do our best, and charge you to fix it!

Fonts by the thousand. What a lot we got.

If you are supplying the design then we don't forget to send us the fonts and support files to go with it, if we are doing it for you, then by George, we've got a lot!

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Get the original right

First of all you'll need a really good scan
or a colour correct transparency

We can scan originals up to A4 size and there are specialists we can
recommend if your work is larger.

The better the scan the better the print!

Don't expect great results from a digital camera in the garden,
though you may be amazed at what we can do to fix almost any image.

If you've spend weeks on your oeuvre then it has to be worth
getting a really good scan to print from.

Choosing the right paper.

Do you want the work printed on uncoated paper or coated?

Coated punches out the colour and uncoated gives
a more subtle flat feel to the works.

We can print on almost any sort of paper and can source
almost any too, we have printed on a massive range from
the standard to the strange.

Samples can be sent to you to choose from,
our ask us for the Severnprint green paper guide.

Then there's the weight of the paper or card.

The heaviest weight of board we can print on with the
conventional litho presses is 400gsm
and the heaviest digital board is 300gsm.

Bear in mind that uncoated board 'bulks out',
a euphemism for feels thicker! We can also make dummy copies for you to feel
the weight and feel of the document that you want
to produce, from a book to a business card.



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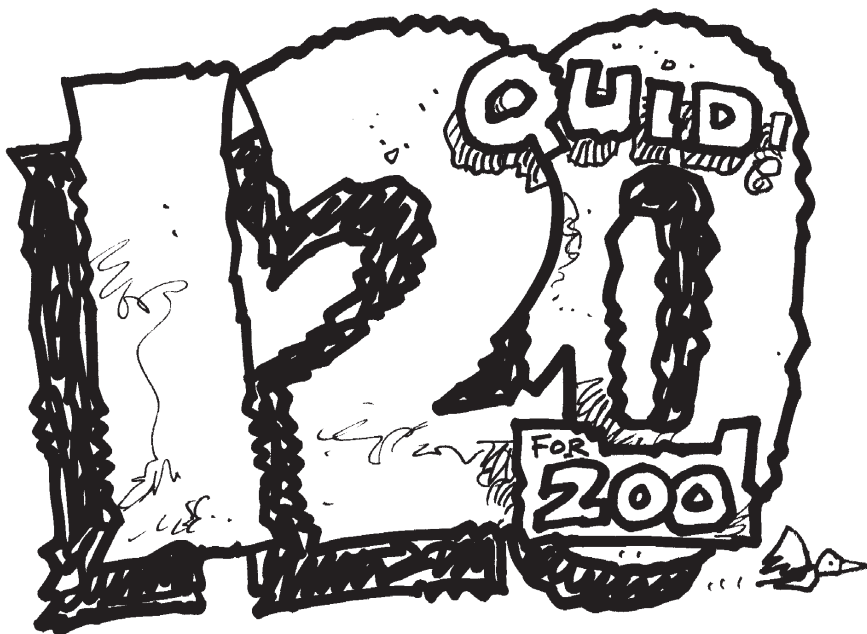




How many & how much?

For larger volumes it is recommended that you print conventional litho, that's where we make colour, or single colour plates of the work from your artwork and then print on a high speed litho presses. Quality is superb, after all they print banknotes with litho presses. The more you order the cheaper the unit price. Does not apply to banknotes, and no, we don't print them!

For just a few cards then consider digital print. The latest technology produces some stunning results, Loves bright vibrant colours and prints best on coated boards, but the real plus is that you can print lots of different editions at the same time. This is printed digitally and is ideal for just a few copies. 200 black and white copies like this are just £120.00 plus VAT!



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The proof? Match, digital or wet?

In the past year we have printed for several artists, including an artist who specializes in World War Two drawings where we managed to make the prints look exactly like the pencil drawings, to another who paints cows!

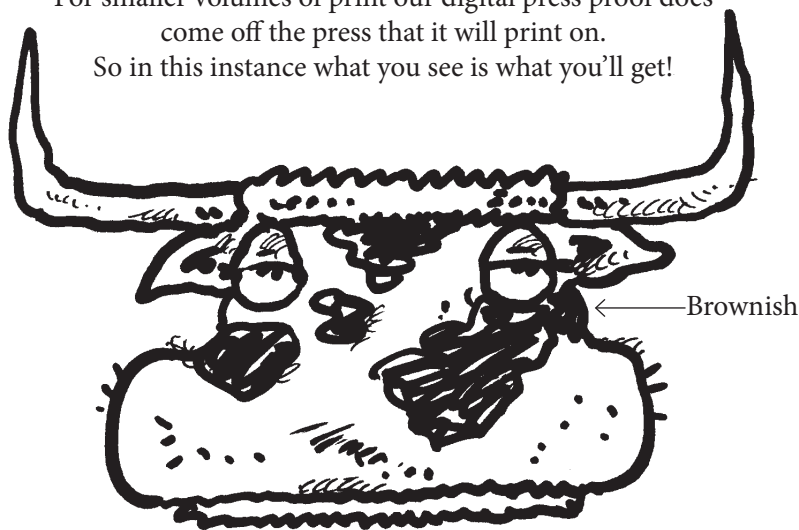
We proof everything before we print and for litho print we do that with a matchprint. This is a facsimile of the finished print from the press produced from a large format digital press.

Properly calibrated, together with our computer monitors, it is the most economic and accurate way to see what our enormous litho presses can print, without the expense of putting it on the press.

A proof can be done from the press,
this is called a wet or machine proof

You are always welcome to come and check your job on the press if you wish but you have to be ready when we are!

For smaller volumes of print our digital press proof does come off the press that it will print on.
So in this instance what you see is what you'll get!



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Sign here please.

We don't print without a signature.
There's a lot at stake, so we insist on a proof of every job.
Looks o.k. on the screen? Don't trust it!
When is the last time you went into a TV shop and
all the screens looked the same, quite!

Lead times and possible deadlines
How long will it be before we can print?
We quote standard lead times as 7 to 10 working days
from when you have signed off the proof,
but the best way to work is to tell us when you need the print.
We'll tell you if we can hit that deadline.
We like to say yes, it upsets us to say no.
Lets try not to get upset.

Delivery.
We normally quote delivery within the price for the work.
Come and collect it from us and save a bit on the price.
We can deliver almost anywhere.



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Whassat?

Every business has its jargon and design and print is no exception, here are a few words that might help.

The spec: The plan of how the job will be printed including everything down to the delivery.

The brief: usually the design brief, if we are to create something it might be good to know what you want to achieve.

The typespec: not designer sunglasses from specsavers, but the font that we are to use, the size and the type, because that is what it is: type

The font: the type you want to use.

Typography: the art of using fonts and type.

Centred, like this.

ranged left or right,

when the type starts from the left or right,

justified when the type makes is made to go to the end of each line and appears like a block

like this. **leading:** the spaces between the lines of type (yes they used to use lead when type

was metal!) **Run around:** when the text runs around an image. There are many more

typographical terms but you can probably bluff your way with these. But sound convincing!

Image, illustration, graphic.

Can be a photo, drawing or painting and graphic usually refers to a logo.

If you don't know what a logo is then where have you been?

Bleed: where the image goes of the edge of the page, right off the edge. →

pdf: picture display file. A file you can make on your pc or mac to supply artwork to use in a format that we can use.

Quark and In design: design software, our preferred formats.

If you use in design package the artwork with the fonts and support files.

Support files: all the graphic originals that you have used put in a folder.

CMYK: the colours we print full colour out of cyan, magenta, yellow and black.

Proof: a copy of the final print that we ask you to sign-off, proof that you are getting what you want.

Plates: we make these to print in full colour, one for each of the colours

Press, what we put the plates on! Generally a very large litho press.

Make ready: there's a clue in the name, its the time it takes to get the machine ready.

Pantone colour: an internationally recognized system of matching colour when we print. We have books of these colours to choose from.

Stitching: putting usually two staples in a document on the fold to make a brochure or magazine. There are many ways to to this, ask about the options

and get more jargon explained by talking to Paul on 01452 300158 on the

Phone: telephonic receiver.

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