

## Studio design Charges

Our design team have a wealth of experience and is among the best in the industry; and 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 include with the price of the product  
Our studio time thereafter is charged at £ 45.00 per hour (plus VAT)

The charges below are approximate cost for a variety of products. We will inform you of the time accrued for each job as it progresses and can be rest assured you will only be charged for the time spent and not the time estimated.

Sourced images are charged separatley and depend entirly on size / image quality and availability.

If you already use the services of a design agency, retain them for they will be aware of your corporate identity and therefore are quickly able to produce artwork that reflects your style and image.

- Illustrator CS2 & Pdt files are available to download.
- artwork requirements download available to ensure that we recieve the files correctly formatted

If you require any assistance or clarification on any topic, please do not hesitate to contact our Technical Dept.....we're here to help.

Studio Design Charges (approximate)	Hours	Cost £
Cut-Vinyl Banners with text and company logo (supplied in a suitable format)	-	FREE of Charge
Full-Colour Printed Banners	1.5 - 2	£67.50 - £90.00
Banner Stands	1.5 - 2	£67.50 - £90.00
Pop-up Banners	2 - 4	£67.50 - £180.00
A - Boards & Pavement Signs	1 - 1.5	£45.00 - £67.50
Notice Boards - Cut Vinyl	-	FREE of Charge
Notice Boards - Full Colour Printed	1	£45.00

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### Media - We can accept files saved on

- CD
- USB Storage - Returned immediately after saving to our network
- Email - send to [dean@intentdesign.co.uk](mailto:dean@intentdesign.co.uk)
- ZIP Disc
- 3.5 Floppy disc
- Web Upload

## Artwork Requirements

If you require any clarification on any topic, please contact our technical Dept - we're here to help

### Layout

Artwork should be set up 25%, 50% or actual size. PDF templates files for Illustrator ( version 8 onwards)

### Photos Scans & Images

Images should be provided at a minimum of 300 dpi, size for size and saved in a CMYK format. TIFF file formats are preferred but we also except images in any other formats including JPEG. Care should be taken when providing images in other formats as compression may be used that can reduce the final quality.

### Bleed

No Bleed area is required unless stated on the **PDF template files**. Please ensure that images are within the image box and does not extend to the very edge. Occassionly we notice that when working with layouts of 25% it can be difficult to see exactly where the image finishes. We recommend using a red box infill colour that is easier to spot when the image is magnified on the computer monitor before saving.

### Colour

We recommend using Pantone or Ral colour swatches rather than relying on screen colours. If you use screen colours as a guide, ensure that your monitor is correctly calibrated.

### Logos

All logos should be, ai or eps vector files ( thesecan be enlarged to any size with degradation of quality.) If you do not have a eps version we can recreate from jpeg or tiff file supplied (approximate studio charge £45.00)

### Fonts

When collecting files for output, please ensure that all fonts used are included. Experience has shown that whilst fonts may use the same name, slight variations do exist. Therefore we advise not to rely on fonts from other sources so to send the artwork in an outlined format.

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## Artwork

Can you design it for me?	Yes we have an in-house Design studio with experienced designers on hand for photography, illustration & typography. We charge £45.00 per hour, which is 200 - 300% less than design studios and can inform you of how long we expect your designs will take to complete. We are also on hand to assist if you are unsure of how to supply your artwork. all you have to do is call for help or advice.
What do I need to supply?	artwork ready to print (artwork guides), a colour printed visual image, any colour reference you want us to match or get close to. If we only have the disc we have no idea what we should be printing. If something is missing from your file it will be missing from your finished graphic! If we are completing the designs for you please call to discuss.
mac or PC?	We prefer MAC but we can also work from PC. Please call us to discuss your requirements or questions.
Will I get a Proof?	We will provide a proof on confirmation of your order, this service is FREE and a signed proof is required before any production can commence.
Can you match colours	Although our rip software & printers are installed with spot colour matching profiles, every colour of the spectrum is not included. We do our utmost to match a colour to our CMYK gamets, but if the colour is of critical importance please provide us with the colour reference and ask for a proof.

## File Formats

### MAC Applications - We can accept files saved on

- Adobe Illustator versions 8 -10 and CS1 & CS2
- Adobe Photoshop versions 5, 5.5, 6 and CS
- Freehand versions 3 - 8
- Microsoft word 2000 and XP
- Microsoft Powerpoint 2000 and XP
- Adobe PDF

### PC Applications - We can accept files saved on

- Adobe Illustator versions 8 -10 and CS1
- Adobe Photoshop versions 5, 5.5, 6
- Freehand versions 3 - 8
- Microsoft word 2000 and XP
- Microsoft Powerpoint 2000 and XP
- Autocad 2000 +

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