

Print Specification Guide



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Print Specification Guide

This document aims to provide guidance for the professional print of ATU branded documents, posters, leaflets and publications. These documents should be professionally designed by a graphic designer to supply print-ready art files for the tendered print partner.

General

Most items should be printed in four colour process, on high-quality brilliant white uncoated paper. Where two or less colours are used – for example in stationery – using Pantone Spot colours is recommended.

For all output, there is a preference for FSC-certified and recycled paper. The paper should be uncoated. Varnishes or other high-gloss finishes should be avoided.

Details to supply the printer

- Name of document
- Required quotation deadline
- Required delivery date
- Quantity required
- Size of document
- Page count
- Paper stock type and weight
- Binding/finish
- Colour (full colour (4/4) is normally used)
- Delivery location and addressee

ISO A Paper Series

The principle behind the ISO series of paper sizes allows for exact scaling between paper sizes.

mm	37	52	74	105	148	210	297	420	594	841	1,189
26	A10										
37		A9									
52			A8								
74				A7							
105					A6						
148						A5					
210							A4				
297								A3			
420									A2		
594										A1	
841											A0

The most common among these is an A4 (210mm x 297mm), upwards to A3 (297mm x 420mm), A2 (420mm x 594mm), A1 (594mm x 841mm) and downwards to A5 (148mm x 210mm), A6 (105mm x 148mm), A7 (74mm x 105mm) etc.

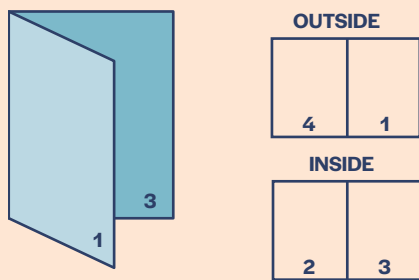
Folding Types

Below is a selection of some of the more common folding types used in print finishing.

Most of them can be used for general purposes. There are many other fold types used in the print world which can be as unique and complex as is possible within the limitations of paper and folding machines.

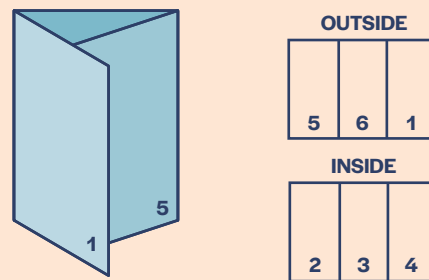
If you find a folded paper marketing/information piece that you think you'd like to replicate then please contact us here at the Marketing department to see if possible, and if so what kind of costs/processes are involved.

Half Fold



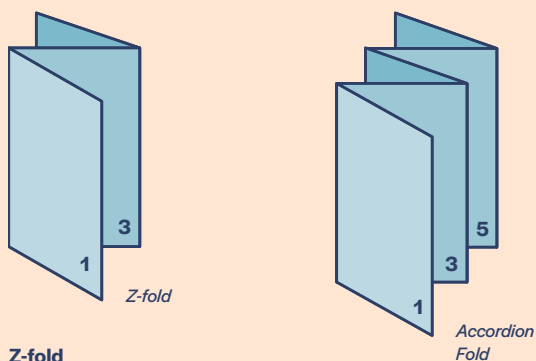
Half Fold / Bi-fold

Letter/ Tri-fold



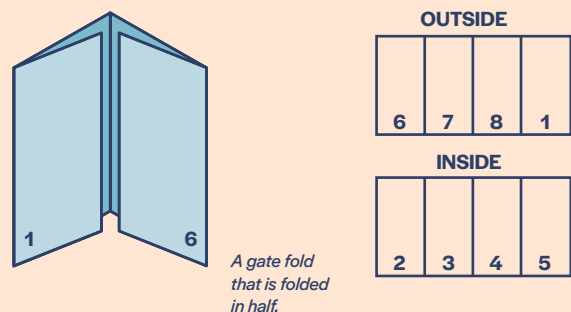
Letter/Tri-fold
Outside panels are slightly larger

Z-fold /Accordion Fold



Z-fold
Panels are equal size

Closed Gate / Double Gate



Closed Gate/Double Gate
outside panels are slightly smaller

Image Resolution

This is an issue that unfortunately arises over and over.

It can be difficult to get quality imagery from both an aesthetic point of view and a quality of reproduction perspective.

There is a very simple rule at the heart of this reproduction quality issue - a technical term **dpi** which means **dots per inch**. Screens, TVs and any moving imagery on a screen is **72dpi**, whereas any printed item is **300dpi**.

The problem of quality arises when we take images from a screen, e.g. an internet page and think it will work in print. It won't.

A simple illustration of this is below - the same image in **300dpi** (**good print quality**) and **72dpi** (**bad print quality**).

This is usually referred to **high (300dpi)** and **low (72dpi) resolution**.



300 dpi



72 dpi



**high resolution
(300dpi)**



**low resolution
(72dpi)**

Turnaround Time

Obtain quotes as far in advance as possible to secure a production slot & paper availability to meet the deadline.

Approximate turnaround time guidance;

Type	Print Method	Time
Short-run folded brochures, leaflets, flyers, business cards, and posters	Digital	3-4 days
Booklets, higher volume print runs	Litho	7 days
High-volume books e.g. Prospectus, student guide, yearbook	Litho	3-4 weeks

Examples of paper type, weight and finish

Flyer	Documents	Paper Weight	Paper/ Print	Size	Binding/ Finish
Book	Prospectus	300gsm cover & 100gsm text	Uncoated Offset	260mm x 210mm	PUR bound (Solid spine)
Book	Student Guide	300gsm cover & 100gsm text	Uncoated Offset	A5 – 148 x 210mm	PUR bound
Book	Yearbook	300gsm cover & 100gsm text	Uncoated Offset	A4 – 210 x 297mm	PUR bound
Book	Conferring Booklet	350gsm Silk Cover & 150gsm text silk	Matt Laminated	260mm x 210mm	Saddle Stitched
Booklets / Catalogue	Quick Guide Parent Guide Conferring Booklet	300gsm cover & 120gsm text	Uncoated Offset	260mm x 210mm	Brochures
Stepped Brochure	Library Guide	300gsm cover & 140 text	Uncoated Offset	A4 – 210 x 297mm	Brochures
Folded Brochure	Open Day Schedule Induction Schedule	300gsm	Uncoated Offset	210mm x 148mm - stepped - 148/140/132mm	Brochures
Folded Brochure	Programme Brochure	300gsm	Uncoated Offset	A4 – 210 x 297mm	Brochures

Examples of paper type, weight and finish

Flyer	Documents	Paper Weight	Paper/ Print	Size	Binding/ Finish
Flyer	Programme Flyer	250gsm	Uncoated	A4 – 210 x 297mm	2pp (Double-sided)
Flyer	Information Flyer	250gsm	Uncoated	A5 – 148 x 210mm	2pp (Double-Sided)
Flyer	Information Flyer (short lifecycle)	170gsm	Uncoated	DL - 297 x 99mm	2pp (Double-Sided)
Card	Business Card	350gsm	Uncoated & Matt Laminate	85 x 55mm	2pp (Double-Sided)
Poster	Poster	140gsm	Uncoated	A0 – 841 x 1189mm A1 – 594 x 841mm A2 – 420 x 594mm A3 – 297 x 420mm	1pp (Single Sided) Specify if the poster can be folded or needs to be shipped flat / rolled in a poster tube
Letterhead	Letterhead Paper	120gsm	Uncoated Offset	A4 – 210 x 297mm	Flat packed, bound per 500 or optimal quantity
Folder	Compliment Slips	400gsm	Uncoated Offset	301mm x 214mm (Flat size 483 x 670mm)	Die cut to shape, glue x1 position, fold & makeup with 10mm gussets



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