

# How to Brief Professional Print Agencies — cheatsheet

First things first, here are the questions you should ask your print supplier when choosing them.

## **Where is your printing company based?**

It makes sense to choose a print company that is local to you. The turnaround will be faster and you will pay less to get it delivered.

## **Can we have a trial print job?**

This is important so that you can see the quality of the work and how the company will communicate with you.

## **Do you have any client case studies?**

This is a good indication of the work they can produce and a chance for you to see examples of the different print styles.

## **Do you have samples?**

Looking at different samples allows you to review, for example, paper weight, binding versus staples, gloss versus matt finishes and more. It's better to discover this with a test version rather than the finished project.

## **What's your delivery turnaround time?**

You need to understand the timeframes they work to, not only so you know when to expect the assets, but so you know when you need to send them the brief.

## **Will I have an account manager?**

Having a dedicated account manager is good from a communication perspective. You know there will be support on hand for any queries you have.

## **What's your environmental policy?**

Many organisations are conscious of the impact they have on the environment. If you're one of them, ask about their eco-credentials, including whether they use sustainable ink and cartridges, recycled paper and how they deal with paper waste.

## **What security measures do you have in place?**

If the document contains images that require consent agreements (children, for example) you need to make sure they will process those images securely.

Once you have chosen your supplier, make sure the following is outlined everytime you submit a project to them.

**Timescale:**

When will the assets be submitted to print: \_\_\_/\_\_\_/\_\_\_

Date of proof provided: \_\_\_/\_\_\_/\_\_\_

Deadline of the final print assets to be provided: \_\_\_/\_\_\_/\_\_\_

**What delivery option has been agreed?**

Collection

Delivery

If delivery, please state address:

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**How will the assets be supplied?**

USB Stick

CD

Dropbox

Google Drive

Attached to an email

Downloadable from website

Other

Please state: \_\_\_\_\_

Please state the link to the assets if applicable: \_\_\_\_\_

**File format of the assets to be provided to printer:**

MS Word

PDF

EPS (Vector)

MS Publisher

PSD (Photoshop)

**Description of the assets required and provided:**

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**If applicable, I have provided the Logo in the following file format:**

.ai

.eps

.pdf

.png

**I accept the files provided are 300 dpi minimum when used at its maximum physical size.**

**The resolution of my images are \_\_\_\_\_.**

**A bleed of \_\_\_\_ has been provided.**

### Print requirements

**I require the paper size of the document to be printed as:**

A5

A10

A4

A9

A3

A8

A2

A7

A1

A6

A0

Other: \_\_\_\_\_

**I require the following print colour:**

Full colour printing

Two colour

Highlight colour

Mono

Pantone specific: \_\_\_\_\_

**I require the following print finish:**

- Folded
- Stapled
- Embossed
- Laminating
- Binding
- Varnishing
- None

**I require the following print style:**

- One-sided print
- Two-sided print

**I require the print paper weight to be:**

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> 80 – 100gsm  | <input type="checkbox"/> 200 – 250gsm     |
| <input type="checkbox"/> 110–120gsm   | <input type="checkbox"/> 300 – 400gsm     |
| <input type="checkbox"/> 130 – 170gsm | <input type="checkbox"/> 400gsm and above |
| <input type="checkbox"/> 170 – 200gsm |   |

**I require the following paper style:**

- Gloss
- Uncoated
- Coated
- Matt

**I require the following quantity of assets to be printed: \_\_\_\_\_**

**I accept the cost of project to be outlined as: \_\_\_\_\_**

I confirm this brief provided has been signed off

To be filled out once first draft has come back:

I confirm the draft provided has been signed off

The following needs to be amended on the draft

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I confirm the project provided has been signed off