



# ESSENTIAL

## GUIDE

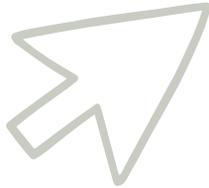
[www.printessex.org.uk](http://www.printessex.org.uk)



University of Essex



# WE ARE PRINT ESSEX



We are the University's print, design and graphics service for both staff and students, located in room 2.400 on the 2nd floor just off Square 2.

We have prepared this useful guide to help make the process of working with us a pleasant and stress-free experience. Details regarding branding, marking-up PDF proofs, paper sizes, finishing, binding and material swatches have all been included.

We hope the swatches will help you select the most suitable material for your job, as they will give you a good idea of the different weights and finishes which are available.

Please submit all orders to us via our online form which can be found at **[www.printessexorderform.co.uk](http://www.printessexorderform.co.uk)**. If you have any questions, please don't hesitate to contact us.

**T** 01206 873141 **E** [print@essex.ac.uk](mailto:print@essex.ac.uk) **P** [www.printessex.org.uk](http://www.printessex.org.uk)

**We hope to work with you soon!**



# WHERE DO YOU START?

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If you want to order some stationery or a reprint of an existing piece of design, you can skip to the next section. If, on the other hand, you want branded materials designed from scratch, firstly consider these three things:

## 1 WHO IS THE INTENDED AUDIENCE?

If you are producing new materials for prospective or existing students, alumni, or other external stakeholders such as businesses, please speak to the relevant team in Communications and External Relations. Think about your objectives and they can talk you through all the available channels and ensure your plans are coordinated with any centrally managed activity.

| Audience              | Team                              | Contact               |
|-----------------------|-----------------------------------|-----------------------|
| Prospective students  | Marketing and Student Recruitment | marketing@essex.ac.uk |
| Existing students     | Internal Communications           | comms@essex.ac.uk     |
| Alumni                | Alumni Relations                  | alumni@essex.ac.uk    |
| External stakeholders | Communications                    | comms@essex.ac.uk     |

## 2 WHAT DO YOU WANT THE AUDIENCE TO KNOW, FEEL AND DO?

To effectively engage your audience, think about how they want to consume the content. Really hone those key messages, whether it's 10 words on a banner, 50 words on a postcard or 500 words in a booklet. Your point needs to be clear and in an appropriate tone. How and where will the finished product be used? Consider how it fits with other campaign materials and make sure you include a strong and measurable call to action.

## 3 IS IT ON BRAND?

There are lots of resources on the University website to help. Take a look through the relevant brand toolkit (<https://www.essex.ac.uk/about/our-identity/restricted/communicating/default.aspx>) and refer to the writing style pages on the website (<https://www.essex.ac.uk/about/our-identity/restricted/communicating/writing-style.aspx>) for tips and guidance. We will ensure your designs are on brand but if you have any questions, email the branding team (branding@essex.ac.uk).

# HOW TO WORK WITH PRINT ESSEX

## TO BOOK IN A JOB OR REQUEST AN ESTIMATE

1 Go to [www.printessexorderform.co.uk](http://www.printessexorderform.co.uk), fill in our order form, then click submit.

## WHAT HAPPENS NEXT?

- 2 Your job will be booked in and we will email you an order acknowledgement. If you requested an estimate, this will be emailed to you. Your job will not be booked in until you accept the estimate, which you can select on step one of the online order form.
- 3 If your job requires design or artwork it will be entered into the studio's schedule, and if necessary we will call you to discuss your Creative Brief.
- 4 You will receive a proof by email. Please respond to the proof by clicking one of the three buttons within the email. Do not click reply as our automated system will not recognise the email. Make any amendments to the PDF using the Comment tools in Acrobat (explained in more detail over the next few pages).



Please note, if you click this button we amend then proceed to production – no new proof will be issued.

*Please respond to each proof email once only, and include all the relevant documents within this email.*

## TOP TIP

Be aware that there might be more than one option in the PDF proof we send you.



- 5 Once the job has been accepted we will proceed to production.
- 6 If your job requires print, you will receive a delivery notification when it is completed. Depending on the delivery method you have requested, the job will either be available for collection from our reception, delivered to you by porter or installed on site.

# HOW TO MARK UP A PDF



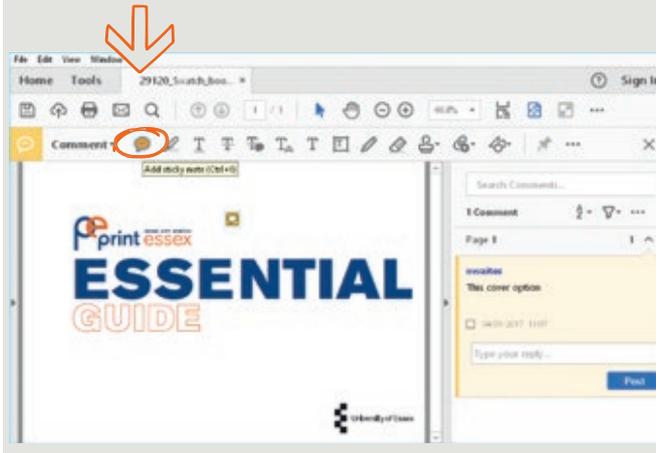
Please mark up any amendments to your PDF proof by using Acrobat's Comment tools. Over the next two pages are just a few examples of the most commonly-used tools, but further options are available should you need them. A five minute tutorial on how to use all the tools can be viewed here <https://helpx.adobe.com/acrobat/how-to/add-pdf-comment.html>

**Click the Comment icon** from the Tools tab.



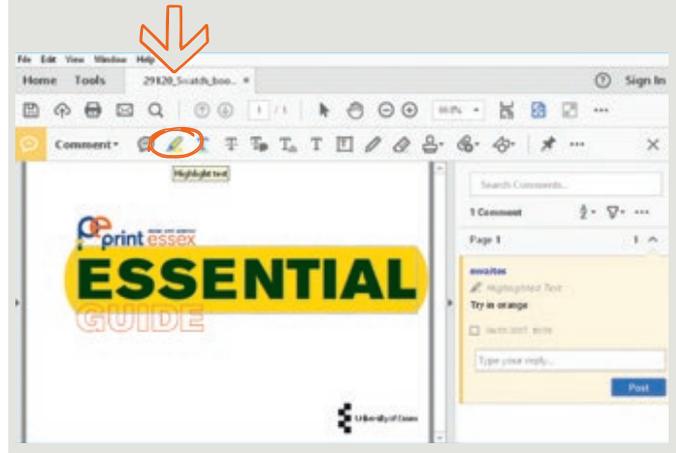
## Add sticky note

Select this tool, click on the document, then type your comment. Use this tool to make general comments, do not use it to amend text.



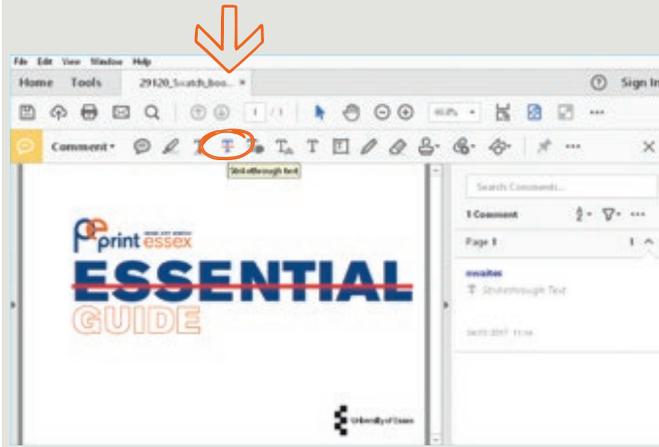
## Highlight text

Select this tool, highlight the text, type your comment. Use this tool to make comments regarding the appearance, do not use it to amend text.



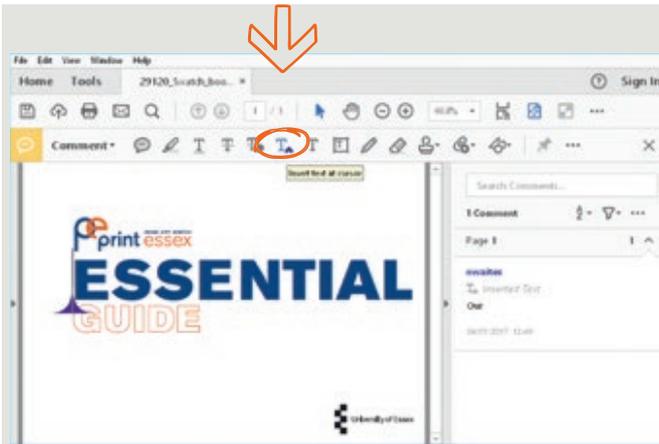
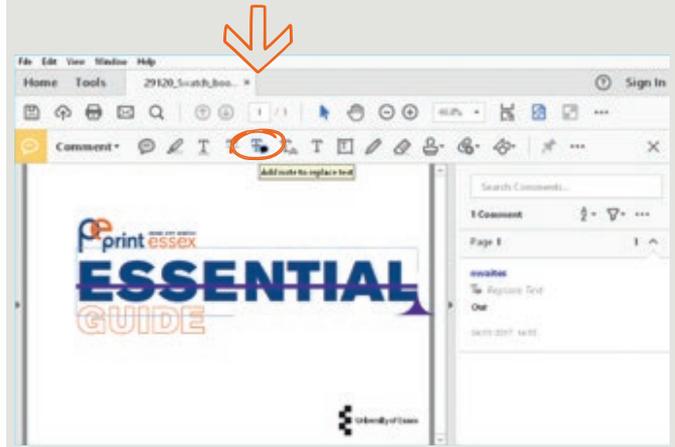
## Delete text

Select the Strikethrough text tool and highlight the text to be deleted. That's all you need to do!



## Replace text

Select this tool, highlight the text you want to replace, type the new text.



## Insert text

Select this tool, click on the existing text at the point where you want to insert text, type the text you want to insert.

## TOP TIP

You don't need to add the words 'insert', 'delete' or 'replace' into your comments, the tools do this for you!



# MORE TOP TIPS



**print essex**

Print Essex  
University of Essex Campus Services Ltd  
Wivenhoe Park  
Colchester  
Essex  
CO4 3SQ  
T: 01206 873141  
E: [print@essex.ac.uk](mailto:print@essex.ac.uk)

### Order Acknowledgement

|                  |    |
|------------------|----|
| Date:            |    |
| Job ref number:  | J  |
| Estimate number: | ES |
| Charge code:     |    |
| Quantity:        |    |

To:

Specification

Thank you for placing your order, we have pleasure in confirming your job specification details as follows.  
If you have queries, or would like to discuss the progress of your work, please contact me on the above number.

Title:  
Size/spec:  
Artwork:  
Proof:  
Printing:  
Materials:  
Finishing:  
Delivery:  
Notes:

Proof due: / /    Latest sign off:    Job required by:

**Important!**  
If the above details are NOT correct and do NOT meet your requirements, please let us know as soon as possible.  
If you have any further queries or concerns, please do not hesitate to contact me.  
Assuring you of our best attention.

Your sincerely,



Whenever you refer to a job please always use the job number. It will have a **J** at the front of it followed by five numbers.

We have thousands of jobs in our system, so it is hard for us to find jobs without this number.

Job numbers are really helpful to us. If you would like a job to follow the style of a previous design, please supply the relevant job number(s) when completing the Creative Brief.

When submitting your copy try to ensure that it is as complete as possible. It's a good idea to get all your text approved by whoever needs to see it before sending it to us, as subsequent additions and corrections will incur additional charges.

We process up to 100 new orders each week. Where possible, please allow at least two weeks for us to book in, work on and print your job.

Colour is highly dependent on the method of printing, and may vary slightly depending on the material and print process used. It's also worth bearing in mind that colours can look different when printed to how they look on your computer screen.



Production times will vary depending on your print specification and the quantity required. If you have a specific delivery deadline, we will require that the artwork is signed off by a certain date in order to allow enough time for production. This date can be found on your Order Acknowledgement.



# PAGE SIZES

**A0** 841mm x 1189mm

**A1** 594mm x 841mm

**A2** 420mm x 594mm

**A3** 297mm x 420mm

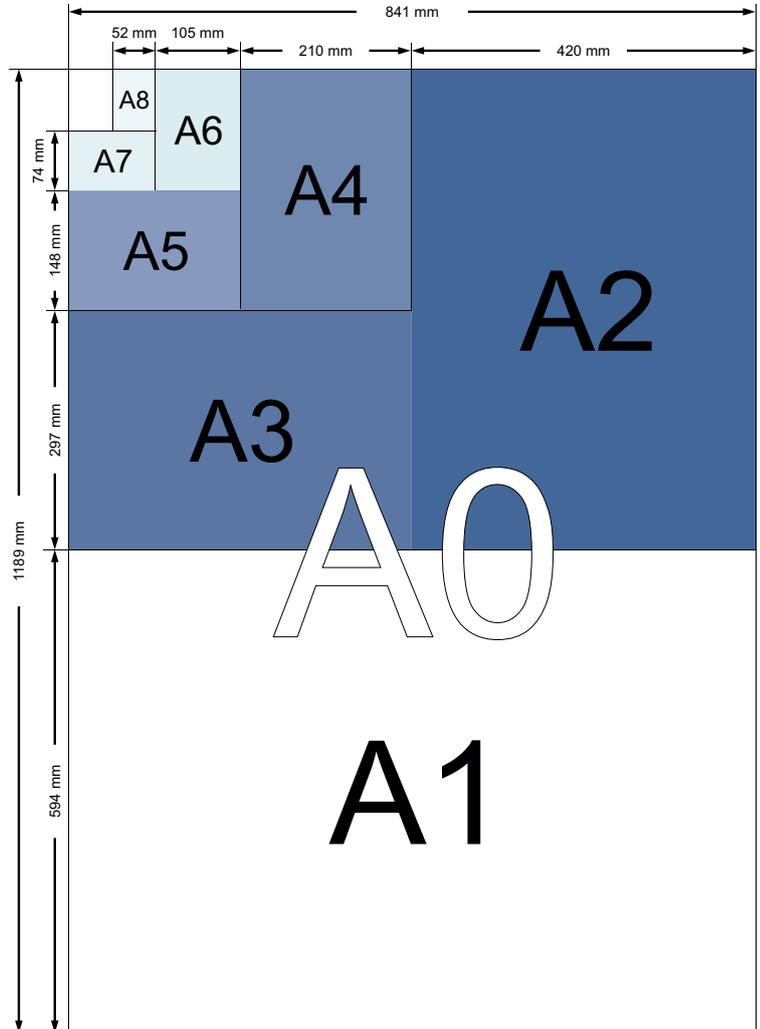
**A4** 210mm x 297mm

**A5** 148mm x 210mm

**A6** 105mm x 148mm

**A7** 74mm x 105mm

**A8** 52mm x 74mm



# FINISHING



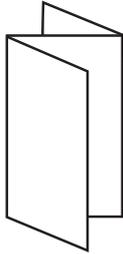
## TYPES OF FOLDS



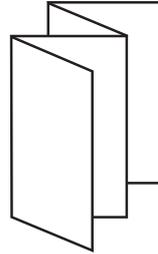
Half Fold



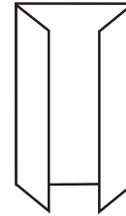
Roll Fold



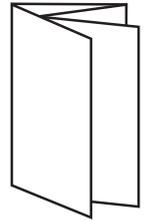
Z-Fold



Accordion Fold

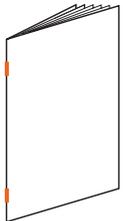


Gate Fold

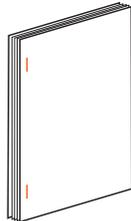


Two Parallel Fold

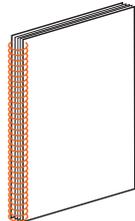
## BINDING OPTIONS



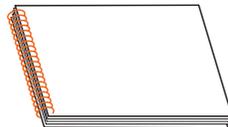
Stitched on fold



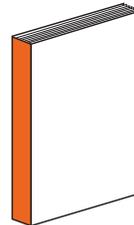
2 Staples left hand side



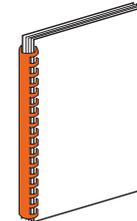
Wire bound long edge



Wire bound short edge



Perfect bound



Comb bound long edge



Comb bound short edge



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**E** [print@essex.ac.uk](mailto:print@essex.ac.uk)

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