Design and print

There are various design options to consider when producing a University publication, depending on budget and time constraints. If you have a plentiful budget, you may wish to commission a bespoke design from an external agency. Design agencies can also work with smaller budgets using pre-designed University templates. If there is no budget, you will need to produce materials in-house using University templates where possible.

External design agencies
We encourage you to use an external agency for design and layout where budgets and timescales allow. When commissioning an external design agency, you must use one of the University’s approved suppliers; bristol.ac.uk/safe/purchasing/graphic-design.html.

Graphic design agencies may be used for bespoke publications. Our approved suppliers also hold templates for standard University publications, which may be adapted when budgets or timescales preclude a bespoke design.

The templates (pages 80-95) cover:
- posters
- adverts
- banners
- DL leaflets
- A5 leaflets
- report covers
- newsletters
- Powerpoint presentations

In-house production
Some of the templates are available in Microsoft Word. These may be used for in-house production when budget and timescales preclude using an external design agency. The templates cover:
- posters (pages 81-83)
- report covers (pages 90-91)
- newsletters (pages 92-93)

Templates are also available for in-house Powerpoint presentations (pages 94-95).

Stationery
All stationery items (pages 96-102) must be ordered through the University’s Print Services; bristol.ac.uk/printservices.

For advice on printing, please contact print-services@bristol.ac.uk

Design and print

Briefing a design agency

A design agency will expect a clear brief, so it is important to consider what you want your publication to achieve. Points to include in your brief are as follows:

- Background information
  - A summary of the project, including any relevant information about the department, school or faculty.
- Objectives
  - Reasons for producing the publication.
- Target audience
  - Who is the publication aimed at? Consider gender, age, lifestyle, etc.
- Key message
  - What message do you want to convey to the target audience?
- Format
  - Size, format and extent of document.
- Character and tone
  - The personality of the publication, eg corporate, informal, serious, light-hearted, etc.
- Schedule
  - Delivery deadline for the overall project; note that for bespoke publications, you will need to factor in time for initial design concepts, development, layout and final artwork.
- Specifics
  - Any other requirements, such as use of colour and imagery, partner logos, etc.

Important
Graphic design agencies must not outsource print work. All requests for print must go through Print Services, and an appropriate printer will be allocated from a list of approved suppliers.
APPPLYING THE GUIDELINES

**Design and Print**

Print Services is the primary point of contact for all print requirements. It provides advice on all aspects of print, and will organise the printing of your publication. You will need to provide a print specification to obtain an estimated printing cost. This section provides advice on what to include in the specification, and explains some basic printing terms.

### Print Specification
- **Size**: A4/A5 etc, landscape or portrait
- **Extent**: Number of pages
- **Quantity**: Number of copies required
- **Colours**: Black and white/single colour/four-colour
- **Paper**: Stock and weight
- **Proofs**: Type of proof required
- **Finishing**: Folding/binding
- **Packaging**: If required
- **Delivery**: Number of deliveries and address details

### Paper Weight
- Paper weight (density) is measured in gsm (grammes per square metre or grammage), ranging in general from 90 gsm to 350 gsm. The following examples are a rough guide to the suitability of paper weight for certain print jobs:
  - 90-120 gsm: letterheads/text pages in reports
  - 130-250 gsm: leaflets/reports
  - 300-350 gsm: report covers

### Glossary of Design and Print Terminology

- **B/W (black and white)**: Single-colour reproduction.
- **Bleed**: Printing that extends to the edge of a sheet or page after trimming. An area bleed of (usually 3 mm beyond the visible print area) is applied to images that are printed right up to the edge of a page, to ensure that there is no white paper visible when the document is trimmed.
- **CMYK**: Technique of printing that uses black, magenta, cyan and yellow to simulate full-colour images. Also called full-colour or four-colour printing.
- **Digital print**: Laser printing, suitable for short print runs (e.g. up to 250 copies).
- **Digital proof**: A laser or ink-jet printer proof of the artwork for final checking text, positioning and quality of colour reproduction before printing.
- **Environmental accreditation**: The University prefers to use paper from sustainable sources (FSC accredited) with at least 50% recycled content. FSC and recycle logos are available from Print Services.
- **Four-colour process**: See CMYK.
- **Litho (offset) print**: Method of professional printing using plates, suitable for large print runs (e.g. over 250 copies).
- **Pantone®**: General terms for a colour achieved by mixing specified inks rather than using the CMYK process. The Pantone® Colour Matching System is a standardised set of special colours, each of which is specified by a single number. The Pantone® system also allows for colours such as metallics and fluorescents.
- **PDF (portable document format)**: File format that provides an electronic image of text or text and graphics, suitable for professional printing.
- **Resolution**
  - **dpi (dots per inch)**: Sharpness of an image, measured in dots per inch (dpi). Minimum resolution for images for professional printing is 300 dpi.
- **Wet proof**: A lithographic proof of the artwork for final checking text, positioning and quality of colour reproduction before printing. Please note that this is an expensive process and is only recommended for highly critical colour reproduction.

### Design and Print Terminology

- **Basic folds**: Single fold, roll fold, gate fold
- **Basic binding**: Saddle-stitch (gluing sheets together where they fold at the spine), perfect binding (sheets held to the cover by glue), wire binding

For advice on printing, please contact print-services@bristol.ac.uk
Design and print  Basic design principles

This section outlines basic design principles, from choosing paper size to planning a layout. This will help inform your design brief before approaching an external design agency.

Having determined the size and format for your document, you will need to consider the layout. Layouts should always be structured by a grid. A grid establishes a system for arranging all graphic, text and photographic elements on a page, resulting in a consistent and harmonious design. When structuring a grid, a designer will need to consider its two basic features – margins and columns – and the placement of text and images.

Paper sizes

The illustrations below show the relative sizes of the most commonly used paper formats, along with some examples of typical usage.

Bespoke paper sizes can bring individuality to design, but usually cost more than standard stock.

<table>
<thead>
<tr>
<th>Format</th>
<th>Usage</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3</td>
<td>Posters</td>
<td>420 x 297 mm</td>
</tr>
<tr>
<td>A4</td>
<td>Posters/newsletters/report covers/brochures</td>
<td>297 x 210 mm</td>
</tr>
<tr>
<td>A5</td>
<td>Leaflets/brochures</td>
<td>210 x 148 mm</td>
</tr>
<tr>
<td>DL</td>
<td>Leaflets/brochures</td>
<td>210 x 99 mm</td>
</tr>
<tr>
<td>A6</td>
<td>Postcards</td>
<td>148 x 105 mm</td>
</tr>
</tbody>
</table>
Design and print Basic design principles

Margins
The width of the margin depends on the size of the document, but the most common paper sizes tend to use standard margins.

- **A3**
  - Size: 297 x 420 mm
  - Margin size: 15 mm

- **A4**
  - Size: 210 x 297 mm
  - Margin size: 10 mm

- **A5**
  - Size: 148 x 210 mm
  - Margin size: 7.5 mm

- **DL**
  - Size: 210 x 99 mm
  - Margin size: 7.5 mm

- **A6**
  - Size: 148 x 105 mm
  - Margin size: 5 mm

Edges
- **Bleed (3 mm)**
- **Margin (10 mm)**

Columns
The number of columns used depends on the type, size and format of the document (portrait or landscape), as well as the amount of text and number of images to be incorporated. We list some examples of good practice below.

- **A3 or A4 poster**
  - One or two columns

- **A4 brochure**
  - Three or four columns

- **A5**
  - One or two columns

- **DL**
  - One column

- **A6**
  - One column

Examples of use
- **Heading**
- **Text**
- **Image**

Gutter width
- **4 mm**

Text Text

Examples of use
- **Heading**
- **Text**
- **Image**

Examples of use
- **Heading**
- **Text**
- **Text**
### Design and print

**Basic design principles**

**Placing text**

Text should be used in a hierarchical way, to indicate the relative importance of the information and to engage the reader’s interest.

Emphasis can be conveyed in a variety of ways, using different fonts, colour, weight of text and composition. Beware of using too many devices simultaneously, as this may make the layout cluttered and confuse the message.

---

<table>
<thead>
<tr>
<th>Heading</th>
<th>Subheading</th>
</tr>
</thead>
</table>

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**Example of good practice**

- **Placing images**
  - There is scope to be creative with imagery, but it is essential to keep to the grid when laying text over images, as the following examples show.

- **Full-bleed image with overlaid type**
  - Images should always be brought into printed documents in CMYK and at 300 dpi.