

Order Form

	Card 1	Card 2	Card 3	
Postcard*, Greetings card, Bookmark* or Business card* <i>(*please indicate gloss or silk finish on front)</i>				Total cost of order £
Size				
Quantity				
Finish				
Price £				
Extras _____ <i>please specify</i> _____ £				
Extras _____ <i>please specify</i> _____ £				
Extras _____ <i>please specify</i> _____ £				
Send to: New Perspectives 131 Great Suffolk Street London SE1 1PP				Sub total
				VAT
				Total

Contact Name _____
 Business Name _____
 Address _____
 _____ Postcode _____
 Tel. _____ Fax. _____
 Email _____

I enclose a cheque for £ _____ payable to **SQUARE GROUP LTD**

Signed _____ Date _____



OFFICE USE ONLY

Order Received _____
 Customer Ref. _____
 Source _____



For Best Results...

Layout guide

If we are setting up the artwork for you, please type or write the words on a separate sheet of paper. If you have a design/layout in mind then a rough visual of the card is also helpful to show approximate size, font style and position of text. All text supplied digitally should be in Microsoft Word®.

Software

If you are supplying finished artwork we can accept this in the following programs using either Macintosh or Windows computers: Adobe Illustrator®, Adobe Photoshop®, Adobe InDesign® or QuarkXPress®. Alternatively, we are happy to accept a high resolution PDF.

Fonts

We recommend using a minimum 5 pt size to avoid text breaking up on the press and becoming unreadable. When supplying artwork from Adobe InDesign®, QuarkXPress® and Adobe Illustrator® you will also need to include all fonts used in your artwork. In Adobe Illustrator® and Adobe InDesign®, fonts can be converted to outline enabling you to send in your files without them.

Bleed

The bleed area is an extra amount of printed image or border that extends beyond the trim edge of the card approx 3mm (.0625 inch). This must be included on any final artwork.

Image resolution

A digital file's resolution is determined by how many pixels per inch (ppi) it contains. Images taken with poor quality cameras or that can be seen on websites are usually a low resolution of 72ppi, which is insufficient for printing. The required minimum resolution for commercial printing is 300ppi and to be used no greater than 125% enlargement.

If you are taking pictures with your digital camera make sure it is set to the highest quality possible. Refer to the camera's manual if you are unsure. If sending a colour print, transparency or artwork we will scan and produce a high resolution image for you.

Colour

Your card will be printed using the 4 colour process printing method. To avoid colour discrepancies we recommend you set up all colours in your artwork and images using the CMYK colour space. Please avoid using RGB, LAB, Pantone and Duotone colour spaces. If you have a query on anything not covered above, please call us - we'll be happy to help!

Full details of our services can be found on our website: www.npcards.co.uk where you can also view our Postcard Gallery including different card sizes and print samples from our wide range of customers.

NEW PERSPECTIVES 131 GREAT SUFFOLK STREET LONDON SE1 1PP

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