



## brochure/catalogue design service

Based on an initial conversation/briefing we will commence by creating 3 x unique designs of a single spread plus 1 miscellaneous page (eg contents page, introductory page), which on completion we will send to you as compressed PDFs for you to view/print inhouse. We fully encourage constructive critique and will continue working/tweaking designs until we have reached a pleasing and functional design style.

Once a design style has been achieved, we will require pagination details and all copy supplied in digital format. We advise that all content be checked for spelling and accuracy before submission as we will insert copy directly. If you do not have the information in digital format, we can digitise it on your behalf, please be advised that this is a chargeable service at our hourly rate.

### Imagery

We ask that all photography/illustration/logos be sent to us in digital format, print resolution **minimum 300DPI**, logos to be supplied as vectored EPS files. Please be advised that images supplied as compressed Jpegs or taken from websites will reproduce poorly. We can accept images via email but file sizes exceeding 10Mb in total should be sent to us on **PC formatted CD**. We can recreate logos in vectored format on your behalf for a nominal charge.

### If your brochure/catalogue requires photography we can either:

- Perform simple photographic tasks inhouse (product shots on white for cut out)
- Recommend an external photographer
- Source photography from Image Banks

We will advise of the most cost effective approach depending on the subject matter.

### Reproduction

We work with a number of repro houses and would be happy to gather quotes on your behalf. The choice of printer will depend on the size (pagination) of the brochure, speed of turnaround and budget. We charge a nominal fee to cover time spent briefing and proofing with the printer, but please be advised that printer invoices are independent of RatArt and should be settled with them directly. Alternatively we are happy to forward work onto your designated printer and will brief accordingly, although please be aware that proofing then becomes the responsibility of the client unless specifically requested.

### Prices

Due to the bespoke nature of brochure/catalogue design we are unable to provide specific prices. Once we have an overview of your requirements we will provide written estimates and keep you informed at all times should your requests exceed agreed budgets.

### Miscellaneous prices

- Recreation of logos as vectored EPS files **£25**
- Printer briefing and proof approval (1 meeting including postage of proofs) **£45**
- Printer proofing (client selected printer) **£45/hr**
- Image bank sourcing **£45/hr**
- Copy digitising **£45/hr**