

**Your Company.**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Account Details.**

Payment method  invoice (account holders only)  cheque  credit/debit card\*

*We take credit cards (a 2% surcharge applies), debit cards (no surcharge)*

**Delivery Details.**

Delivery Address if different to above: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

**Despatch.**

Return by  First Class Post  O/Night Courier  Same-Day  Collection

**Job Description.**

File Title: \_\_\_\_\_

Supplied by  Email  ISDN (inc. soft pdf proof)  Disk (inc. hard copy proofs)

Originating Software \_\_\_\_\_ Version: \_\_\_\_\_

**Output required (tick one box ONLY)** Halftone Screen (lines per inch)

- Litho Positive: right reading with the emulsion side down. \_\_\_\_\_ #
- Litho Negative: right reading with the emulsion side down. \_\_\_\_\_ #
- Silk Screen Positive: right reading with the emulsion side up. \_\_\_\_\_ #
- Letterpress Negative: right reading with the emulsion side up. \_\_\_\_\_ #

*Halftone screen must be specified between 50 and 200 lines per inch.*

**Printing set up from application.**

Print pages in spreads  Single pages Page range: \_\_\_\_\_

Separations  Composite - print as Grays  Convert all to CMYK

Total Pages (spreads) to print: \_\_\_\_\_ Total of films (pgs x seps) = \_\_\_\_\_

**CHECKLIST PRIOR TO SENDING FILES TO US.**

- You have given us your contact name, telephone number and delivery address if different.
- Make sure you send a copy of all the fonts used, including imported eps files.
- Images are CMYK with no compression - DO NOT USE JPEGs, RGB colour space or LZW.
- You have included bleed and separations to be correct prior to sending.
- A proof has been supplied, soft pdf with electronic transmissions or paper proof with disk.

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e: info@custardcreative.co.uk

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moulton park, northampton nn3 6wl.  
england

f: 0870 122 44 23 isdn: 01604 671842  
www.custardcreative.co.uk

## Order Form

PLEASE REMEMBER:

**If you are sending your file electronically, enclose a viewable pdf so that we can do a visual check of the contents. You will need to send us your original document together with any imported graphics and fonts used. Use the CHECKLIST left to be safe.**

Your name: \_\_\_\_\_

Contact tel: \_\_\_\_\_

Email: \_\_\_\_\_

Order No: \_\_\_\_\_

Required for: \_\_\_\_\_

Your signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please make sure that you have checked your file as unexpected results will incur time delays and charges for all films produced. Unfortunately we cannot accept responsibility for accuracy of film content if separated proofs are not supplied with the files.**

## APPLEMAC USERS

We have included the basic information required to process your files on the front of this form. This has also been exported into a text file 'Order.txt', please use either a hard copy or the text file to accompany your digital artwork files.

### Collecting your documents and associated files/fonts

**QUARK EXPRESS** – When you have completed your document, go to the File menu and select Save to save the document, then choose File, Collect for Output. This will give you a collect all items in the files into one destination folder. Quark also generates a report for you to print, from this you can check that you any colour pictures are always CMYK and the resolution is acceptable for print. Also this report will list font usage, in the document and eps files, use this list to manually collect the fonts to send to us. There are font utilities that will do this for you and programs. **Do not send the report to Custard, it is for your use.**

**PHOTOSHOP, ILLUSTRATOR and FREEHAND** users are asked to place the files into QuarkXPress for output. You must also remember to supply us with originals if you are a new customer.

**PageMaker 6.5** – After completing the document, go to Utilities and select Plug-ins, select Save For Service Provider. Choose Pre-Flight Pub button and PageMaker will check your fonts, picture links and colours. When you are happy, select Package, select Copy Fonts and save the resulting fonts and images into a folder to accompany the document file.

### Fonts

Make sure you send a copy of all the fonts included in the document with your application file. Create a folder and label it 'fonts'. Remember to include fonts used in embedded graphics or convert these to 'outlines' or 'type to paths'.

### Pictures and Graphics

Unless you have embedded your pictures, and you are **sure** you have, you need to include a copy with the application file, making sure that your colour pictures are CMYK. Do not use any compression like JPEG or LZW and RGB colour space. If using Duotone effects in CMYK output, convert to CMYK prior to sending the files.

IF THE FILES ARE EXTREMELY LARGE AND YOU HAVE NO OPTION OTHER THAN jpeg - YOU MUST ADVISE US IN ADVANCE and we will talk you through how to send the files and what the compression settings are.

### PC Files

If you follow our advice it will ensure that your files are handled efficiently and quickly whilst at the same time reducing risk of errors occurring.

Always use TRUETYPEFONTS avoid using Type 1 fonts

If you are using Corel 7, 8 or 9 use 'save as', and 'Embed fonts. Send the application file and a PostScript file or EPS.

Word, WordPerfect, Excel and other Word Processing or spreadsheet programs are not suitable for high-resolution film production and the data from them should be imported into a proper DTP program and re-formatted. The programs that be used on a PC for producing high-resolution film are: Corel-DRAW, QuarkXPress, Adobe InDesign, or Adobe Page-Maker.

## SENDING YOUR FILES

### Electronic Transmissions EMAILS and ISDN

#### PREPARING TO SEND

After you have created your artwork file, and collected all of the files and included your 'Order.txt' file with your ordering information, use Ziplt or Stuffit to compress it.

This will save time because of the file size reduction. Use Simpletext (MS Word or Wordpad ) to edit the 'Order.txt' page and create a message file, add any specific requirement to the end as necessary.

Make sure the folder contains:

1. 'Order.txt'
2. Any additional requests.
3. Fonts.

4. Your contact and payment details.

Name the compressed folder the same as you purchase order no. or your account identity with date, for instance if your identity is GED01, why not use — GED01\_Sept16 — whatever you use here and the purchase order on the 'Order.txt' file will be used on your invoice! It needs to make sense, calling the file 'leaflet' or 'pages' is not a good idea.

If emailing check with your ISP (Internet Service Provider) the maximum file size you will be able to send as this can vary considerably. It is wise to check if you have a limit of your current provider.

### ISDN

Send your compressed folder "GED01\_Sept16". ISDN 4-Sight or Hermstedt transmissions are to (01604) 671842.

### Email

Send your folder to **thestudio@custardcreative.co.uk**

We would like to know if your file is MAC or PC from the subject line so please insert your folder name followed by your platform, like, "GED01\_Sept16" – MAC.

To include your file in the email, select 'Insert' 'File Attachment' and browse to find and select your compressed folder You are now to send, with the file attachment ready to go. Check you have the right attachment and send. The speed of sending a file can vary considerably. It then takes a short time to pass files through the 'net.

### Sending us a CD or Disk

#### PREPARING TO SEND

After you have created your artwork file, and collected all of the files and included your 'Order.txt' file with your ordering information, use Ziplt or Stuffit to compress it if you wish.

Print out this order form and fill in using clear instruction, or use Simpletext (MS Word or Wordpad) to edit the 'Order.txt' and create a message file, add any specific requirement to the end as necessary.

Make sure the envelope contains:

1. Order form hard copy or file 'Order.txt'
2. Proofs, separated proofs is applicable.
3. Fonts.
4. Your contact and payment as required.

*As always, the best advice we can give is Read your Program Manual.*