

## Specification Sheets

*Know how documents will appear before they are created*

Specification sheets are an essential ingredient in setting out a company display style for reports and documents. Before beginning the potentially expensive launch of a brand re-styling, specification sheets can provide a highly detailed overview of the proposed end-product.

Measurements can be noted with pinpoint accuracy to ensure that page contents, logos, margins, images and so on, are precisely positioned according to the designer's styling brief. Variables such as inserting charts or graphs must also be catered for. Sheets for each variation will normally be provided as part of the set.

If you are already applying a new style to some elements of your company documentation, specification sheets can still be a vital element in ensuring that the style works. It will need to be transferred over to other applications, or other offices, so having those all-important layout details printed onto specification sheets will ensure a much smoother transition process.

A typical set of specification sheets will include a cover page (often vital for reports or brochures), and pages for an index, standard text, graphs with text, and image placement. Full A4 pages are laid out on an A3 sheet, and detailed annotations are included in the side margin of each page, down to the lowest point size, colour specifications for boxes and bullets, and variations for single or multiple-line headings.

Specify your needs and we can do the rest.

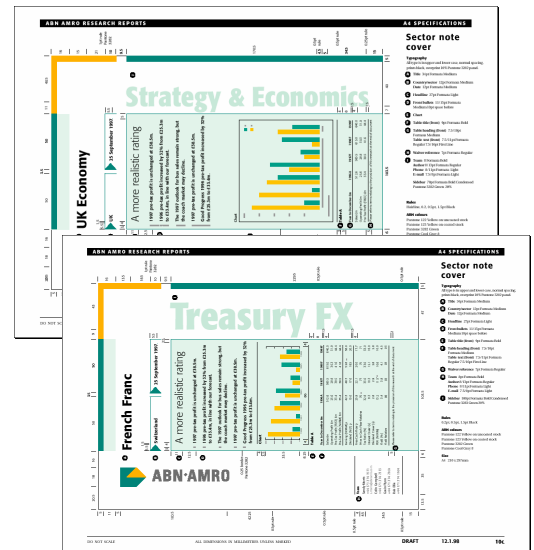
- Company styling applied throughout
- All variations of font size and weight can be shown
- Can establish document layout styles
- Image and graph integration established
- Full descriptive notes included
- Output supplied in a variety of formats

### Start with Specification Sheets to clarify your layouts

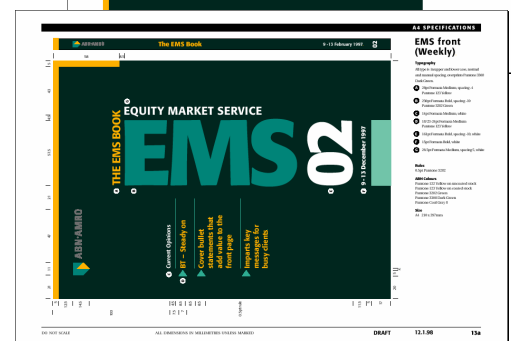
Contact us to discuss your requirements.

We will construct specification sheets to suitably illustrate your new layouts. To achieve detailed specifications, you will need to supply us with high quality images, preferably in EPS or TIFF formats, and examples of printed output or layout requirements, so that we can assess your needs.

Output is created in QuarkXpress for printed output onto A3 sheets. Alternatively, output can be in the form of high resolution images. These can be placed in a PDF for forwarding via email, or sent to a printers for professional production. All final copy can also be burnt to CD, if required.



Specification sheets are essentially A4 pages dropped on to A3 paper with full descriptive measurements shown around the A4 borders, plus detailed side notes.



Sheets can also be supplied as A3-format PDF files (Adobe's Portable Document Format). This is easy to email and allows you to check details in full in the comfort of your own office, as well as being able to make any proofing prints you require.