

Estimating processes *



Clients to send an email to:
unonprintshop@unon.org

Focal points for estimates:
charles.oduor@un.org
japheth.odera@un.org

All the estimates must have an expected delivery date.

- Estimates could take from an hour to 1-2 days for simple ones
- 2-3 days for very complex products & services, RFP, RFQ and ITBs

Specifications for offset and digital publications:

- Artwork submitted* or to be created*
- Client to attach a draft copy of the manuscript
- Format or size
- Number of the pages
- Number of the copies
- 4 color, 2 Color or B&W
- Lamination glossy or matt for the cover
- Binding Type: perfect or saddle stitch (magazine type)
- Paper inside pages: 115 gsm, 135 gsm
- Paper cover page: 260 gsm, 300 gsm

* ghaffarpour@un.org

Specifications for offset and digital outreach materials:

Flyers, fact sheets, leaflets, small & folded brochures

- Format or size
- Number of the pages, single sided or double sided
- Number of the copies
- Paper Stock: 115 gsm, 135 gsm
- Folding/Creasing/Stitching
- Binding

Specifications for large format:

- A0, A1, A2 and above sizes for posters
- Horizontal Banners
- Pull-up Banners with or without Mechanism stand
- Heavy or partial ink coverage or white background
- Size, width and height

Paper:

- Paper in-door & out-door
- PVC, bond & polypro

Mounting and Packaging:

- Grommet
- Velcro
- Foam 5mm, Lorex 3mm

* See the guideline for more details

Focal point:

Production: makau@un.org

Design and packaging: ghaffarpour@un.org

Focal point for large format, installation and production: martin.michuki@un.org

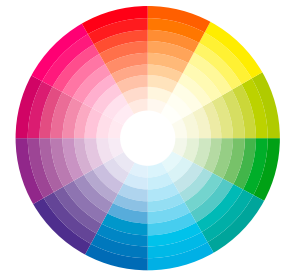


processes for submitting artwork*



Digital HP Indigo (Prior to making the High res. PDF, Press PDF)

- 1) Send one PDF file (single pages and not spreads) when the publication is self-cover, cover page the same paper stock as the inside pages.
- 2) Send two separate PDF files:
 - Inside pages: PDF as single pages final size and not spreads when the publication has a separate cover.
 - Cover: PDF as spread comprising of the front cover plus the spine plus the back cover, the same applies for inside cover pages. Please include in the cover any 5 mm bleeds. (Do not include crop marks just in case the spine width has to be adjusted at Pre-press).
 - Design elements to consider:
- 3) Add 3 mm of bleed to all margins when background colours or images exceed the page format of the artwork.
- 4) For all inside pages, send with 3 mm bleed without crops marks at the final/finish size.
- 5) For crossover images, (i.e., maps, illustrations, graphs, etc.) take into consideration the spine by 5mm on each side of the crossover and ensure that no text is in the crossover area unless it's the natural spread on a saddle-stitch book.
- 6) Text should not be closer than 7 mm or 1/4 of an inch from the edge of the final trim marks and the center/spine margins.
- 7) Artwork, illustrations, charts, graphs (all graphic images) can be in (CMYK) or in (RGB)
- 8) All fonts are to be embedded in the file being sent (Press PDF in Adobe).
- 9) All text as body text should be 100% black and not in CMYK or registration.



Send files to: jennifer.wamaitha@un.org
martin.michuki@un.org

* See the guideline for more details

Offset PM Printmaster (Submission of Packaged Adobe InDesign files to PSS)

- 1) Files must be packaged in Adobe InDesign to be accepted by PSS unless another design application has been used e.g. Corel/ Quark Xpress /MS Publisher.
- 2) Before packaging an InDesign file, ensure there are no missing links, no embedded images, no missing fonts, etc.. Also make sure you include a press quality PDF + a low res PDF and an idml file.



Design elements to consider:

- 1) Artwork, illustrations, charts, graphs (all graphic images) are to be in Cyan, Magenta, Yellow, Black (CMYK) or agreed Spot Colours and at the final/finish size and as single images (No Red, Green, Blue (RGB) images please).
- 2) Graphics, maps, diagrams, pie charts, etc., are to be created in Adobe Illustrator only. (do not copy/paste from other applications into Adobe Illustrator or In Adobe InDesign)
- 3) Original images resolution to be 300 Dots per inch (DPI) and or 300 Pixels per Inch (PPI) at the final size (the DPI to PPI ratio is the same) Do not copy/paste/download images from the internet as they are all 72-90 dpi/ppi and in RGB colour space. Do not use copyrighted images without express permission to do so from the source and then be sure you obtain them from the original source, e.g. shutter stock. Include Captions/Copyright information as appropriate to the layout e.g. next to the images or inside front cover for the cover images/photos.
- 4) When colouring text, use Pantone only or CMYK colours.



Send files to: jennifer.wamaitha@un.org
martin.michuki@un.org

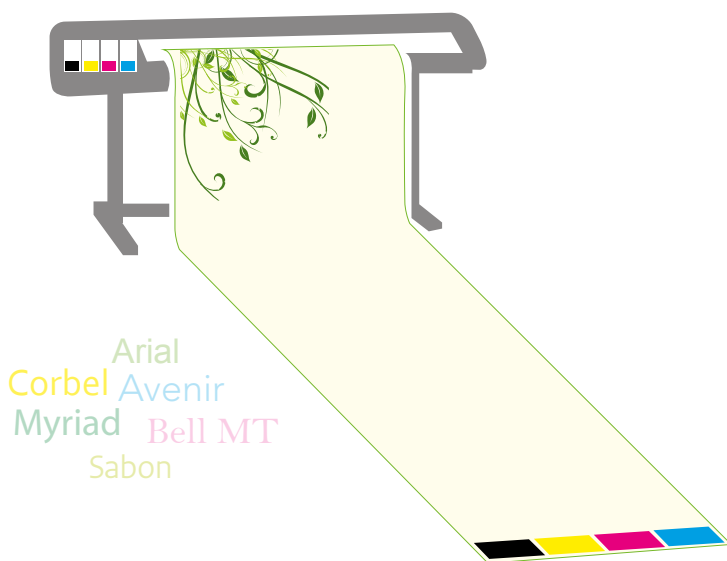
Large Format Poster Works and Branding

Supported file formats are PDF, EPS, AI, TIFF and JPEG.

- 1) Send Press Quality PDF or at the very least High Resolution PDF files – combine similar sizes into the same file e.g. A2 posters in 1st file and Roll-up Banners in the 2nd file.
- 2) Preferably artwork should be in Cyan, Magenta, Yellow, Black (CMYK) and at the final/finish size.
- 3) No bleed is necessary for artworks unless the print is to be framed: Add 10 mm of bleed to all margins when background colours or images exceed the page format of this artwork.
- 4) All fonts are to be embedded in the file being sent (Press Quality PDF) or the fonts outlined in Adobe Illustrator.
- 5) In case the finished size exceeds the limit of PDF creation (5080mm): Use appropriate proportions in Illustrator/InDesign to create the design e.g. 25% or 50% and indicate on the filename of the final artwork e.g. Backdrop_Banner.1860x176cm.25pc.pdf
- 6) The application and substrates for the finished product should be considered during the design stage.

Design elements to consider:

- For Indoor products we use Polypro / Self Adhesive Matt / Bond Paper and allows the use of small text size not less than 14 points.
- For Outdoor products we use PVC Block Flex / PVC Self Adhesive Matt / High Density Poly Ethylene (HDPE) and will not show small text size clearly (not less than 14 points) because of the fibre/textured material: USE 18 points or more.
- PSS encourages to create sustainable design, especially for large format.



Send files to: jennifer.wamaitha@un.org
martin.michuki@un.org

Ink coverage

- 1) White background, with logos and some design elements that cover the artwork at 25%
 - Very environmentally friendly output, easy to print and high speed dry
- 2) Light coloured background, with logos and some design elements that cover the artwork at 50%
 - Not very environmentally friendly output, time consuming to print and partial dry seed
- 3) Heavy coloured background, with logos that cover the artwork at 100%
 - Not at all environmentally friendly output, very time consuming to print and dry
 - Submitted artworks should capture the guideline provided to the client.

submitted artwork processes*

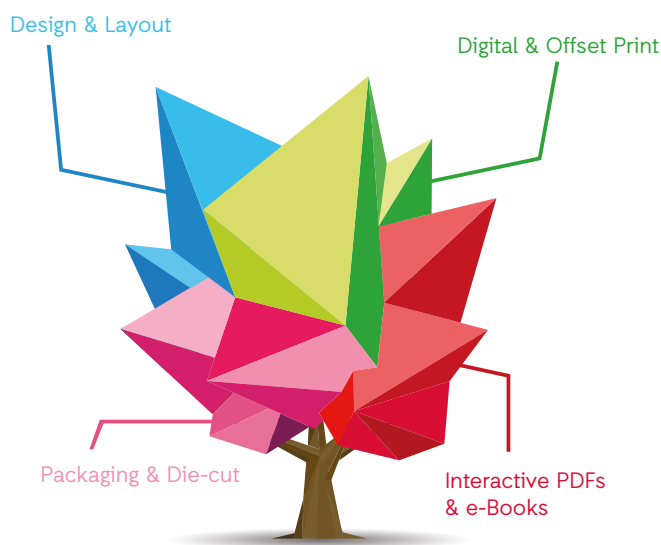


Design elements to consider:

- For Indoor products we use Polypro / Self Adhesive Matt / Bond Paper and allows the use of small text size not less than 14 points.
- For Outdoor products we use PVC Block Flex / PVC Self Adhesive Matt / High Density Poly Ethylene (HDPE) and will not show small text size clearly (not less than 14points) because of the fibre/textured material: USE 18 points or more.
- PSS encourages to create sustainable design, especially for large format.

Ink coverage

- 1) White background, with logos and some design elements that cover the artwork at 25%
 - Very environmentally friendly output, easy to print and high speed dry
- 2) Light coloured background, with logos and some design elements that cover the artwork at 50%
 - Not very environmentally friendly output, time consuming to print and partial dry seed
- 3) Heavy coloured background, with logos that cover the artwork at 100%
 - Not at all environmentally friendly output, very time consuming to print and dry
 - Submitted artworks should capture the guideline provided to the client.



Send files to: jennifer.wamaitha@un.org
martin.michuki@un.org

* See the guideline for more details