

EXPRESS DESIGN MANUAL

HOW TO ORDER



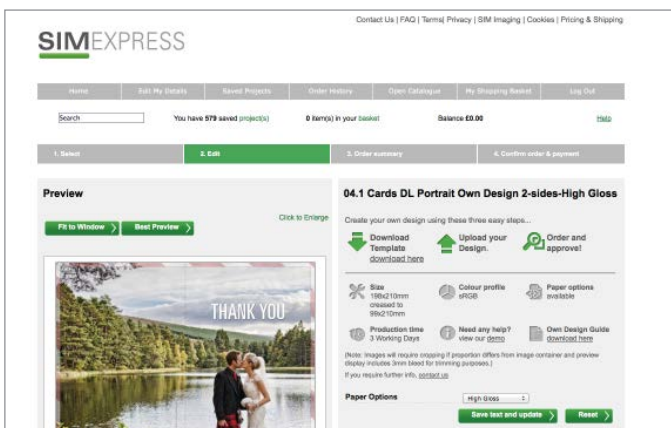
ORDER ONLINE

Order using our quick and simple online ordering system*. Select one of our simple to use templates and customise with your own text & images. Or choose to upload a JPG or PDF of your own design.



ORDER VIA SIMWARE

Our professional desktop software SimWare is both Mac & PC compatible*. With more products to personalise including the Tailored range. The Software allows for more intricate and advanced designs, why not try it out today!



*Calendars can only be designed using the online software.



*The Tailored range can only be ordered in SimWare.

HOW TO ORDER VIA SIMWARE

DOWNLOAD SOFTWARE

Please follow the link to registration form on Sim Imaging. Once registered login to your account and download the Simware from your 'Workroom area'.

(Our Tailored products can only be ordered via SimWare.)

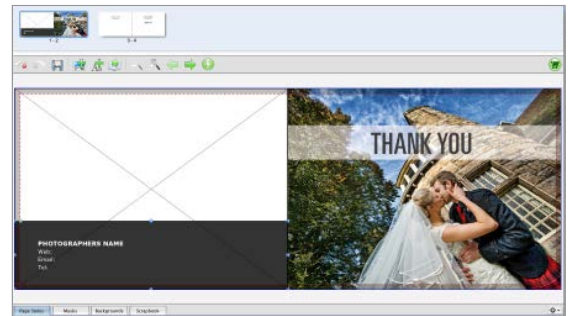
DESIGN YOUR PRODUCT

Load the software on your desktop, navigate to a 'new project' then start your design on your chosen marketing product.

There are template to pick from or upload your own design.

SIMWARE CHECKOUT

Once you are ready to proceed, click 'Order now' and this will connect you to the checkout.



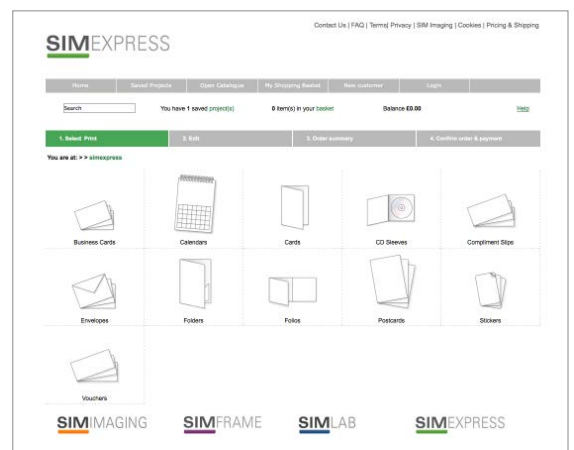
HOW TO ORDER ONLINE

CHOOSE YOUR PRODUCT

Follow the link to the 'open catalogue' area. Pick a product and click through to the editor. If not logged in, please login or complete the register now option (this is not the same login as Sim Imaging).

Either upload your own design or pick from a Classic, Modern or Stylish template, you can also save for a later date.

When ready to order, add to the shopping cart, approve and make payment. Previous orders are saved in the 'Order history' area.



OWN DESIGN TEMPLATES

All templates for Express products can be found via the link below (except Calendars). The Tailored range has Layered PSD Photoshop templates that can be then uploaded to SimWare.

 simexpress.co.uk/templates/

EXPRESS DESIGN NOTES

Learn how to align and bleed images, plus which file formats to use in our online software.

ALIGNMENT

You must check the alignment of your picture boxes before submitting your order, Sim Express will NOT check alignment in your products.

TOOLS

Sim Express has fast and simple tools to align and space your photos.

You can simply select the boxes you require, then align using the 'align' tool in the top area.

COLOUR / RESOLUTION

For optimum results please make sure the images have an embedded rather than tagged colour profile of sRGB with a 300dpi resolution.

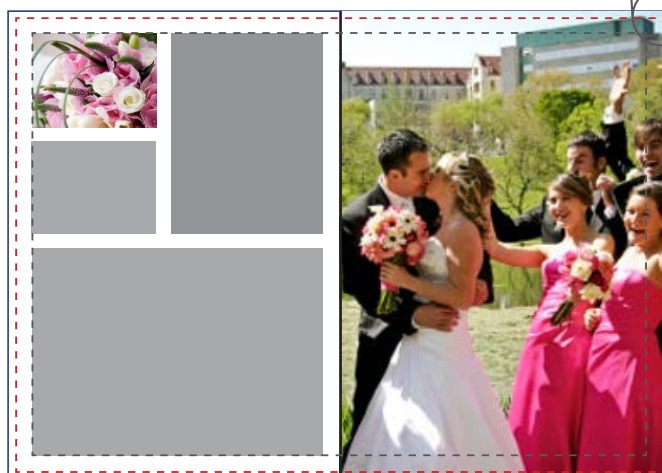
FILE FORMATS

Upload JPG files for best results, we recommend a minimum size of 25mb when open.

This example has not left any bleed for the trimming process. The photos are sitting on the trim line which is incorrect.

The photos must extend to the outer rim if you want them to run off the edge, or keep them a safe 10mm inside the red line.

EXAMPLE OF BLEED & SAFE MARGINS



Anything outside of the red line will be trimmed off. So, any photos or text boxes you do not want to be trimmed, keep them a safe 10mm inside the red line.

For full bleed photos, extend out to the very edge of the page.

