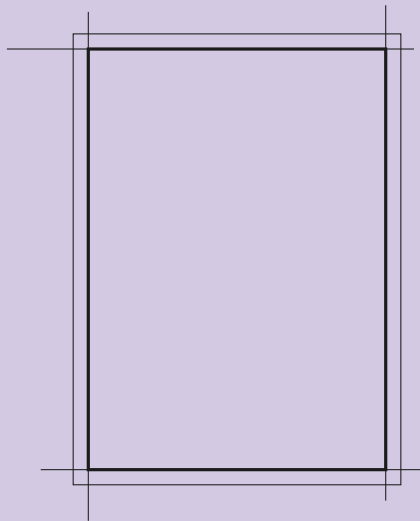
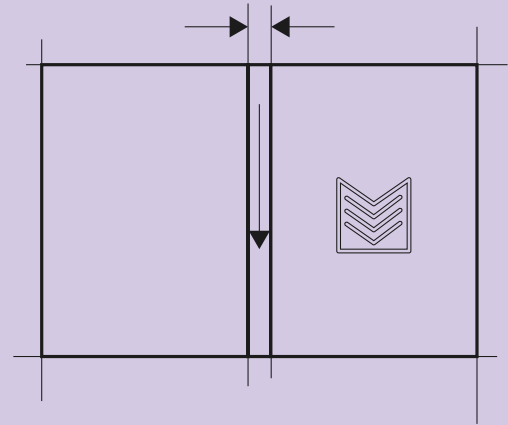
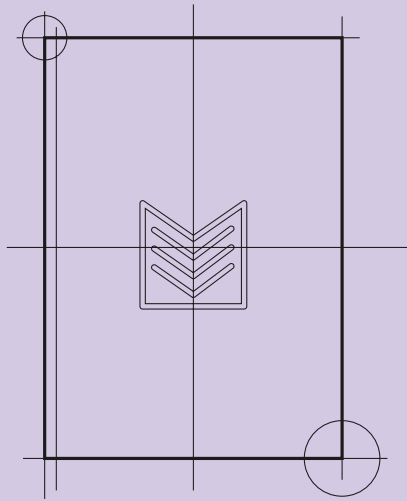




## ARTWORK SETUP GUIDE

# CONTENTS

|                                                    |       |
|----------------------------------------------------|-------|
| 1.0 ARTWORK SETUP SUMMARY .....                    | pg 3  |
| 2.0 SPECIFICATIONS OF A PRINT READY PDF FILE ..... | pg 4  |
| 3.0 CMYK COLOUR MODE .....                         | pg 4  |
| 4.0 RESOLUTION .....                               | pg 5  |
| 5.1 BLEED .....                                    | pg 6  |
| 5.2 SAFETY MARGIN .....                            | pg 7  |
| 6.0 BORDERS .....                                  | pg 8  |
| 7.0 FONT SIZE .....                                | pg 9  |
| 8.0 COVER SET UP DIMENSION .....                   | pg 10 |
| 9.0 FOILING .....                                  | pg 12 |

To get the best results from your artwork follow these guidelines. Give us a call if you have any questions!

## 1.0 ARTWORK SETUP SUMMARY

**IMPORTANT:** Page 1 of the internals is NOT the inside of the cover. To print the inside of the cover, your cover artwork file should be setup as follows:

**Saddle stitch books:** Cover, inside cover, inside back cover, back cover.

**Perfect bound books:** Cover spread (including spine), inside cover spread.

**All book artwork must be set up as follows:**

- Print ready pdf files
- CMYK colour mode
- 300dpi resolution when at 100% size
- 3mm bleed on all edges
- 15mm safety margin on all edges



**Saddle stitched books:**

- Cover - 1 multi-page file for the cover supplied as single pages, not a spread. **To print the inside of the cover, your cover artwork file should be setup as follows: Cover, inside cover, inside back cover, back cover.**
- Internals - 1 multi-page file for the internals pages supplied as single pages, not as spreads
- Total number of internal pages **must be divisible by 4**



**Perfect bound books:**

- Cover - 1 file for the cover supplied as a spread, including the spine. (Contact us for your spine width measurement). **To print the inside of the cover, your cover artwork file should be setup as follows: Cover spread (including spine), inside cover spread.**
- Internals - 1 multi-page file for the internal pages supplied as single pages, not as spreads
- Total number of internal pages **must be divisible by 2**



**Spiral or Wire bound books:**

- 1 multi-page file for the cover supplied as single pages, not a spread
- 1 multi-page file for the internals pages supplied as single pages, not as spreads
- Total number of internal pages must be divisible by 2

Here's a bit more detail on how to set up your artwork to get the best results.

## 2.0 SPECIFICATIONS OF A PRINT READY PDF FILE



**All artwork must be supplied as print ready pdf files. A print ready PDF should be ready to print without any further changes required. Our print ready specifications are as follows:**

- Pages must be set up to the correct size
- All elements (images, vector graphics and text) must be CMYK
- All images must be 300dpi resolution when at 100% size
- 3mm bleed on all edges
- 15mm safety margin on all edges
- Black text or BW elements should be 100% K only
- Line weight should not be less than 0.25pt
- Borders must be a minimum of 10mm in from the edge of the page
- Multi page PDFs must be ordered from first page to last and include blank pages if required

## 3.0 CMYK COLOUR MODE



**All artwork must be set up in CMYK colour mode, not RGB.**

CMYK stands for Cyan, Magenta, Yellow, Black (K), which are the primary colours for print. Printers use combinations of these colours to print full colour artwork. RGB stands for Red, Green, Blue, which are the primary colours for light. Your computer or TV screen uses combinations of red, green and blue light to make up the images displayed on your screen.

Using RGB you can generate colours that are a lot brighter than what's printable in CMYK. If your artwork is set up in RGB, converting your file to CMYK will give you a closer representation of how your artwork will look when it's printed.

**PLEASE NOTE:** Some colour variation is inevitable. Screen colour calibration, the type of light you work in, the type of printer being used, the type of stock being printed on, the type of finish you have specified, are all factors that affect colour perception & reproduction. If colour matching is critical we recommend getting a printed proof of a page to check before we print the whole run.

## 4.0 RESOLUTION



**All images must be at 300dpi.**

Images must be at 300dpi when at 100% print size. We recommend designing your artwork with high res images that are the correct size or larger.

If you have a small 300dpi image, increasing it's size will lower it's resolution and may result in visible pixelation when it's printed. Beware: if you are sourcing your images from the internet, web resolution is often 72dpi (standard screen resolution) which will print pixelated.



**300dpi - high resolution**  
Image will print sharp



**72dpi - low resolution**  
Image will print pixelated

## 5.0 BLEED & SAFETY MARGINS

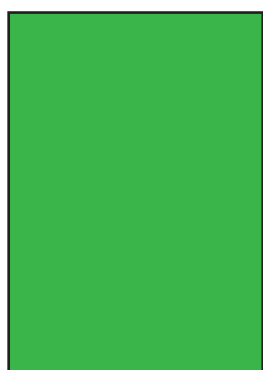


Each page must have 3mm bleed & 15mm safety margins.

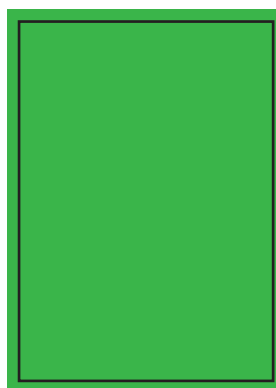
### 5.1 BLEED

Bleed is extra print that is trimmed away when your artwork is cut to size. In the printing, cutting and binding processes a bit of movement occurs. Having bleed ensures there won't be any unprinted edges in your book.

In the diagrams below the black border shows the edge of the printed book. Your artwork should extend 3mm past the edge.



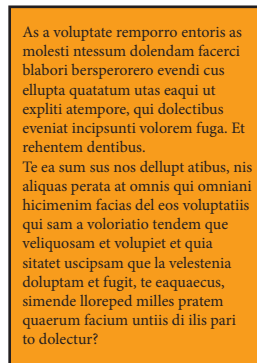
**No bleed** - artwork stops at the edge



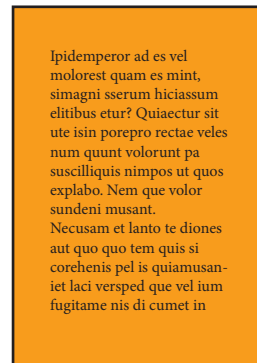
**3mm bleed** - artwork goes 3mm past the edge

## 5.2 SAFETY MARGIN

We recommend a 15mm safety margin on each internal page. Any important text or graphics should be 15mm away from the edge of the page. This ensures that text will be legible after the book is bound.



**No safety margin** - text that's close to the spine can be hard to read



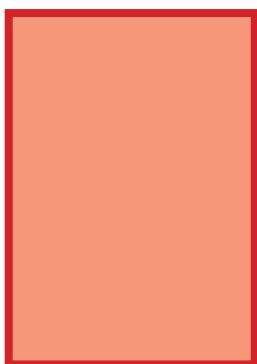
**15mm safety margin**

## 6.0 BORDERS

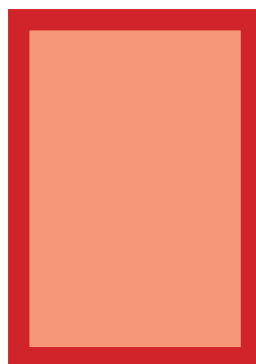


**If you're including borders in your design please ensure the borders are a minimum of 10mm thick.**

In the printing, cutting and binding processes a bit of movement occurs. Very thin borders will look uneven. Having a 15mm or larger border will make the unevenness less noticeable.



**Thin borders**  
Can result in noticeably  
uneven borders



**15mm or bigger border**  
Unevenness is less  
noticeable



## 7.0 FONT SIZE

T

**For body text we recommend between 10 and 14pts.**

You can make your body text fonts as large or as small as you see fit and any font style you want. However for most books we recommend a serif font between 10 and 14pts.

The font style and size you choose should take into consideration:

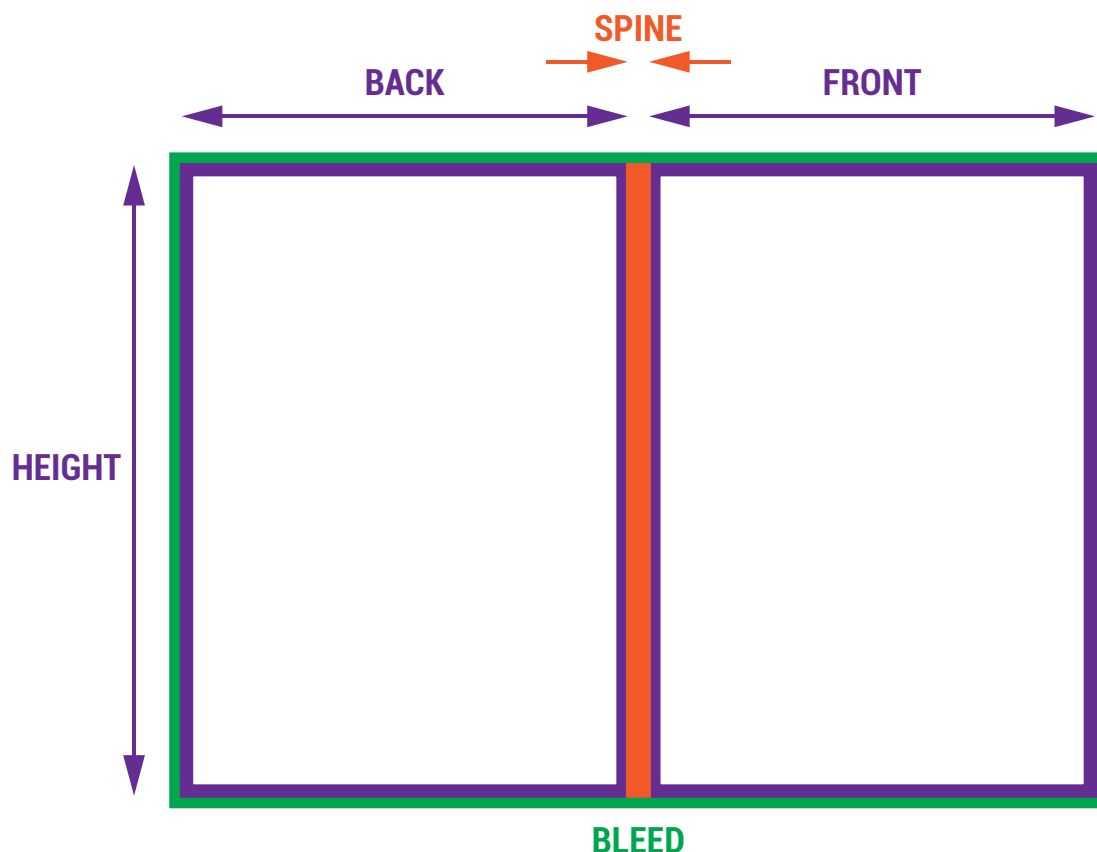
- your readers: use larger fonts for very young or elderly people
- book size: smaller fonts will result in less pages in your book
- serif fonts are considered to be easier to read in body text

Body text legibility is also helped by line spacing. We recommend 1 to 1.15 lines.

## 8.0 COVER SET UP - DIMENSIONS

### PERFECT BOUND BOOKS

Use the diagram below to work out the dimensions for your soft cover perfect bound book. Once you've placed your order, ask us for your **spine width**. When setting up artwork we recommend working in millimeters.

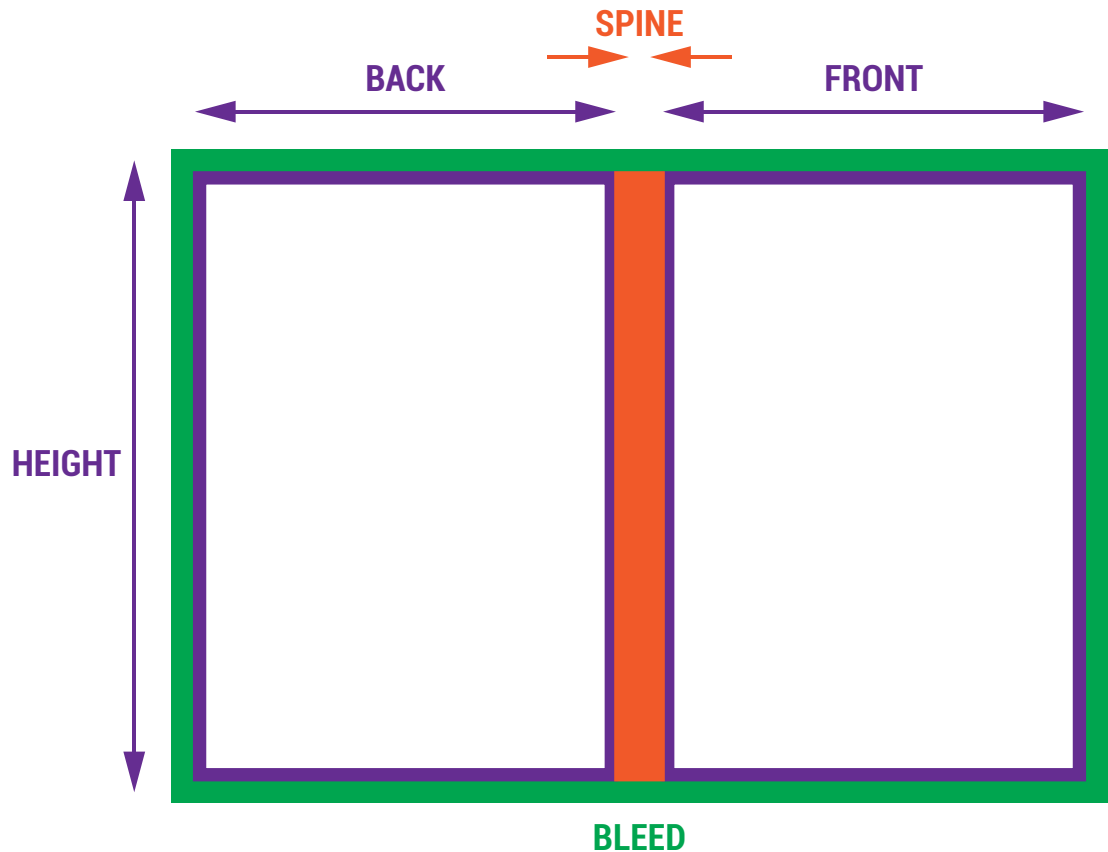


$$\text{BACK} + \text{SPINE} + \text{FRONT} + 6\text{mm (BLEED 3 mm on both sides)} = \text{COVER WIDTH}$$

$$\text{HEIGHT} + 6\text{mm (BLEED 3mm on top and bottom)} = \text{COVER HEIGHT}$$

## HARD COVER BOOKS

Use the diagram below to work out the dimensions for your hard cover book. Once you've placed your order, ask us for your **spine width**. When setting up artwork we recommend working in millimeters.



$$\begin{aligned} &\text{BACK} + 5\text{mm} + \text{SPINE} + \text{FRONT} + 5\text{mm} + 30\text{mm (BLEED 15mm on both sides)} = \text{COVER WIDTH} \\ &\text{HEIGHT} + 8\text{mm} + 30\text{mm (BLEED 15mm on top and bottom)} = \text{COVER HEIGHT} \end{aligned}$$

### EXAMPLE

If your ordering an A4 portrait hard cover book with a 10mm spine, the dimensions are as follows:

$$\text{COVER WIDTH: } 210\text{mm} + 5\text{mm} + 10\text{mm} + 210\text{mm} + 5\text{mm} + 30\text{mm (BLEED)} = 470\text{mm}$$

$$\text{COVER HEIGHT: } 297\text{mm} + 8\text{mm} + 30\text{mm (BLEED)} = 335\text{mm}$$

The **bleed** area will be folded over the edge of the hard cover.

## 9.0 FOILING

**Supply foiling artwork as a separate file set up as 100% black (K). Very thin elements will not foil correctly or fill in.**

Artwork for foiling should be supplied as a separate file set up as 100% K only. If your artwork has CMYK and foiling, you should supply a file for the CMYK print and a file for the foil (set up as 100% K). We prefer the foiling artwork to be in vectors.

If your print has foil over CMYK areas, the area under the foil should not be blank.



### Minimum size for foiled elements:

We recommend that all foiled elements follow the minimum sizes below. If they are smaller than this they may fill in or not foil properly.

Solid lines: 0.25 pt

ABC 123

Solid text: 5 pt

Reversed lines: 0.5 pt

ABC 123

Reversed text: 7 pt

