

# GENERAL GUIDELINES FOR DESIGNING

Please READ and FOLLOW design guidelines. These instructions will ensure the processing of your order, when preparing your files.



ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE INDESIGN



ADOBE ACROBAT



QUARKXPRESS



GENERAL SPECIFICATIONS

## »GENERAL SPECIFICATIONS« [ PC | MAC ]

### \* BLEEDS

**Bleed** - (represented here below by the **purple line**).

It is necessary to prepare your files with bleed (IF YOU HAVE ARTWORK GOING TO THE EDGE).

Use a .125" bleed and remember if the book (document) is 6" x 9" the final cut size is 6" x 9". \*So add the .125" bleed to your 6" x 9" document.

The artwork will be edited if this requirement is not met.

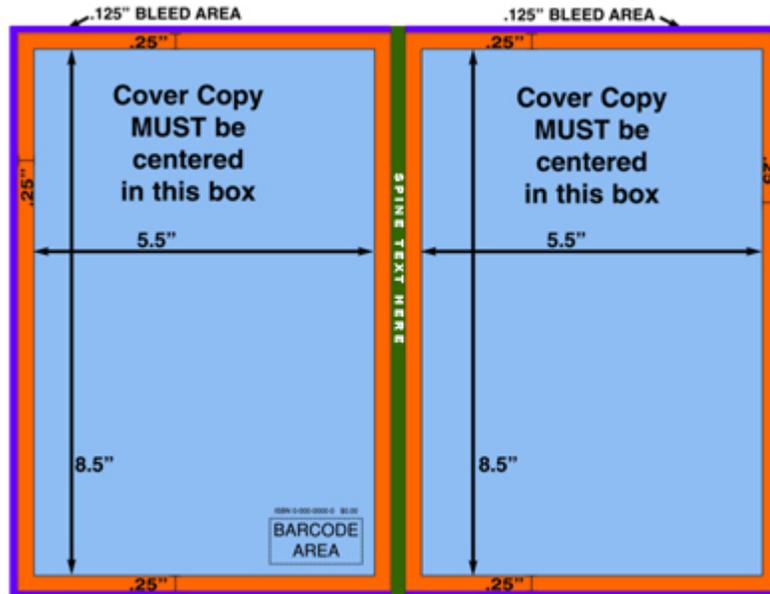
### \* SAFEZONE

**Safezone** - (represented here by the light blue area).

Copy and Artwork must be in blue area. Note, for books, there is a 1/4" [.25"] margin, and 1/8" [.125"] bleed.

The artwork will be edited if this requirement is not met.

**Spine** - \*NOTE, the spine or edge of the book, is represented below as a green strip.



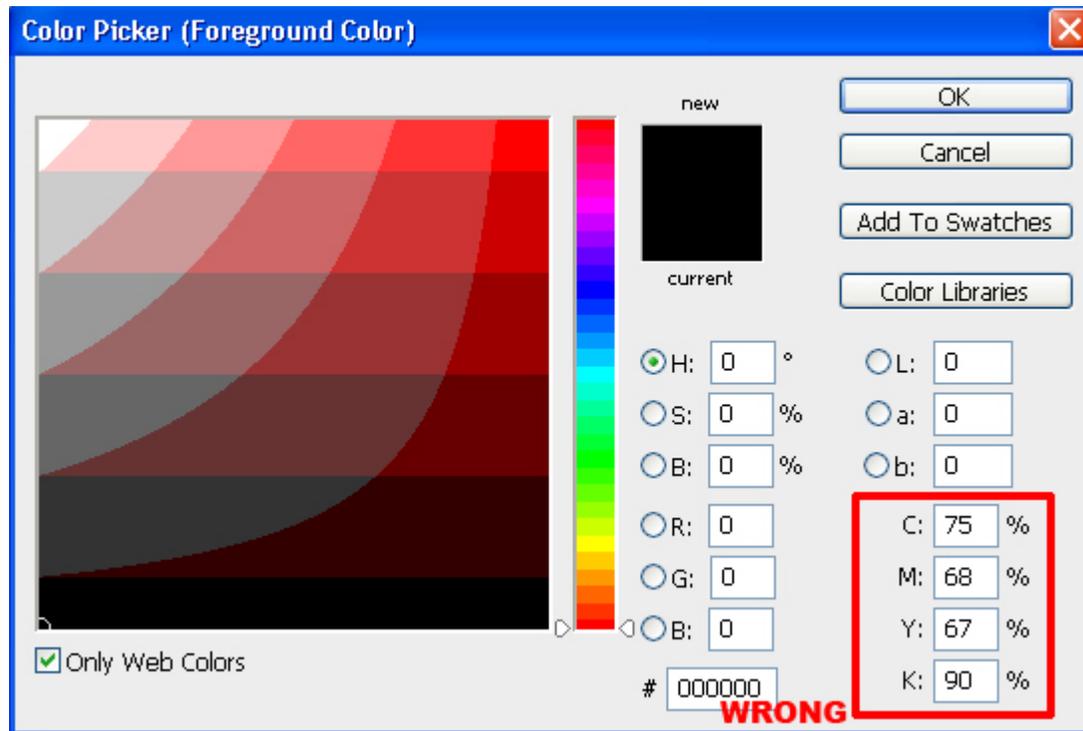
6" X 9" COVER TEMPLATE - PERFECT BOUND  
100-PAGE BOOK EXAMPLE (see chart for measurements)

**Fonts** - When submitting a file that is not flattened (files other than jpeg, tiff, bmp) you **MUST** change all text to outlines or embed the fonts into the file. We prefer that you convert to outlines to ensure that there will be no delay in your order. The minimum printable font size for black text on a light background is 5pt. The minimum font size for white text on a colored background is 7pt bold.

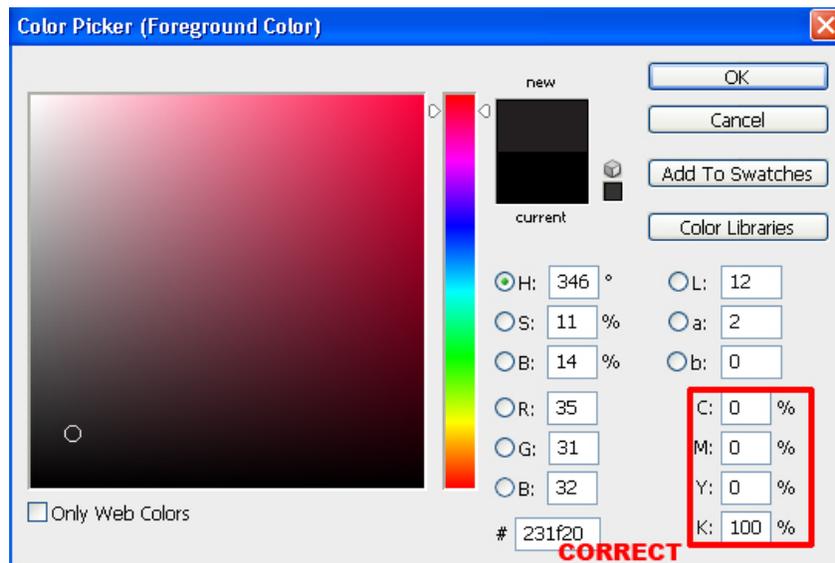
## \* SOLID BLACKS

If you want to have an area of solid black within your document, using 100% Black will result in a nice, rich and saturated black. To obtain these results, follow these CMYK values:

**\*Rich Black example=** C: 75%, M: 68%, Y: 67%, K: 90%.



**\*Black example=** C: 0%, M: 0%, Y: 0%, K: 100%.



## \* COLOR

**Color** - Digital printing is a 4 color process. Create artwork in CMYK color mode. Submitted files in RGB will be converted which may cause color shifts. For guaranteed accurate color please build your files using the CMYK values from a [Pantone Process Coated](#) color guide. If color is crucial please request a [press printed proof](#) or [specify the Pantone colors](#) used.

## \* FILE FORMATS

**File Formats** - We prefer PDF formats. When saving your file as a PDF do the following: Use the "Press Quality" preset, **convert your text to outlines** [in vector based applications] and **flatten your artwork** [in raster based applications]. Make sure there is no color conversion, and make sure that there is no downsampling of the images ( unless above 800dpi ). Do not send compressed artwork other than Tiff using LZW compression. **Please do not** send security/password protected files. Other accepted formats: **.eps, .ps, .ai, .psd, .jpg, .tiff, and .bmp.**

#### \* OVERPRINT

**Overprinting** is used in traditional means of printing, but is not necessary when using a digital printer. Don't create files with overprinting attributes. These attributes often change the appearance of the final product. If you have created your file with overprinting attributes please contact us about your order.

#### \* RESOLUTION

**Resolution** - Minimum resolution is 300 dpi. We encourage our customers to submit files that have a higher resolution. This makes improvements in quality when there is text on the cover (or front & back cover). Our maximum resolution is 800 dpi.

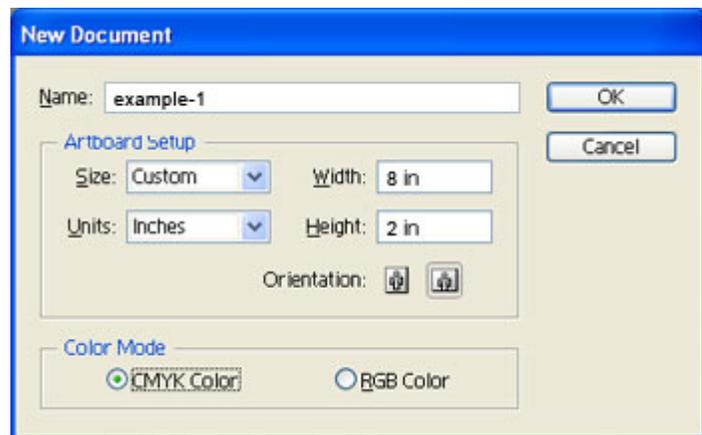
## ADOBE ILLUSTRATOR « [ pc | mac ]

### Create a New Document:

New File  
(File>New)

Please set your document size to your trim size.

Choose CMYK as the color mode.



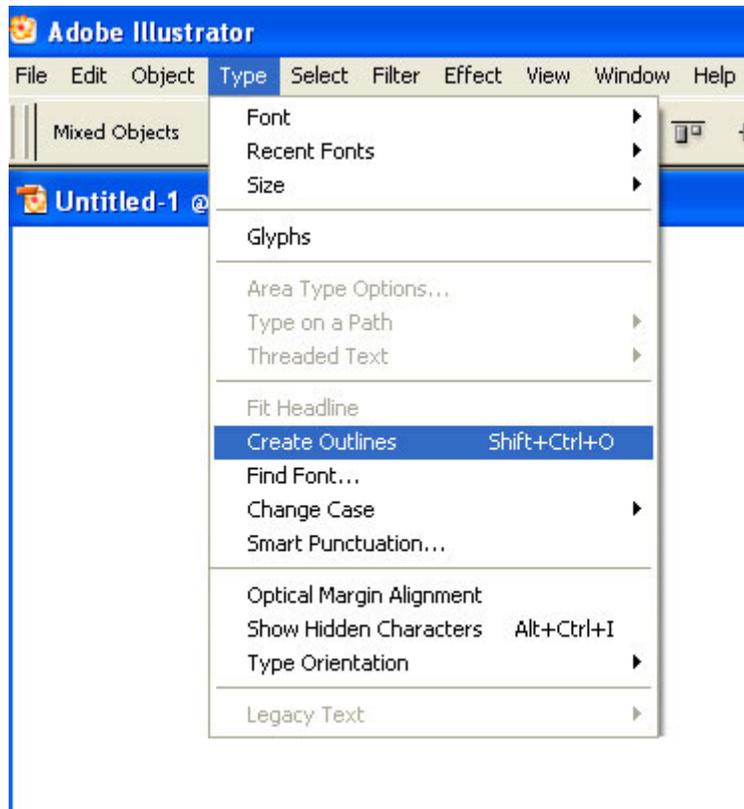
#### \* OUTLINE FONTS

**Outline Fonts:**

Select ALL of the objects in your document by choosing "Select All" from the "Select" Menu or Ctrl + A.

With all objects selected, choose "Create Outlines" from the "Type" menu.

**SAVE THIS AS A DIFFERENT FILE TO ENSURE YOU CAN EDIT YOUR TEXT. ONCE OUTLINED, THE TEXT CANNOT BE EDITED.**



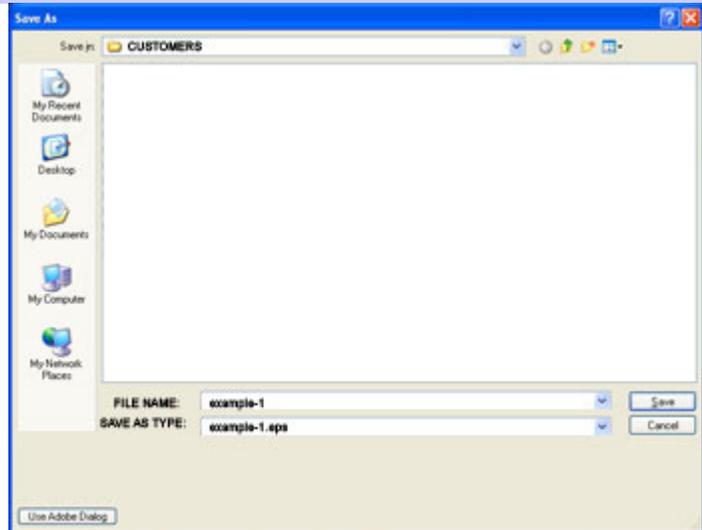
**\* SAVE AS .EPS:**

**SAVE AS .EPS:**

From the file menu, choose "SAVE AS..."

Then select "Illustrator EPS" as your format and choose a location to save the file.

Click Save and you're done.



## Create a New Document:

New File  
(File>New)

Resolution should be at least 300  
DPI. Set color mode to CMYK.

Please include an extra 1/8"  
around each side if your artwork  
will bleed to the edge.



## \* FLATTEN ARTWORK

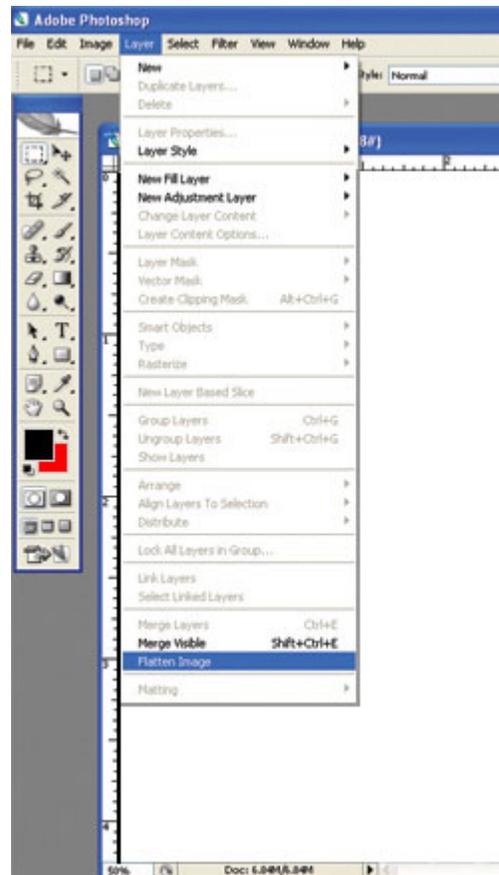
### Flatten Artwork:

Design your artwork as you normally would while keeping in mind the specifications below about bleeds and colors.

With your artwork at its final stage, Flatten your image (if you used layers), by choosing "Flatten Image" from the "Layer" menu.

**MAKE SURE YOU SAVE THIS AS A DIFFERENT FILE TO ENSURE YOU DO NOT OVERWRITE YOUR LAYERED VERSION.**

[ .PSD FILE ]



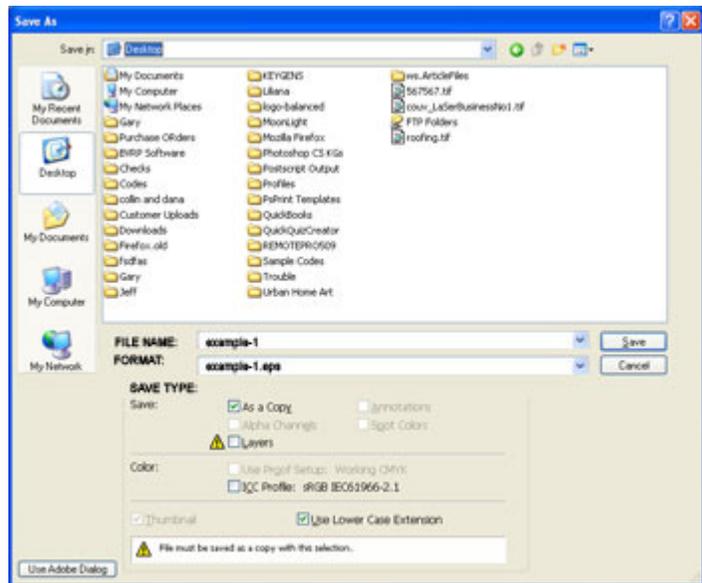
## \* SAVE AS .EPS or .TIFF

## SAVE AS .EPS or .TIFF:

From the file menu, choose "SAVE AS..."

Then select "EPS" or "TIFF" as your format and choose a location to save the file.

Click Save and you're done.



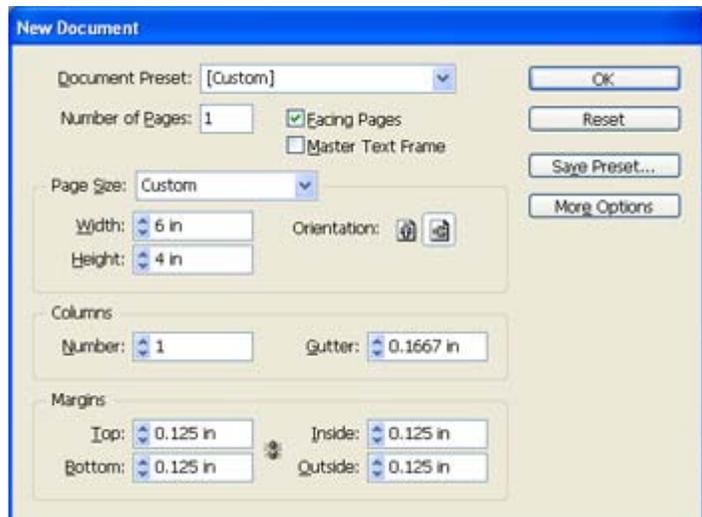
## ADOBE INDESIGN « [ pc | mac ]

Create a New Document:

New File  
(File>New>Project)

Select "Print" as the Layout type

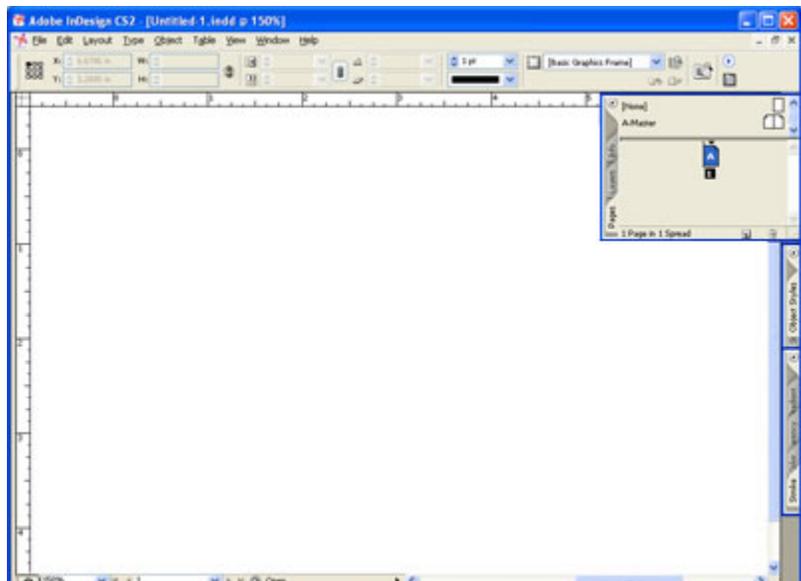
Specify the width and height of your artwork. This should be the trim size of your artwork.



\* CREATE YOUR ARTWORK

## CREATE Your Artwork:

Design your artwork as you normally would while keeping in mind the specifications below about bleeds and colors.

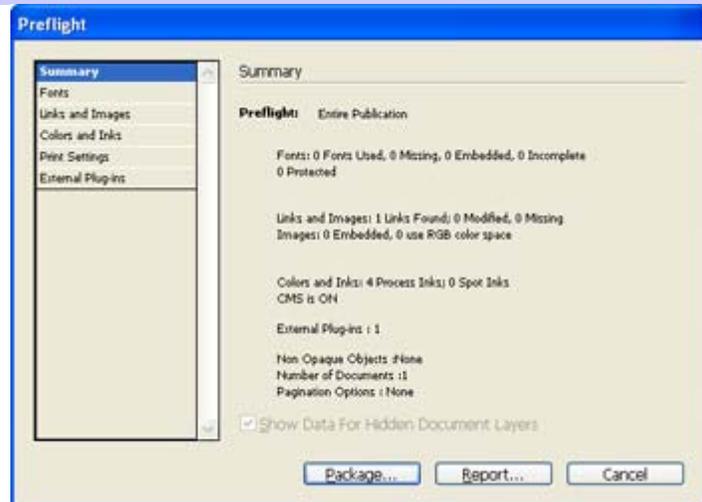


## \* PREFLIGHT

### PREFLIGHT:

The later versions of InDesign have a neat feature called "preflight." This options allows InDesign to check your files for common printing errors and help you solve them.

To use this feature, simply choose "Preflight" from the file menu.

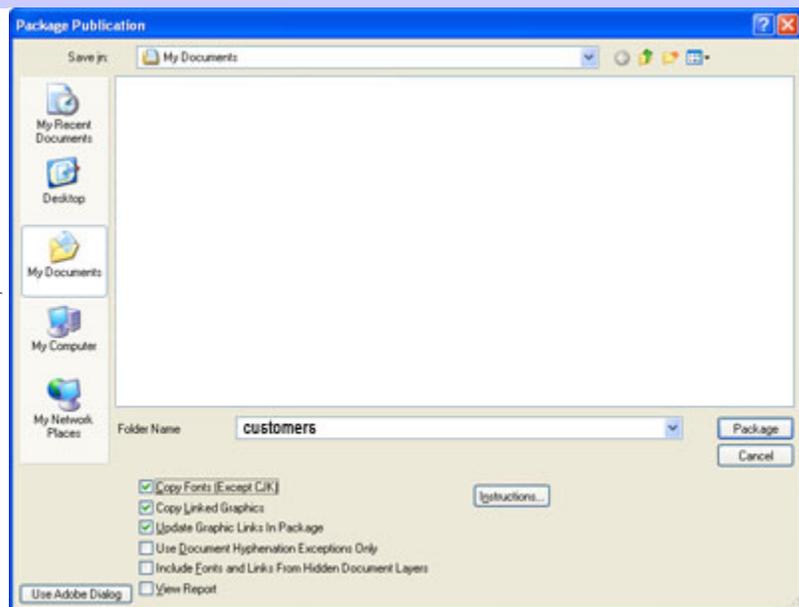


## \* PACKAGING

### PACKAGE:

Please resolve any issues detected by the preflight process. Once InDesign detects no errors, please choose "Package" either from the File Menu, or by pushing the "Package" button on the preflight screen above.

On this screen, please make sure the check marks indicated in the picture are checked and click Package.



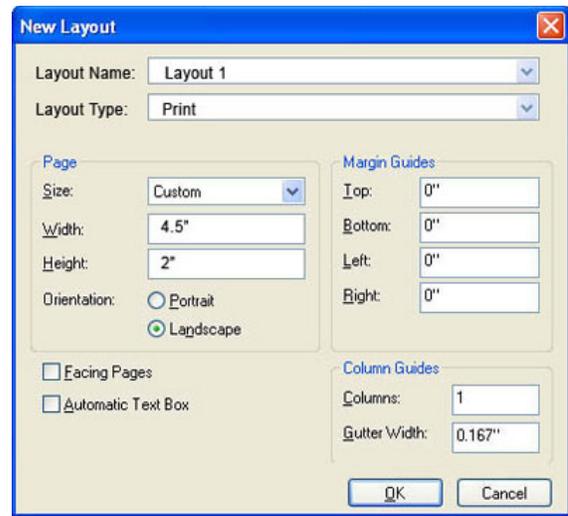
# QUARKXPRESS « [ pc | mac ]

## Create a New Document:

New File  
(File>New)

Please set your document size to your trim size.

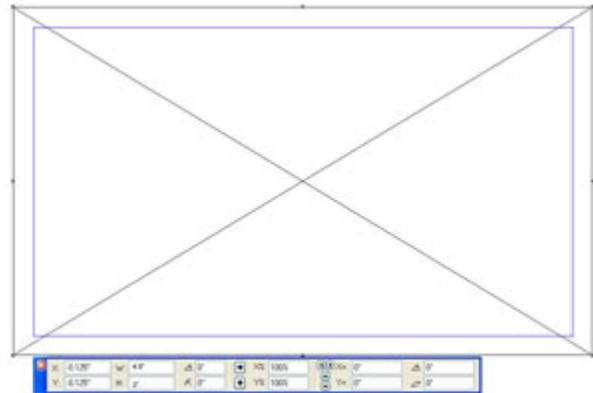
Choose CMYK as the color mode.



## \* CREATE ARTWORK

### Create Your Artwork:

Design your artwork as you normally would while keeping in mind the specifications about bleeds and colors.



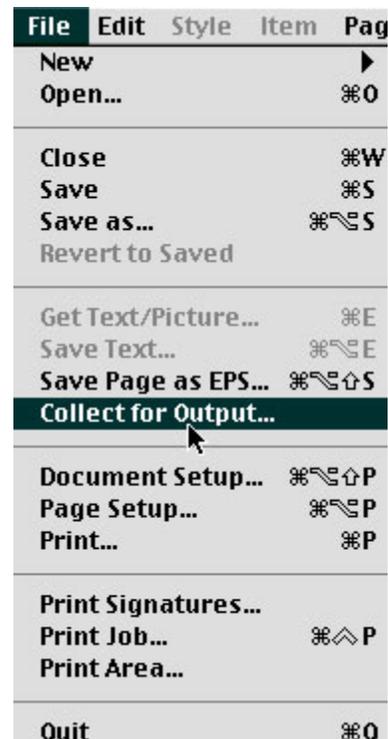
## \* PREPARE FOR OUTPUT

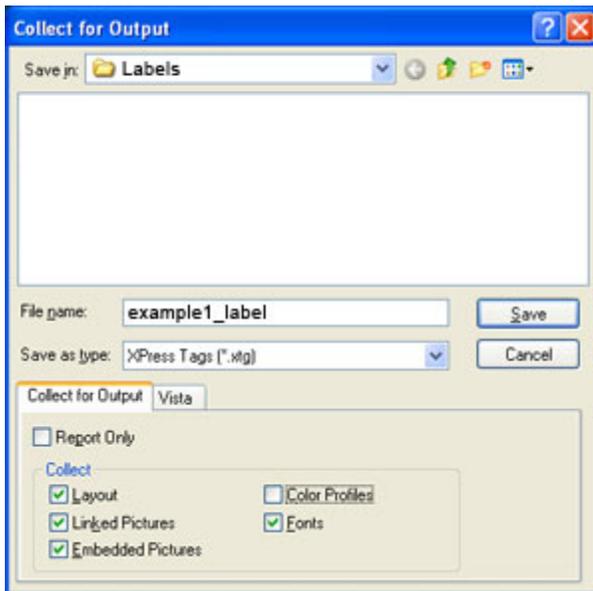
### COLLECT FOR OUTPUT:

With your artwork in its final stage, choose "Collect for Output" from the File Menu. In the following dialog box, navigate to a folder where you want to save all the files.

Please make sure the in the "Collect" section, "Layout", "Linked Pictures", "Embedded Pictures", and "Fonts" are checked.

Click Save.





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## ADOBE ACROBAT« [ pc | mac ]



A PDF File can be created using many different methods.

Some applications use a built-in PDF converter, and some do not have this functionality at all.

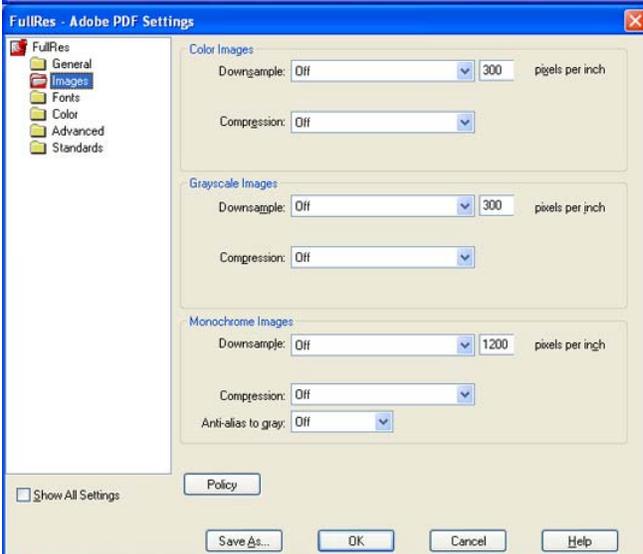
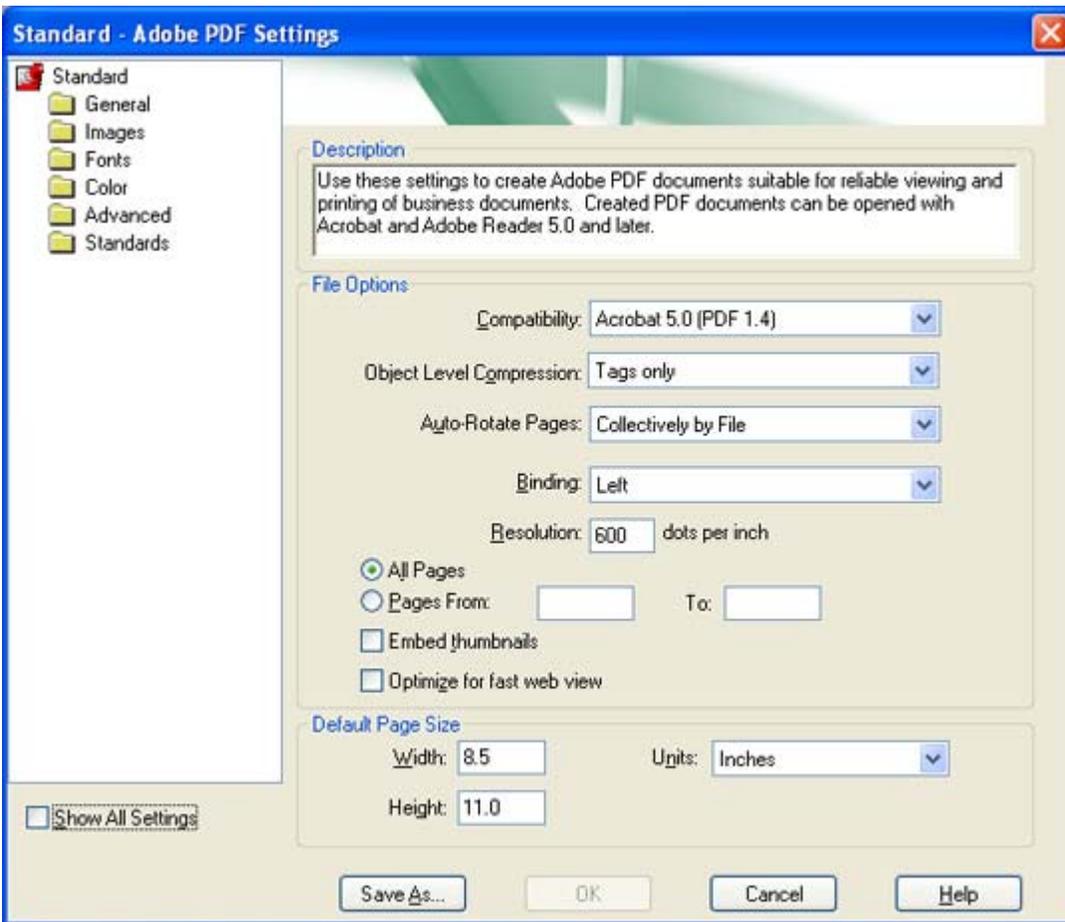
However, if you own a copy of Adobe Acrobat Professional (this is not the same as Adobe Acrobat Reader), you can create a PDF from **ANY** application that supports printing. To create a PDF, simply choose "Adobe PDF" as your printer.

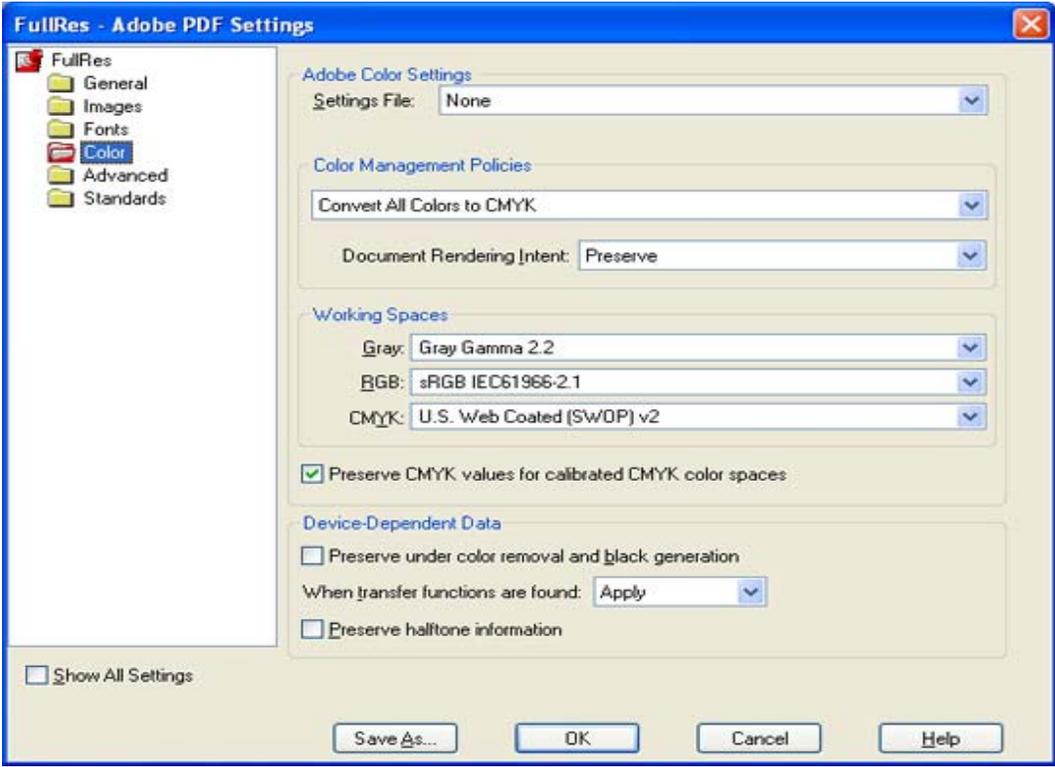
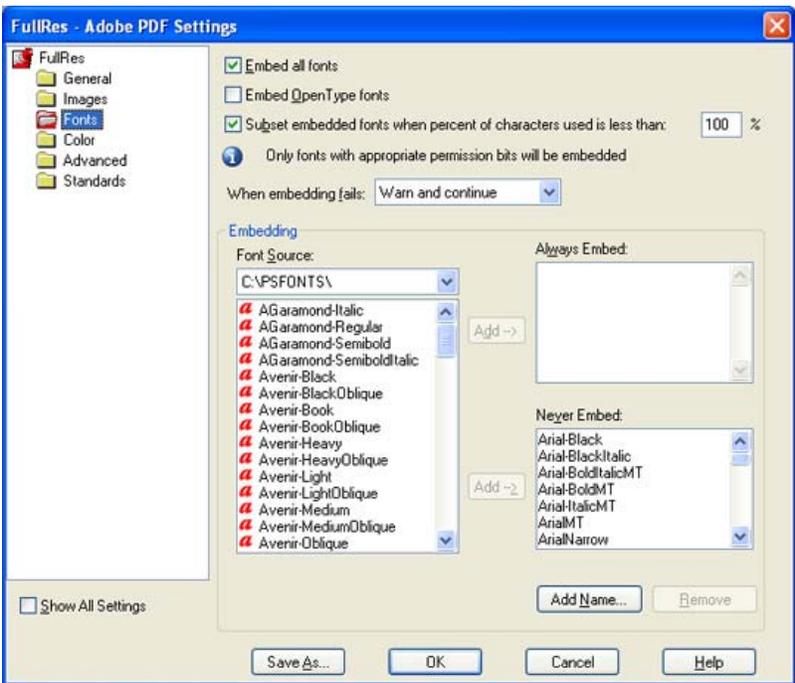
Regardless of the method you choose to use in creating the PDF, a set of similar options will be available. The instructions included on this page assume you are using Adobe Acrobat Professional. Please use these options as guide to help you determine what setting to choose in your application.

Design your artwork as you normally would while keeping in mind the specifications below about bleeds and colors.

### \* PDF SETTINGS

These snapshots are guides for printing PDF files. Use these settings to create Adobe PDF documents suitable for viewing and printing your documents. PDF documents can be opened with Adobe Acrobat and Adobe Reader.





\*Note, you may leave the options alone in the Advanced and Standard columns.



**Please look at your PDF carefully.** Results can vary based on the application that created the PDF, please open the file in Adobe Acrobat or Adobe Reader for viewing. Click on the image on the left if you DO NOT already have Adobe Acrobat Reader (Its Free).