

Artwork guidelines

Artwork Origination

Artwork should be supplied in PDF format only.

Document set up, Bleed and Safe Zone

Instructions follow for InDesign, but the same principles would apply for other software.

Document Setup - When you create a new document in InDesign, choose from one of the standard sizes or set a custom size. Each page should be saved as one document running in sequential order (ie Page 1 is front cover, and last page is back cover). **Please do not save as readers spreads.**

For PUR bound books you will need to supply a separate PDF file for the cover only and include the spine when making the artwork (The spine thickness is displayed on our price calculator).

Bleed - In InDesign, set the bleed to 3mm at Top, Bottom, Inside and Outside when you are creating a new document. If you have already created a document, you can go back and set the bleed by going to the File menu and selecting Document Setup.

To check the bleed on your document, press ctrl W (or command W on a Mac). You will see a red border 3mm outside the document page. This 3mm border is where you need to extend images outside the final page size (if they are intended to print to the edge of the page). This 3mm is then trimmed off during the print finishing process.

Safe Zone - It is recommended that all text and prominent images that are not intended to be cut off, should be placed at least 5mm inside the edge of your page (ie where it is to be trimmed), or 8mm from the spine (in the case of PUR bound books) - this is to ensure that no important detail is cut off during the trimming process (which is accurate to the nearest 1.5mm).

Document colours

Files should be produced ensuring that the colour option is set to **CMYK** (not RGB). Spot colours and RGB images will be converted to CMYK and may result in a slight colour change.

Fonts and transparency

Resolution

All non-vector artwork should be supplied at a minimum of 300dpi. This is very important as any lower resolution will result in your printed artwork being blurry and distorted. When saving artwork to PDF, you should save your artwork as follows;

Overall resolution: 2540dpi

Individual line art resolution: 1200dpi

Individual bitmap resolution: 300dpi

File format

Please supply your artwork in PDF format only.

Creating a PDF from InDesign -

From the file menu, choose 'Adobe PDF Presets'.

From the 'Export Adobe PDF' dialogue box, choose 'Marks and Bleeds' from the left hand menu.

Then tick the following two boxes:

- 'Crop marks'
- 'Use document bleed settings' checkbox (You should have already set the document bleed beforehand, see the section on 'Bleed' above).

Then export the file.

You can choose PDF/X1a, PDF/X3 or PDF/X4 - Standard setting in inDesign or Quark Express. We recommend PDF/X4