

Saddle stitching is a form of binding where all pages are bound from the outside using wire staples.

Please ensure artwork is set-up as individual pages in one PDF.

- Front Cover as Page One
- Back Cover as Last Page

DO NOT supply artwork as imposed pages or spreads.

e.g. - 24pp book should be supplied as one PDF file with 24 pages.

Art for Hard Cover Books

Cover must be supplied as a separate 4pp file.

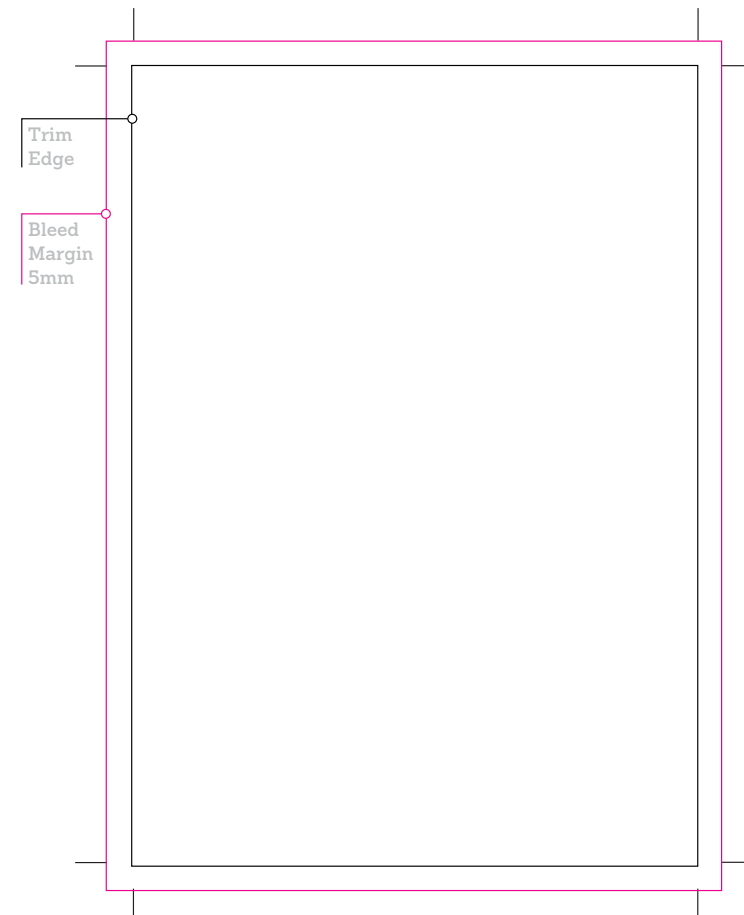
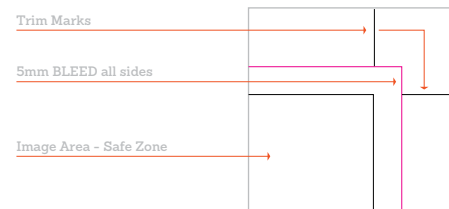
Bleed and Trim Marks

One of the most important elements in artwork!

All artwork must have 5mm bleed if you require images to bleed off the edge of the paper.

Trim marks must be included, please ensure that artwork is supplied at the correct finished size. If you require A4 books please DO NOT supply A5 artwork.

If your artwork is supplied without bleed & trim marks we will not be able to add them and you will have to re-supply the artwork.



Artwork Size

Art must be supplied at 100% final print size.

We accept only PDF Print Ready CMYK files with fonts embedded or outlined and all elements at 300dpi – NO PMS colours, RGB, LAB etc. Photos and Images MUST be converted to CMYK – DO NOT supply RGB images, include 5mm bleed and trim marks.

Please understand that you will be responsible for checking that your supplied files are correct.

We cannot accept responsibility for errors caused by incorrectly set up files.

General Design Tips

- Artwork is the correct size
- Convert all colours to CMYK **NO PMS, RGB, LAB etc**
- Photos & Images **MUST** be converted to CMYK – **Do Not supply RGB images**
- Photo-Illustration resolution 300dpi at final print size
- All links are embedded
- Transparencies are flattened
- Fonts **MUST** be embedded or outlined
- Rules in artwork at least 0.3pt and body text should be at least 8pt and avoid using non-thin-ultra light style fonts
- Text & non-bleed images should always be kept at least 10mm from the trim
- Trim & bleed marks must be included
- 5mm minimum bleed

Rich Blacks

We recommend you use a CMYK Rich Black on large areas to ensure a nice solid result.

Mixture for Rich Black

Heavier stock weights
60 / 40 / 40 / 100

Lighter stock weights
30 / 0 / 0 / 100

Selecting the Right Colours

Colour will vary during and between each print run, while we make every effort to minimise colour variation there are many factors beyond our control that affect colour.

Variations in the paper making process, constraints of printing and even different temperatures can have an effect on the colour of your finished job.

Creep

This describes the effect where the inside pages move away from the spine. The more pages, the greater the effect of creep.

This can result in the margins of the inner pages becoming progressively smaller.

We recommend you keep text and non-bleed images at least 10mm from the trims.

Folding & Scoring

To minimise cracking on folded jobs, we recommend scoring the fold lines.

Storage of Artwork

We are not able to offer an archival or retrieval service for client's artwork.