

## INSTRUCTIONS FOR THE BOOKLET ARTWORK

1) Please paste your artwork on top of the template and do not change the size or resolution – we print directly from the finished template file and this is set to the correct dimensions.

2) Please observe the key in the top left hand corner. You must supply 3mm of bleed – this is to the fine outer blue line in the template. Bleed is the extra ink beyond the point at which the paper will be chopped – this stops you getting white edges on booklets and is essential for a high quality finish.

3) The shaded blue area is a ‘no text’ area. Avoid putting any text or other important elements in this area as otherwise it runs the risk of being chopped. This includes the spines of the backliner.

4) All our templates have our CMYK printer colour profile embedded into them. This means that you will get a decent idea of how the colours will look in print (assuming your monitor is colour calibrated). You need to make sure you preserve embedded colour profiles when you open them in photoshop. Please see page 10 for more information.

5) Artwork should be supplied on top of our templates with the colour profiles preserved to get the best results. Submitting on different templates from other sources may incur extra setup fees to correct.

6) Save each file with a **unique name** as a PDF in CMYK (or Greyscale if using B+W for the inner pages).

Please flatten all the layers and rasterize. Files should be at 300dpi and without altering the size of the original templates.

CONTINUED ON NEXT PAGE.....

# BLEED:

Example of a booklet WITHOUT bleed:

Key:  
No text area  
Bleed  
Trim  
Fold

CTP Template: CD\_DPS1  
Compact Disc Booklet: Double Page Spread  
Customer: BULAVA CHORUS  
Catalogue No.  
Job Title: FRONT STANDARD BOOKLET SPREAD

Page Nos.

Bleed should be added to this line

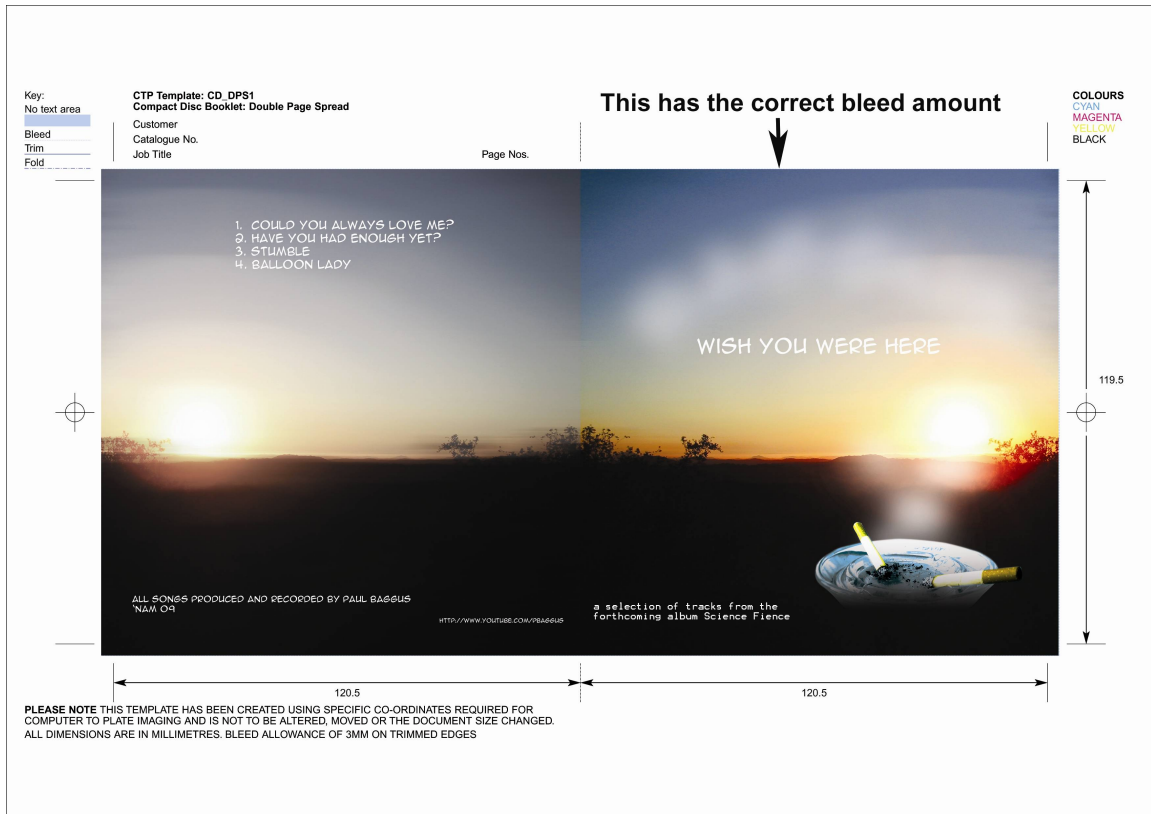
COLOURS  
CYAN  
MAGENTA  
YELLOW  
BLACK

Roman	Esterhuw
Rozanna	Madyfus
Roman	Horosiek
Katarzyna	Bunke
Pawel	Rydzak
Maria	Buczek
Wydoso	Drysiw
Maria	Senske
Jaroslaw	Skutka
Maria	Gardak
Natalia	Hunka
Vera	Tymczyszyn
Szapka	Zamiatkaj
Colinne	Sleed
Roman	Leszczyszyn
Oliga	Foszczak
Pawel	Hunka
Larysa	Swanag
Jaroslaw	Krywonos
Larysa	Hunka
Anna	Lipowitw
Jaroslaw	Madyfus
Witold	Kowalszak
Michael	Polak
Slawo	Balajo
Wolodymyr	Mochun

PLEASE NOTE THIS TEMPLATE HAS BEEN CREATED USING SPECIFIC CO-ORDINATES REQUIRED FOR COMPUTER TO PLATE IMAGING AND IS NOT TO BE ALTERED, MOVED OR THE DOCUMENT SIZE CHANGED. ALL DIMENSIONS ARE IN MILLIMETRES. BLEED ALLOWANCE OF 3MM ON TRIMMED EDGES

The above image DOES NOT have bleed. It should stretch to the fine outer blue line which you can just make out in this image.

Example of a GOOD booklet – this has the correct bleed:



NOTE: pages should be laid out in 2-page spreads. These are the page spreads required for various booklet sizes:

#### **4 page booklet**

Page 4 - Page 1

Page 2 - Page 3

#### **8 page stapled booklet**

Page 8 - Page 1

Page 2 - Page 7

Page 6 - Page 3

Page 4 - Page 5

#### **12 page stapled booklet**

Page 12 - Page 1

Page 2 - Page 11

Page 10 - Page 3

Page 4 - Page 9

Page 8 - Page 5

Page 6 - Page 7

## 16 page stapled booklet

Page 16 - Page 1

Page 2 - Page 15

Page 14 - Page 3

Page 4 - Page 13

Page 12 - Page 5

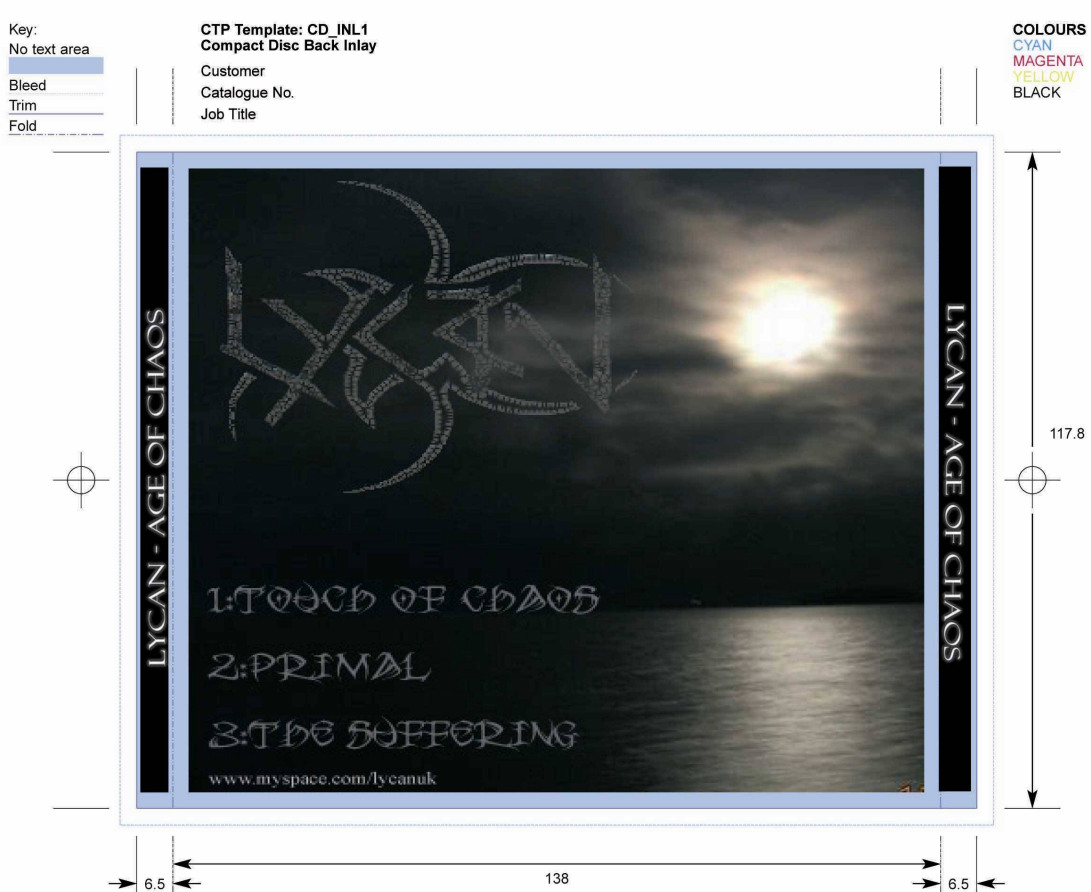
Page 6 - Page 11

Page 10 - Page 7

Page 8 - Page 9

4) Make sure no part of the original template is showing or else this will print:

Example of a BAD backliner:



PLEASE NOTE THIS TEMPLATE HAS BEEN CREATED USING SPECIFIC CO-ORDINATES REQUIRED FOR COMPUTER TO PLATE IMAGING AND IS NOT TO BE ALTERED, MOVED OR THE DOCUMENT SIZE CHANGED. ALL DIMENSIONS ARE IN MILLIMETRES. BLEED ALLOWANCE OF 3MM ON TRIMMED EDGES

The above artwork will print with the blue parts visible as well. It also has no bleed – the artwork should go all the way to the outer thin blue line.

Example of a GOOD backliner:

Key:  
 No text area  
 Bleed  
 Trim  
 Fold

CTP Template: CD\_INL1  
 Compact Disc Back Inlay

Customer: **FARFIELD RECORDS**  
 Catalogue No.: **RECLINING MUSIC INLAY**  
 Job Title

COLOURS  
 CYAN  
 MAGENTA  
 YELLOW  
 BLACK

01 Freshwater  
 02 Mountain of Light  
 03 Sonosync 58'  
 04 Aventurine  
 05 Lonely Longing  
 06 Foam 1  
 07 Aqua Vitae  
 08 A New Land  
 09 Distance  
 10 Ocean of Milk  
 11 A Moment Passed

reclining music

assume  
 horizontal  
 position

© FARFIELD Records 2003  
 © Copyright FARFIELD Records 2003  
 design by ThincTanc.co.uk  
 www.ambientmusic.co.uk

Barcode: 5 29713 00032 5

Dimensions: 138 (width), 117.8 (height), 6.5 (bleed)

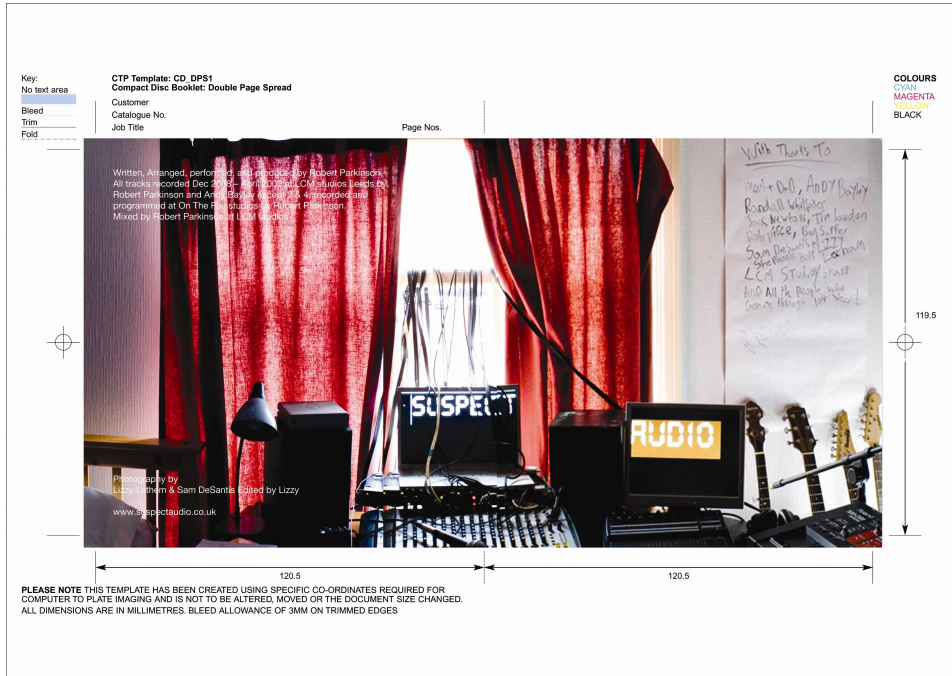
**PLEASE NOTE** THIS TEMPLATE HAS BEEN CREATED USING SPECIFIC CO-ORDINATES REQUIRED FOR COMPUTER TO PLATE IMAGING AND IS NOT TO BE ALTERED, MOVED OR THE DOCUMENT SIZE CHANGED. ALL DIMENSIONS ARE IN MILLIMETRES. BLEED ALLOWANCE OF 3MM ON TRIMMED EDGES

This is fine as it has bleed and no parts of the template are showing. Also please note that the text on the spine does not fill the full width of the spine. This is important as it allows a margin of error on the printing and folding of the spines.

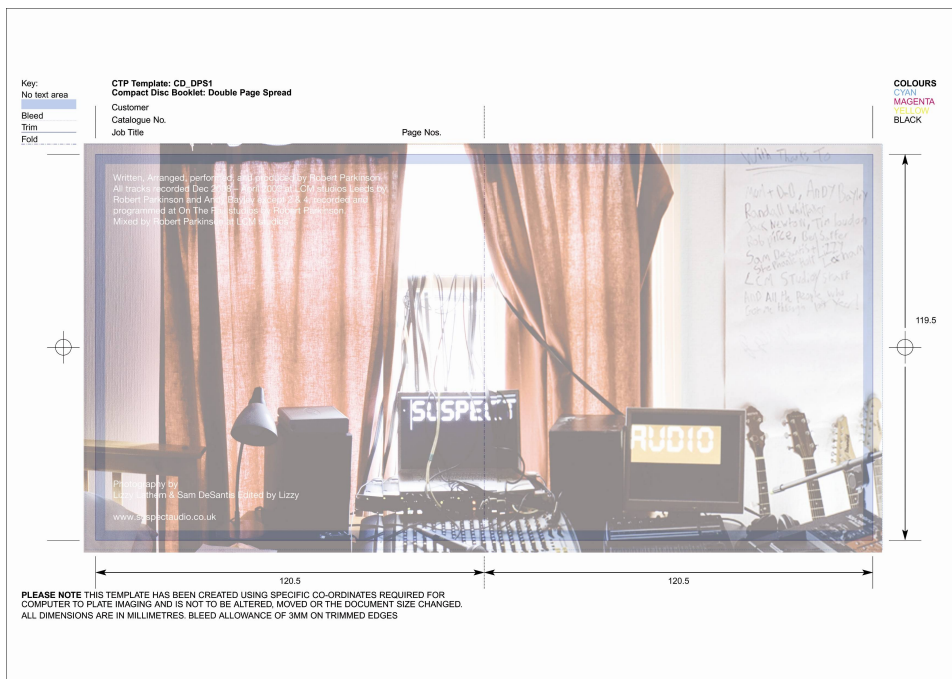
Continued on the next page.....

## NOTES ON THE “NO TEXT AREA”

The following booklet has some text too close to the edge – into the “no text area” of the template, in the top right corner:



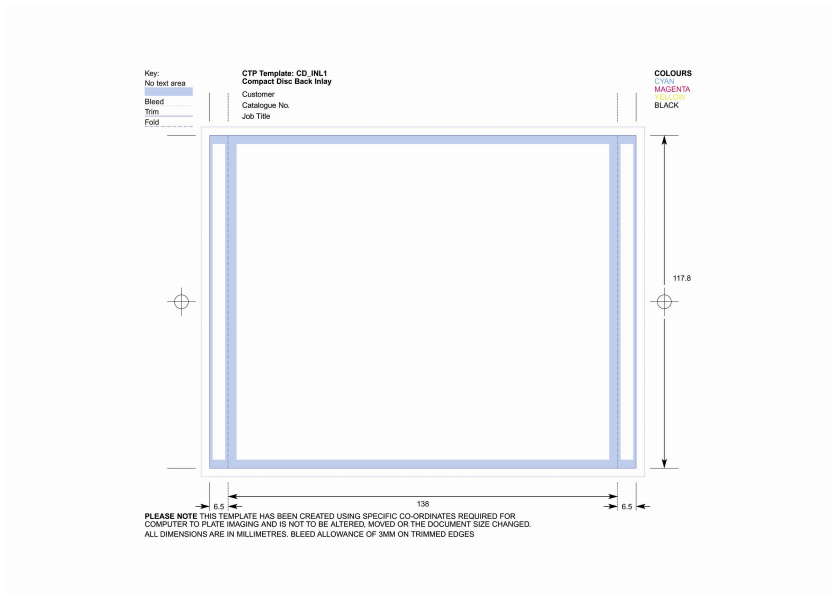
This is more obvious if we make the top layer translucent so you can see the template beneath:

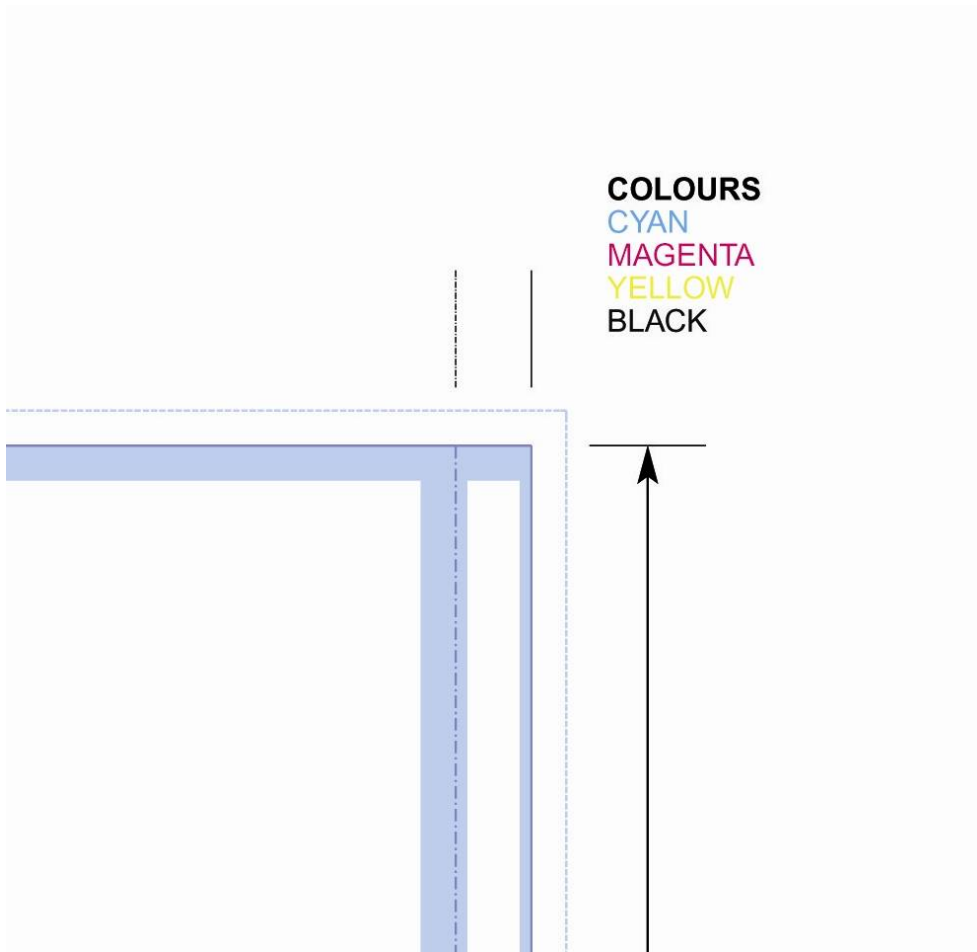




This should be avoided to prevent this text being chopped off when the paper is cut to size. Also avoid putting other important design elements too near the edge or over the “no text area”.

You should also take care to keep text out of this area on the backliner spines:





By keeping your text on the backliner spine away from the shaded blue “no text area” you will prevent the text going over the fold of the spine or being chopped off.

All of these provisions are to allow for the slight image drift and margin of error which is present in all printing processes.

Continued on the next page.....

**This is more advanced information for designers.**

## **1) INK LIMITS**

Because we are using a digital print engine (high specification Xerox Laser Printer) then ink limits are not always as important as when designing for litho printing. This is because the laser printer uses powdered toner instead of wet ink.

HOWEVER....

There are occasions when limits should be taken into account to avoid unwanted effects:

### **a) White text on a solid black background:**

You can get a richer black colour by mixing in the 3 colours: CYAN, MAGENTA and YELLOW as well.

In photoshop the default black is:  
CYAN 90%, MAGENTA 89%, YELLOW 85% and BLACK 94%

We don't know how they came up with this figure – probably more for screen than print usage. It is OK on its own, or as part of a dark photo but if you wish to have small text in white on the black then the text usually ends up with some colour bleeding into it. A better rich black to use in these situations is:

CYAN 40%, MAGENTA 40%, YELLOW 40% and BLACK 100%

Or you can print in greyscale only with just black at 100% and no other colours. The text will be sharper with black only but the black may not look as deep and rich as it does with the CMY added.

### **b) Black text on white or coloured background**

If you are using black text it makes sense to make sure it is done as black only, so C=0, M=0, Y=0, K=100 . This ensures the crispest text quality. As above the default Photoshop black is best avoided.

## **VERY IMPORTANT**

When setting up colours as above make sure you have started by using our templates with our CMYK profile embedded. Otherwise when we convert to our profile to print there may be some shift in the colour values you used.

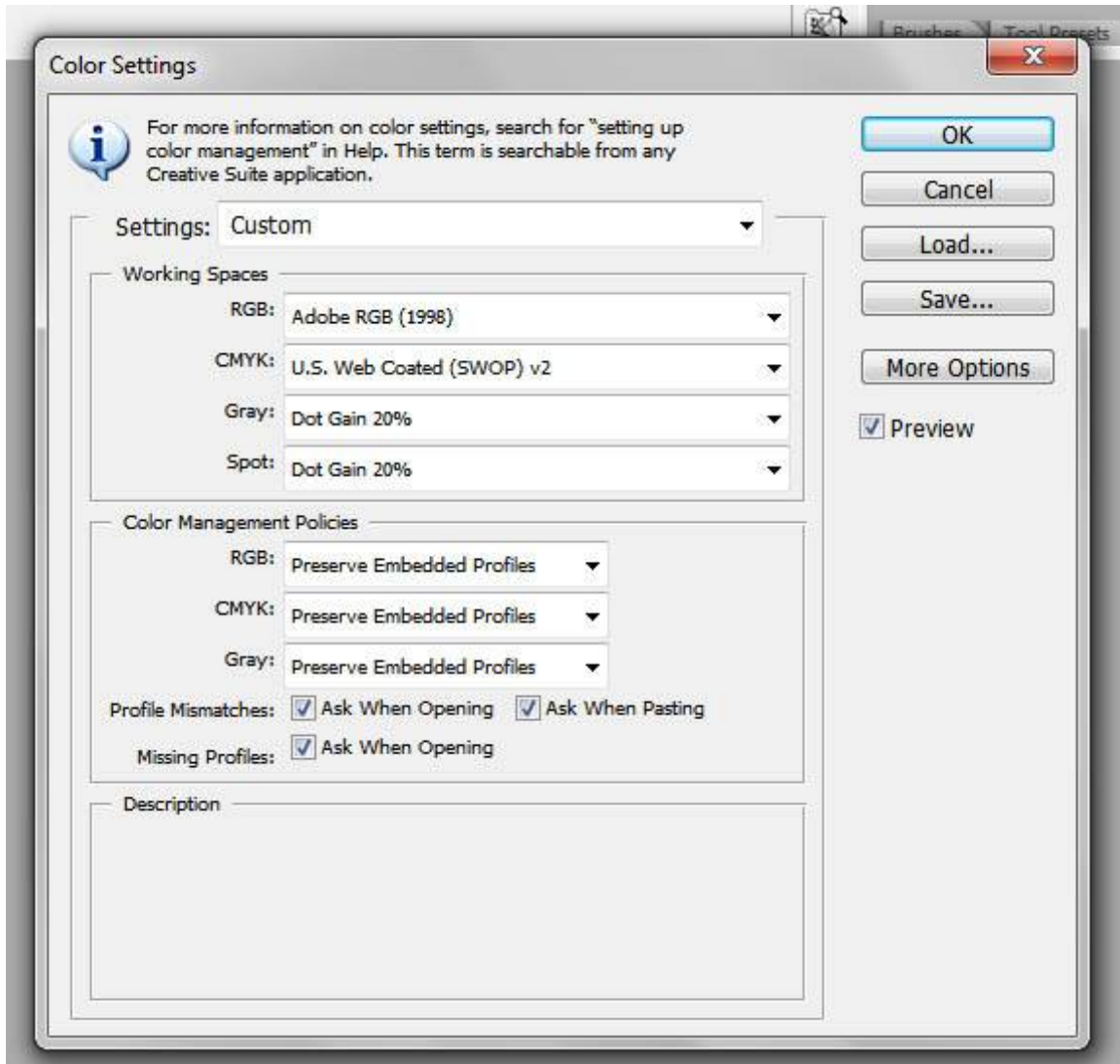
## **2) PALE COLOURS**

We find that solid blocks of pale greys, pale blues and beige colours print least well on our print engine (and the same is true for most laser prints). It's not always the case so it's best to check a sample print with us if you intend to use

something like this.

### 3) Photoshop Colour Profile Settings

In Photoshop go to “Edit > Colour Settings”



The important thing to do is make sure “preserve embedded profiles” is selected. We also have all the profile mismatches boxes checked so as to get a warning message and the option of what to do. Feel free to email us for more info on this if necessary.