



Your guide to

# HARDCOVER LAYFLAT BOOKS

SETTING UP AND SUPPLYING YOUR ARTWORK

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Layflat books give you a stunning finish with no part of the page lost in the spine. They open fully to reveal every millimetre of the content within.

We want your book to look it's very best when your order arrives which is why we have put together this guide to help you achieve the best results possible. Following this guide will also help to avoid any frustrating delays on your order by reducing any artwork issues.

Creating artwork correctly for Layflat Books isn't easy for everyone, particularly if you have little to no experience in design and print.

**We strongly recommend** that as well as referring to this guide, you download our artwork templates (available as InDesign and PDF files) and use them to produce your design artwork.

## The spine

The spine width of a Layflat Book varies from **11mm up to 24mm** depending on the number of pages required and the thickness of the paper stock you choose.

Our spine calculator works this out for you when you build your book on our website.

**!** Please ensure you take note of the spine width. You **must** amend your artwork to this width.

This measurement is calculated on our product page when you choose your **number of pages**. The measurement can also be found in your **email order confirmation** and in **your account (orders)**.

## Number of pages

The minimum number of pages is **32** and the maximum is **120** pages **including your cover**.

The total number of pages in a Layflat Book **must** be in multiples of 2.

For example your book could contain: 32, 34, 36, ... 116, 118, up to 120 pages.

## Available sizes & orientation

**A4** Portrait and landscape (210 x 297mm)

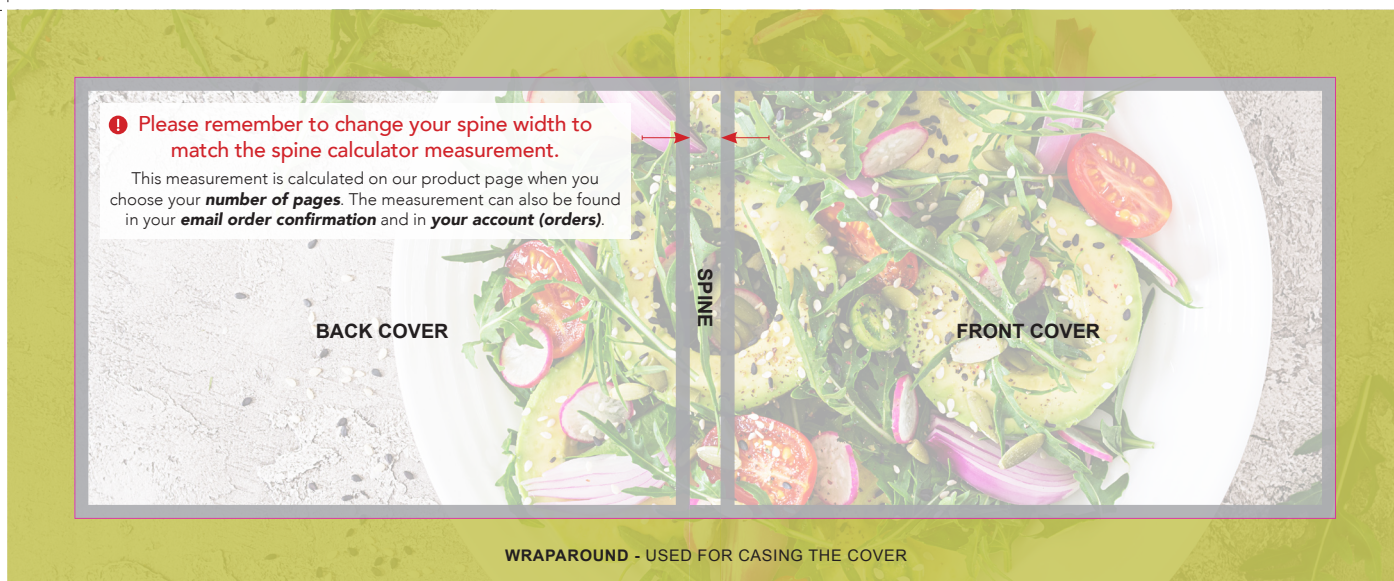
**A5** Portrait and landscape (148 x 210mm)

**Square** (210 x 210mm)

**Bespoke size** Via 'request a bespoke quote'

# SETTING UP YOUR COVER ARTWORK

In the example below we show: *Hardcover A5 Landscape with 11mm spine*



Example shown:  
Layer window (InDesign)

Once your design is complete, please remove the 'Guide' layer. **Failure to remove will result in the guide layer printing over your artwork design.**



Example shown:  
Export PDF window (InDesign)

**IMPORTANT:** To ensure your artwork is not rejected please export your cover pages file as 'Spreads' (not pages)

## Finished size

This is the finished size of your Layflat Book Cover once it has been finished and wrapped. Anything outside of this area is needed for bleed and finishing.

## Safe area (5mm)

We recommend keeping important content like text, images, logos and other 'live matter' inside the white area.

**Why?** There is always a small amount of movement during our finishing process and keeping items out of this safe area ensures that they don't accidentally get cut off.

## Wraparound (24mm)

Please extend your artwork into this section. Anything within this area will be used as a wraparound for the casing of the cover. The majority of the wraparound will be covered/hidden by the pastedown pages.

**Why?** To make the cover on our Layflat Books, we need a large wraparound area. We require 24mm on all sides of the cover spread. Please do not include any important content within this area.

## Colour

To get the best printing results, ensure your artwork and images are **CMYK**. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

## Fonts

To eliminate any font issues please ensure all your fonts are 'Embedded' or 'Converted to outlines' before creating your PDF print file.

## Image resolution

For optimum image print quality please ensure all your images are **300dpi to 450dpi**. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes.

## Crop marks and bleed

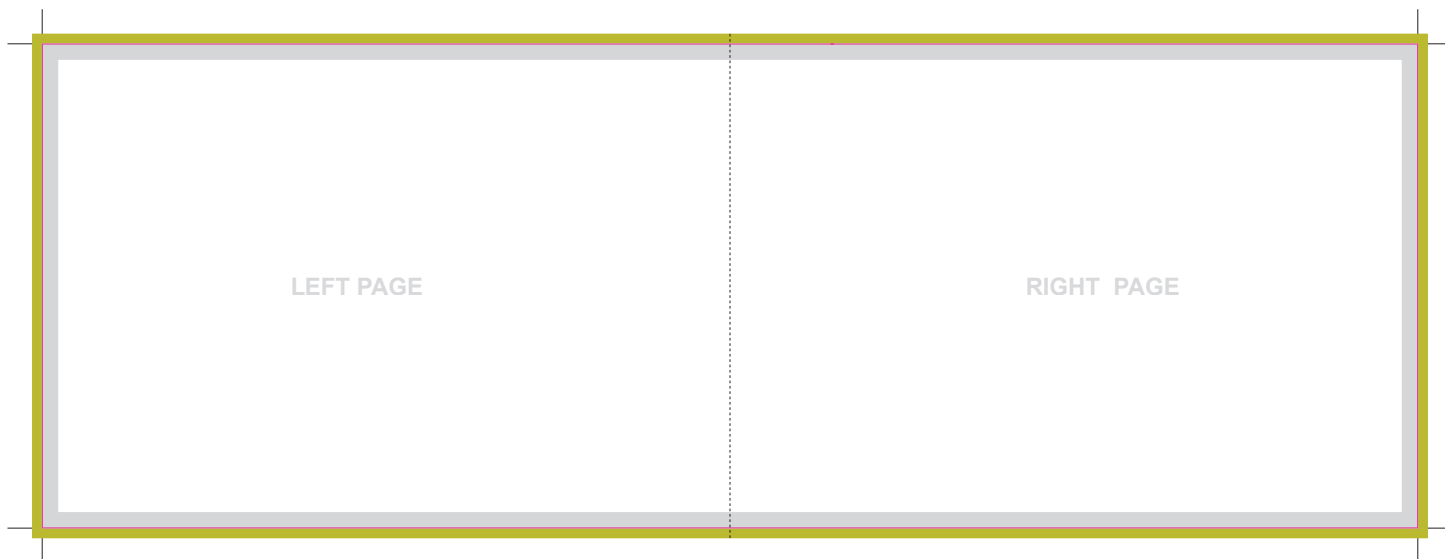
Please ensure you include 'crop marks' (offset 10mm) and 'document bleed' when exporting your artwork file to PDF.

## File format

Please supply file as: **Adobe PDF (Print)** format. Ideally: PDF/X-1a: 2001

# SETTING UP YOUR INNER PAGES ARTWORK

In the example below we show: *A5 Landscape (spread)*



Example shown:  
Layer window (InDesign)

Once your design is complete, please remove the 'Guide' layer. **Failure to remove will result in the guide layer printing over your artwork design.**



Example shown:  
Export PDF window (InDesign)

**IMPORTANT:** To ensure your artwork is not rejected please export your cover pages file as 'Pages' (not spreads)

## Finished size

This is the finished size of your Layflat Book inner pages once it has been finished and trimmed. Anything outside of this area is needed for bleed and finishing.

## Safe area (5mm) / Gutter (10mm)

We recommend keeping important content like text, images, logos and other 'live matter' inside the white area.

**Why?** There is always a small amount of movement during our finishing process and keeping items out of this safe area ensures that they don't accidentally get cut off.

## Bleed (3mm)

We require 3mm on all sides. Please do not include any important content within this area. Please extend your background artwork into this section.

**Why?** There is always a small amount of movement during our finishing process and extending your design into the 3mm bleed area compensates for this movement to give a perfect finish.

## Colour

To get the best printing results, ensure your artwork and images are **CMYK**. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

## Fonts

To eliminate any font issues please ensure all your fonts are 'Embedded' or 'Converted to outlines' before creating your PDF print file.

## Image resolution

For optimum image print quality please ensure all your images are **300dpi to 450dpi**. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes.

## Crop marks and bleed

Please ensure you include 'crop marks' (offset 10mm) and 'document bleed' when exporting your artwork file to PDF.

## File format

Please supply file as: **Adobe PDF (Print)** format. Ideally: PDF/X-1a: 2001

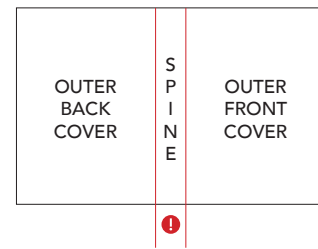
## CREATING YOUR PRINT READY PDF FILES

Please supply your artwork to us as 2 PDF files. **One** file for your covers. **One** file for your inner pages.

### PDF file 01 - Covers

One file containing front, spine and back covers. Your file should consist of 1 page.

**IMPORTANT:** To ensure your artwork is not rejected please export your covers file as **'Spreads'**. Your PDF file should resemble the illustration to the right and contain 1 page.



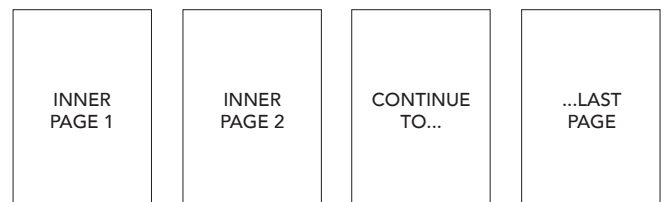
**!** Please remember to change your spine width to match the spine calculator measurement.

This measurement is calculated on our product page when you choose your **number of pages**. The measurement can also be found in your **email order confirmation** and in **your account (orders)**.

### PDF file 02 - Inner pages

One file containing all your inner pages as single pages running in numerical order from your 1st page to your last page.

**IMPORTANT:** To ensure your artwork is not rejected please export your inner pages file as **'Pages'** (not **spreads**). Your PDF file should resemble the illustration to the right.



### Pastedown pages

**Page 1 & last page.** These pages are glued to the inside front and back covers. Commonly known as the 'Front Pastedown' and 'Back Pastedown'.

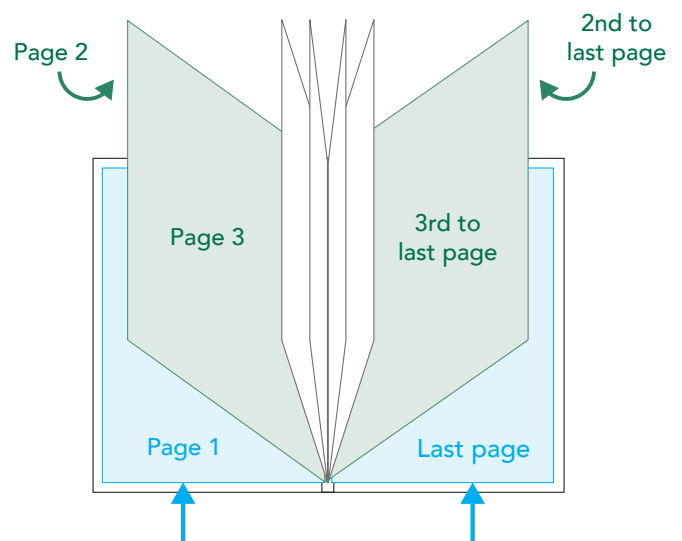
It's entirely up to you what you put on these pages depending on your book design. Some prefer to keep these pages blank. Some prefer to add content on these pages.

### Endpaper pages

**Pages 2/3 & 3rd/2nd last pages.** These pages are commonly known as the 'Endpapers'.

It's entirely up to you what you put on these pages depending on your design. Some prefer to keep these pages blank. Some prefer to add content on these pages.

**You must always include **pastedown** and **endpaper** pages in your page count even if you are leaving them blank.**



**Note:** Page 1 & last page are glued to the inside covers (Pastedown pages)

## TEMPLATES

We strongly recommend that as well as referring to this guide, you download our artwork templates and use these to produce your design artwork. These templates are available to download as InDesign and PDF files.

### Available templates

#### Portrait templates:

A4 Portrait (210 x 297mm)

A5 Portrait (148 x 210mm)

#### Landscape templates:

A4 Landscape (297x 210mm)

A5 Landscape (210 x 148mm)

#### Square templates:

210 x 210mm


#### Custom size template:

Bespoke sizes are unknown and could have many configurations therefore we can't offer templates for bespoke sizes. You will be required to set up your own artwork using this guide. **We recommend** downloading the closest template to your size and adapting it to suit your bespoke size.

### If using our InDesign template

Place your design within the 'Artwork' layer and delete the 'Guide' layer before exporting to your print ready PDF.

**IMPORTANT:** Failure to remove the 'Guide' layer provided in our template will result in the guides printing over your artwork design.

 Please ensure you take note of the spine width, and download the correct template. You **must** supply your artwork with the correct spine width.

This measurement is calculated on our product page when you choose your **number of pages**. The measurement can also be found in your **email order confirmation** and in **your account (orders)**.

### If using our PDF template

Delete all references to the template in your artwork file before exporting to your print ready PDF.

**IMPORTANT:** Failure to remove any template information will result in the template printing on your artwork design.

# RESOLVING COMMON ARTWORK REJECTION ISSUES

Once you have created your order and uploaded your print ready PDF, it will be processed using the latest automated pre-press technologies. The PDF will be assessed for quality to ensure your order is produced to the highest possible standard. The PDF will also be checked against the order specification to highlight any possible discrepancies between the order and the artwork supplied.

The vast majority of Artwork Issues are caused by a few common errors:

## Trim

*The PDF trim dimensions do not match your order specification. I.e. A4 (210 x 297mm) PDF supplied but A5 (148 x 210mm) was ordered.*

## Bleed (excluding products with wrap)

*We require 3mm bleed on all artwork. This is the area that extends beyond the trim box (finished size). Bleed is required to allow for movement on the guillotine (cutting process) and avoids white or unprinted edges.*

## Spine (PUR, Casebound & Layflat Books)

*Missing spine or inaccurate spine width.*

## Image Resolution

*Low resolution images are likely to appear blurred or pixelated when printed. Ideally all images should be supplied to 300 dpi as standard to maintain quality of reproduction.*

## How to resolve

Please ensure you download the correct size template for your order or amend your order specification to match your PDF artwork.

## How to resolve

Please ensure you download one of our templates. Alternatively, if you are creating a new document using InDesign, input 3mm bleed (top, bottom, left & right).

When exporting your Print PDF, check your export settings are correct by navigating to: Marks and Bleeds > Bleed and Slug > 'tick' Use Document Bleed Settings.

## How to resolve

Please download the appropriate template and adjust the spine width using the spine width calculator. Ensure document is supplied as a spread including the front, spine and back pages.

## How to resolve

Dots per inch (dpi) is effected when images are scaled in your chosen software (e.g. InDesign). This is potentially problematic when making small images larger. If an image is 300dpi but scaled to a larger size the dpi will decrease proportionately.

To check dpi of your images in e.g. InDesign, select an image and navigate to the info panel (F8- Keyboard). The effective ppi indicates the resolution of the images after scaling. Don't worry if the resolution is more than 300 ppi (dpi), it will be optimised when the file is exported. However, images with low resolution cannot be optimised to be a higher resolution. If you have concerns regarding the resolution of your images, the best thing to do is use alternative images that are of a higher resolution.