



Your guide to

SOFTCOVER LAYFLAT BOOKS

SETTING UP AND SUPPLYING YOUR ARTWORK

Compared to their casebound cousins, a softcover layflat book is a budget-friendly way to print a photobook or personalised note book whilst getting the same seamless, perfect internal finish. With a spine that allows the pages to lay completely flat, the content within isn't compromised.

We want your book to look it's very best when you receive your order 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, particularly on Layflat Books isn't easy for everyone, particularly if you have little to no experience in design and print. We hope this guide is of help to you.

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.

The spine

The spine width of a Layflat Book varies from **7mm up to 20mm** 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.

Number of pages

The minimum number of pages is **28** 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:
28, 30, 32, ... 116, 118, up to 120 pages.

Available sizes & orientation

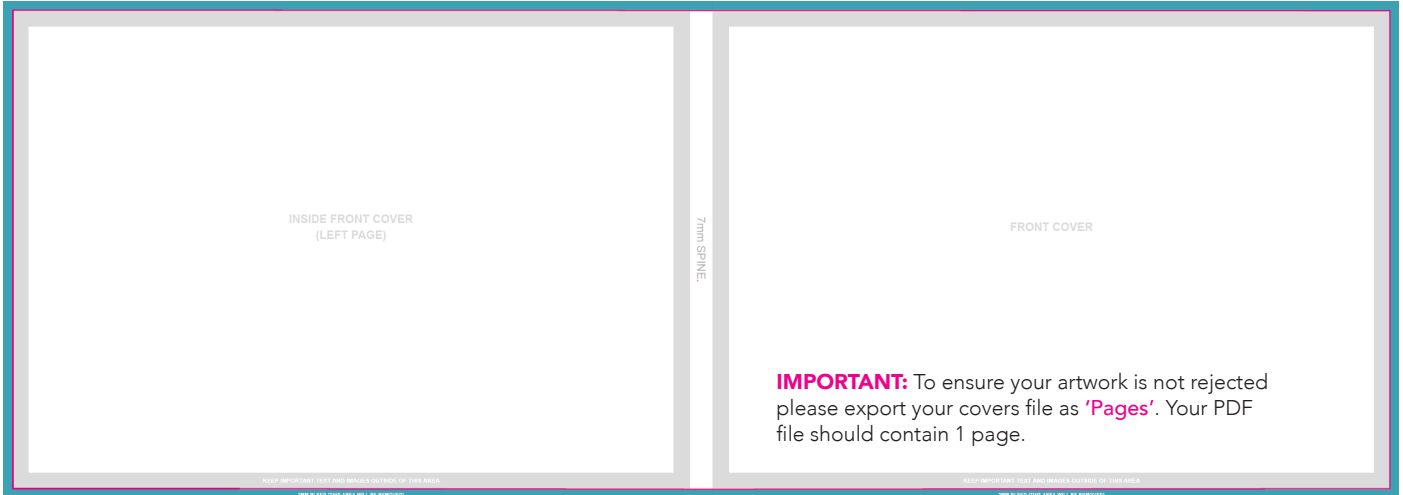
A4 Portrait and landscape (210 x 297mm)

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 above example we show: *A5 Landscape with 7mm spine*

Finished size □

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

Safe area (5mm) ■

We recommend keeping text and images out of the grey area, remaining in white box.

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 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 possible printing results please ensure all your artwork and images are **CMYK**. If you use RGB in any element of your artwork we will automatically converted them to CMYK.

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 or higher**. Anything lower than this will give poor image quality.

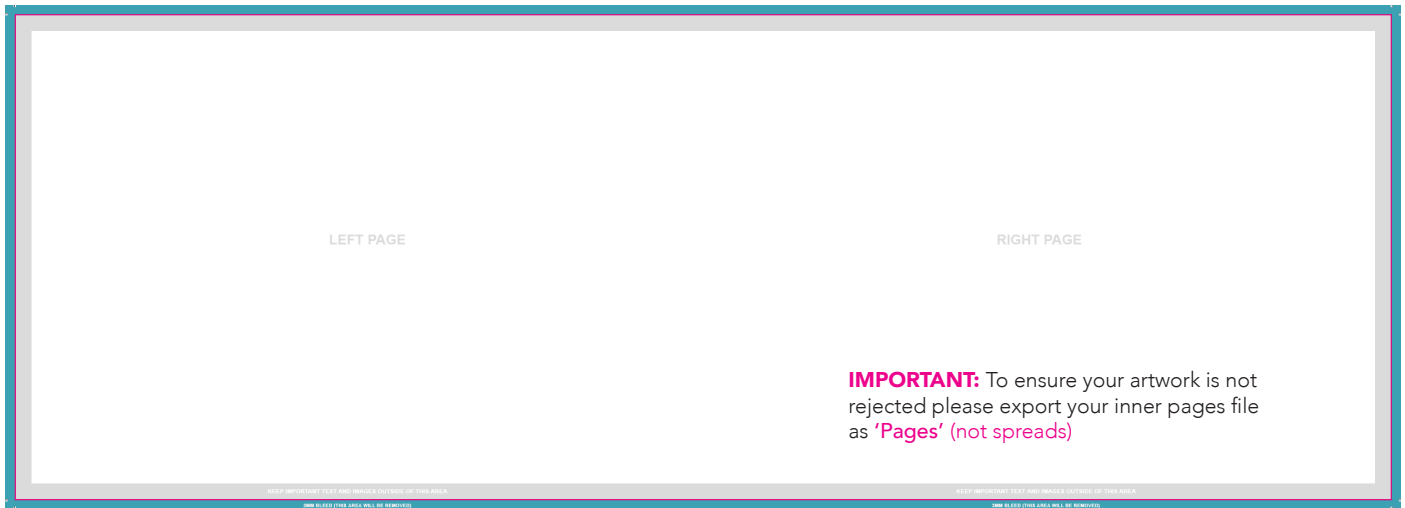
Crop marks and bleed

Please ensure you include **'crop marks'** and **'document bleed'** when exporting your artwork file to PDF.

File format

Please supply all files as PDF format.

SETTING UP YOUR **INNER PAGES** ARTWORK



In the above example we show a spread for: *A5 Landscape*

Finished size

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

Safe area (5mm)

We recommend keeping text and images out of the grey area, remaining in white box.

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 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 possible printing results please ensure all your artwork and images are **CMYK**. If you use RGB in any element of your artwork we will automatically converted them to CMYK.

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 or higher**. Anything lower than this will give poor image quality.

Crop marks and bleed

Please ensure you include **'crop marks'** and **'document bleed'** when exporting your artwork file to PDF.

File format

Please supply all files as PDF format.

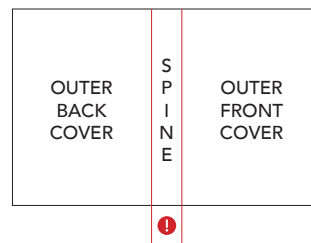
CREATING YOUR PRINT READY PDF FILES

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 '**Pages**'. Your PDF file should resemble the illustration to the right and contain 1 page.



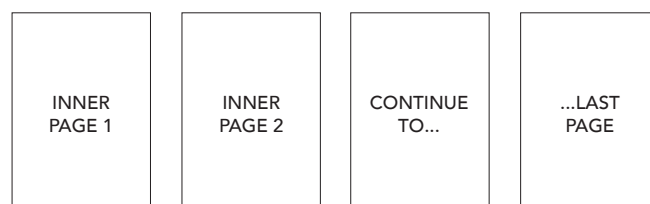
! Please remember to change your spine width to match the spine calculator measurement.

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.



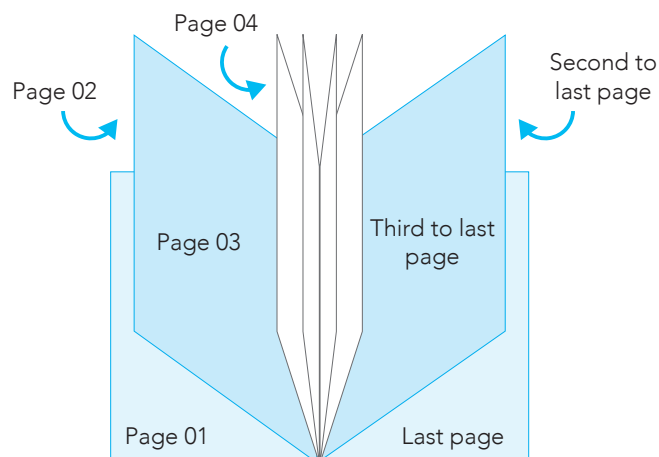
Page count must be in multiples of 2

End papers

Inner pages 1, 2 & 3. Some people like to keep these pages blank (white paper) and start their inner page content on page 4. These pages are commonly known as 'end papers'. You can still add a background colour or a graphic to these pages, it's entirely up to you what you put on them.

Last 3 inner pages. Some people also like to keep these pages blank (white paper) or add a background colour or a graphic to these pages it's entirely up to you what you put on them.

You must always include these pages in your page count even if you are leaving them blank.



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:

Square (210 x 210mm)

Bespoke 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.



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 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.

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.