



Your guide to

# PERSONALISED NOTEBOOKS & JOURNALS

## SETTING UP AND SUPPLYING YOUR ARTWORK

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Custom printed notebooks and journals are great for everything from taking notes to keeping track of daily activities. Help employees stay on track with a branded weekly planner, or gift personalised journals to customers at events and visits for a year-round promotional tool that will keep your brand firmly in their minds.

We want your Personalised Notebooks & Journals to look their 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 print 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.

### Available sizes & orientation

**A5** Portrait (158 x 220mm)

## SETTING UP YOUR COVER ARTWORK

In the example below we show: *Hardcover A5 Potrait*



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 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.

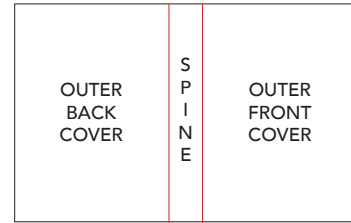
## File format

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

## CREATING YOUR PRINT READY PDF FILES

Please supply your artwork as 1 file containing the outer back cover, spine and outer front cover.

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



## 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:

A5 Portrait (158 x 220mm)

#### 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.

# 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, Journals & 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.