

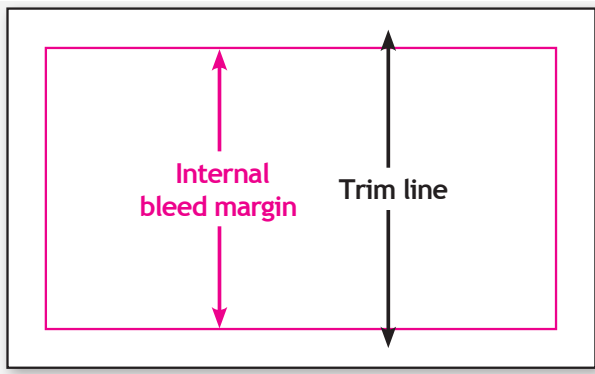
### UNDERSTANDING BLEED:

**! IMPORTANT:** These instructions are applicable for Wirebound Books only. Do not use these instructions for Wirebound Calendars, Saddle Stitched or Perfect Bound Books.

If you are supplying press ready artwork you need to understand how to setup your bleed correctly. This template has pre-set internal bleed margins to help you correctly prepare your artwork.

You need to carefully follow these instructions when preparing your artwork.  
 Failure to do so may result in artwork incorrectly prepared for print.

When you open up the template file you will be greeted with guides similar to the diagram below:



The **black guide** is the trim edge. This is the line along which your printing will be trimmed.

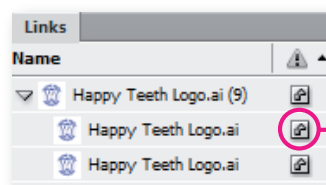
The **magenta guide** is the internal bleed margin. All artwork must be kept within the internal bleed margin. Any text or images that extend beyond the internal bleed margin risk being trimmed off during finishing.

**! Please note:** We recommend all images should be set to 300 dpi. Images with a resolution of less than 250dpi may appear pixilated, blocky or blurry when printed even if they appear clear and sharp on screen. Increasing the resolution higher than 300dpi just results in bloated files with no improvement in print quality.

### USING THE ADOBE INDESIGN TEMPLATE:

1. Open the template.
2. If you cannot see the guides make sure guides are turned on.  
 To do this go to View > Grids and Guides. Ensure that Hide Guides is NOT ticked.
3. Create your design.
4. Ensure you have followed all instructions in the above section titled 'Understanding Bleed.'

5. Embed all images in the links panel.  
 To do this go to Windows > Links. Select all of the images you wish to embed and from the menu in the upper right hand corner of the links panel select 'Embed Link'



This symbol indicates your link is correctly embedded.  
 If this symbol is not showing in your links panel you have not correctly embedded your linked image and it may not print correctly.

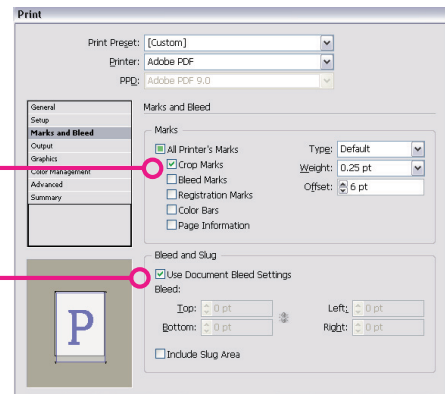
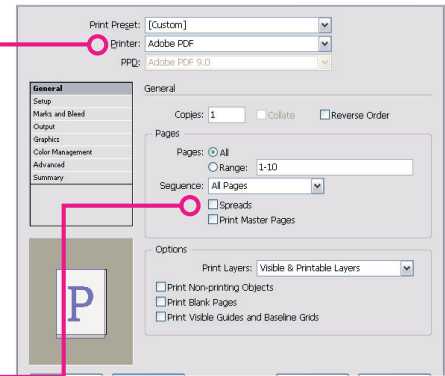
6. Embed your fonts. If you don't understand how to or are otherwise unable to embed your fonts you will need to convert your text to outlines.

To do this first select the text you want to outline and go to: Type > Create Outlines.

See next page for Creating a PDF of your Artwork >

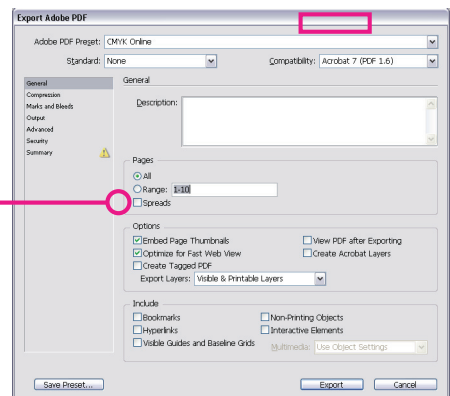
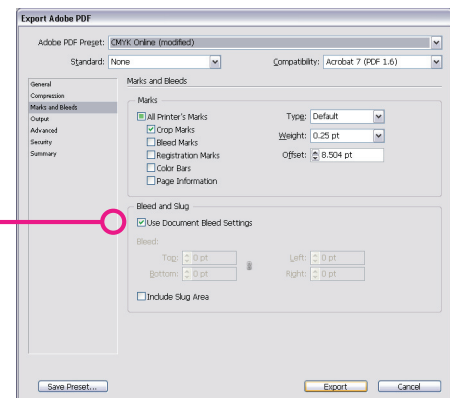
Where possible we always prefer artwork to be provided as a press ready PDF. To create a PDF from your InDesign file please follow the instructions below:

1. Go to **File > Print > select Adobe PDF** as the printer.
2. Please ensure that 'spreads' in the General section is **NOT** ticked.
3. Please ensure that 'use document bleed settings' and 'crop marks' in the marks and bleed section ARE ticked.
4. Click on **Print**.
5. *Please carefully check the resulting PDF before uploading your artwork.*



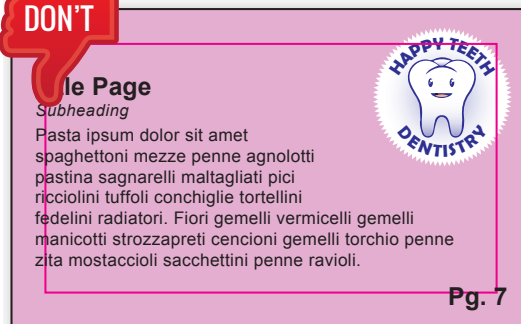
If you do not have the capability to print a PDF (if you do not have Adobe Distiller installed), please:

1. Export your artwork as a PDF.  
To do this go to **File > Export**.
2. Save as type > **Adobe PDF**.
3. Click on **Save**.
4. Please ensure that 'use document bleed settings' in the marks and bleed section IS ticked.
5. Please ensure that 'spreads' in the general section is **NOT** ticked.
6. Click on **Export**.
7. On the Graphics pane ensure **Fonts > Download** is set to 'Complete' and that 'Download PPD Fonts' is ticked.
8. *Please carefully check the resulting PDF before uploading your artwork.*



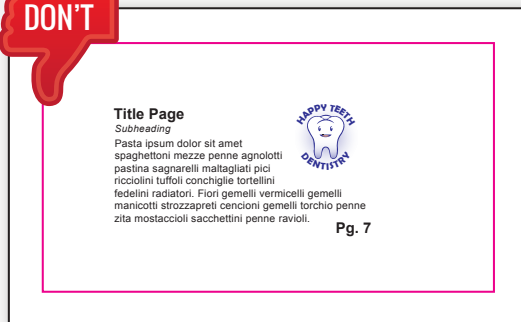
**Please note:** You can download our job options file from our website and print your PDF using our job options file. By distilling your artwork with our job options file you may see possible errors in how your artwork has been set up before you supply the artwork to us. For the best results, PDF files should be created using Adobe Acrobat Distiller.

# ARTWORK DO'S and DON'TS



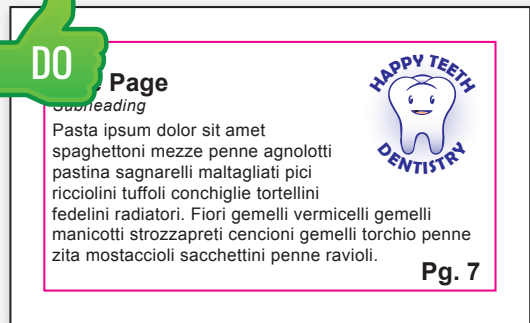
## Bleed

Wirebound books cannot have external bleed (artwork that extends to the trim edge). All artwork on wirebound books must be kept at least 10mm in from the trim edge.



## Artwork Size

Make sure your design is the right size or it may be automatically resized which may distort your artwork.



## Image Resolution

Make sure all images and rasterized text are 300dpi when placed at 100% so they won't look blurry or pixelated when printed.