

Inner Cover

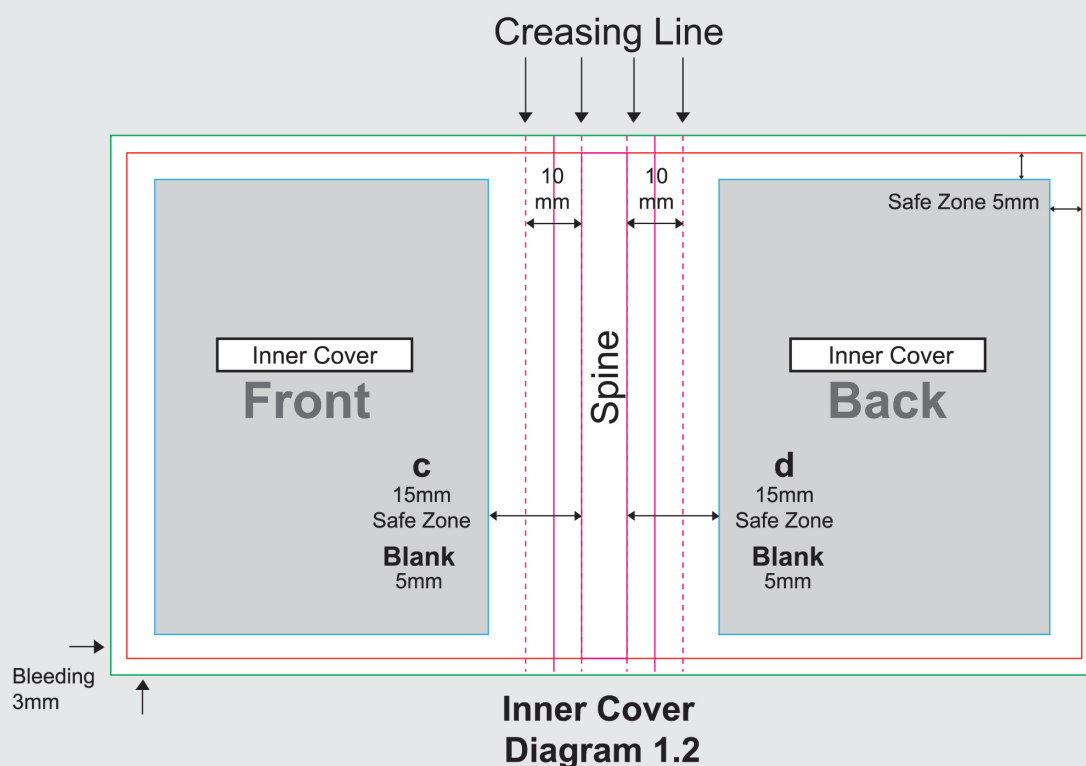
- ▶ **Bleeding** : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 1.2*
- ▶ **Safe Zone Area** :
 - (i) **Allocate 5mm** (inwards from Trim Size) along all sides EXCEPT for the sides along the spine. *Refer Diagram 1.2*
 - (ii) **Allocate 15mm** for the sides along the spine (15mm away from spine). *Refer (c) and (d) in Diagram 1.2*

Note: Ensure all important text and image **DO NOT GO OVER** the safe zone area.

- ▶ **Creasing Line** : The creasing line will be made at the 10mm point from spine.

Note : Spine **CANNOT** contain any artwork
 : For Inner Cover, 5mm from spine **MUST** be blank (no artwork)

- ▶ **Optional Finishing** : Only Gloss Water Based Varnish



USE OF PRODUCT SIZE TEMPLATE

1. **PLEASE USE OUR PRODUCT SIZE TEMPLATE** to ensure you prepare your artwork correctly.
2. If your booklet has blank pages, leave the pages empty but remember to remove all guidelines before submitting your artwork file.

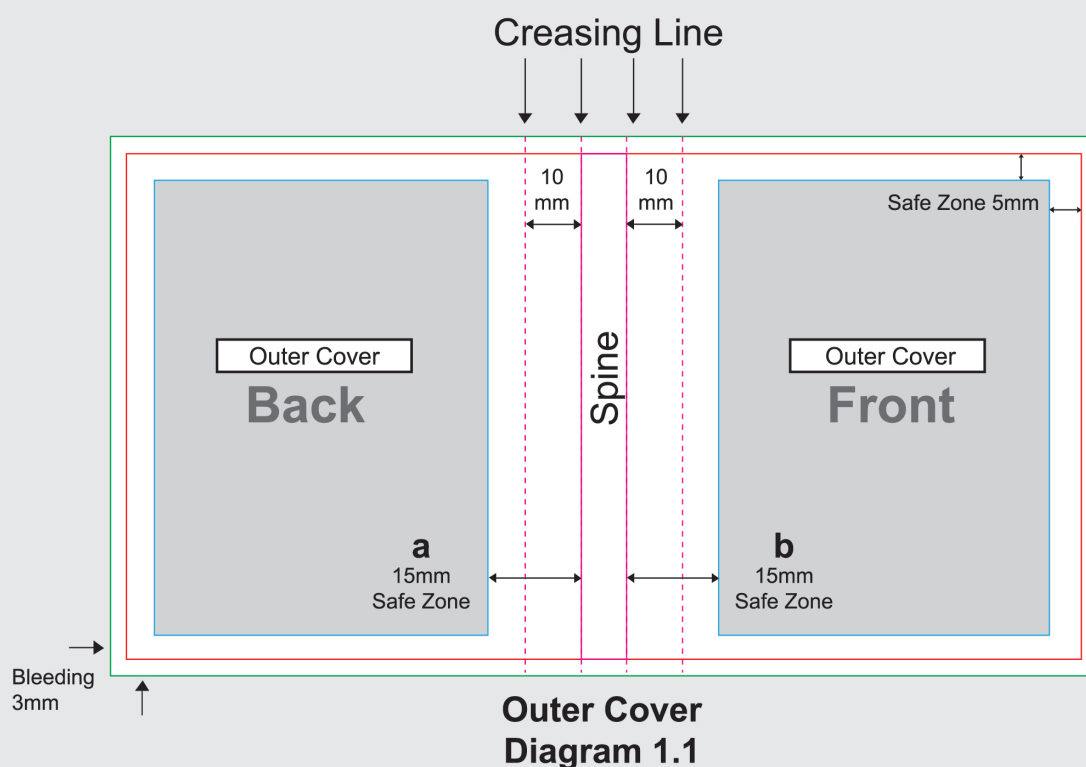
ARTWORK PREPARATION

Outer Cover

- **Bleeding** : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 1.1*
- **Safe Zone Area** :
 - (i) **Allocate 5mm** (inwards from Trim Size) along all sides EXCEPT for the sides along the spine. *Refer Diagram 1.1*
 - (ii) **Allocate 15mm** for the sides along the spine (15mm away from spine). *Refer (a) and (b) in Diagram 1.1*

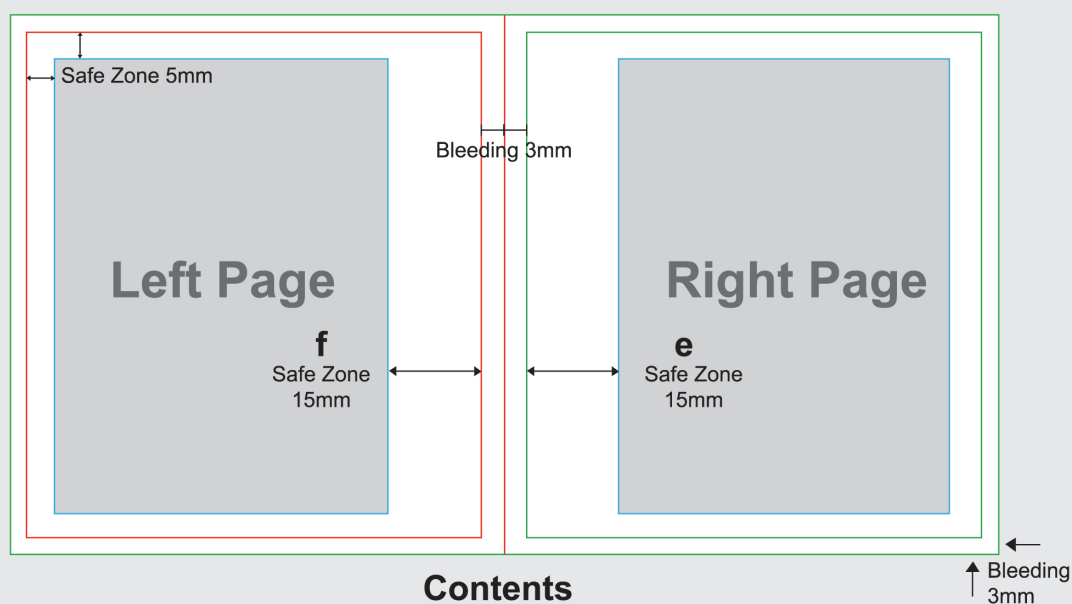
Note: Ensure all important text and image **DO NOT GO OVER** the safe zone area.

- **Creasing Line** : The creasing line will be made at the 10mm point from spine.

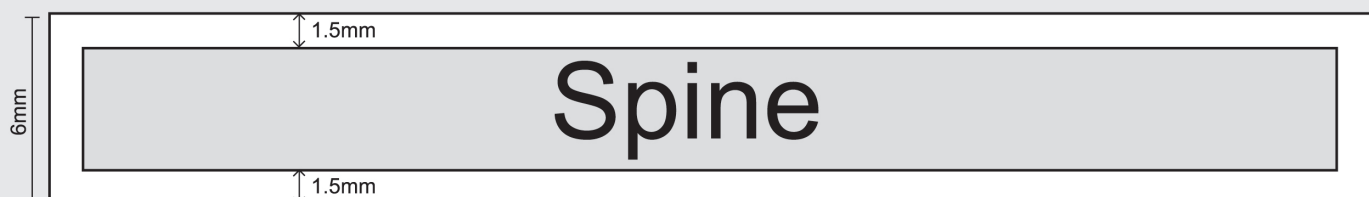


Content Pages

- **Bleeding** : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 1.3*
- **Safe Zone Area** :
 - (i) **Allocate 5mm** (inwards from Trim Size) along all sides EXCEPT for the sides along the spine. *Refer Diagram 1.3*
 - (ii) **Allocate 15mm** for the sides along the spine (15mm away from spine). *Refer (f) and (e) in Diagram 1.3*



Spine



- **Text printing on the Spine(outer cover) is available only if:**

- Minimum **spine** width is **6mm**
- Minimum **font** size is **4pts**
- Safe Zone Area: Allocate **1.5mm** on **all sides of spine**

Note : Printing NOT allowable on spine smaller than 6mm.

Spine Calculation

► **Spine = [(Contents Paper Thickness x Sheets) + (2 x Cover Thickness)] x 110%**

Note : Spine calculation needs to be **ROUNDED UP** to the next value, not lower than actual value, for example, 7.2 = 8.0 and 7.8 = 8.0 .

Paper Material		Thickness / Sheet (mm)
Cover	Art Card 250gsm	0.25
Content	Simili 80gsm	0.10
	Simili 100gsm	0.118
	Gloss Art Paper 100gsm	0.078
	Gloss Art Paper 128gsm	0.104
	Gloss Art Paper 150gsm	0.127

Calculation Examples

► **Spine Calculation for Perfect Binding Booklet with 4 Cover Pages + 80 Content Pages**

Cover: Gloss Art Card 260gsm

Content: Gloss Art Paper 100gsm (80 pages / 40 sheets)

$$\begin{aligned}
 \text{Spine} &= [(0.078 \times 40) + (2 \times 0.25)] \times 110\% \\
 &= [3.12 + 0.5] \times 110\% \\
 &= 3.982 \text{ (rounded up to next bigger value)} \\
 &= 4\text{mm}
 \end{aligned}$$

► **Spine Calculation for Perfect Binding Booklet with 4 Cover Pages + 48 Content Pages**

Cover: Gloss Art Card 260gsm

Content: Gloss Art Paper 100gsm (48 pages / 24 sheets)

$$\begin{aligned}
 \text{Spine} &= [(0.078 \times 24) + (2 \times 0.25)] \times 110\% \\
 &= [1.872 + 0.5] \times 110\% \\
 &= 2.61 \text{ (rounded up to next bigger value)} \\
 &= 3\text{mm}
 \end{aligned}$$

► **Spine Calculation for Perfect Binding Booklet with 4 Cover Pages + 32 Content Pages**

Cover: Gloss Art Card 260gsm

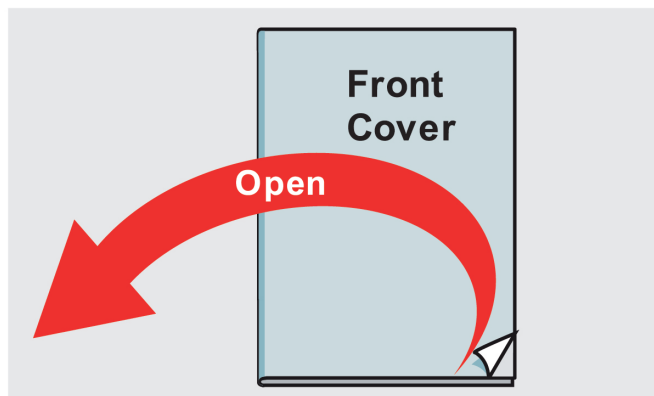
Content: Art Gloss Paper 150gsm (32 pages / 16 sheets)

$$\begin{aligned}
 \text{Spine} &= [(0.127 \times 16) + (2 \times 0.25)] \times 110\% \\
 &= [2.032 + 0.5] \times 110\% \\
 &= 2.79 \text{ (rounded up to next bigger value)} \\
 &= 3\text{mm}
 \end{aligned}$$

NOTES/REMARKS:

1. Please take note that the text and picture should kept away 15mm from the book centre, to avoid the related content from getting 'lost' into the binding area.
2. Booklet pages open from Right to Left.
3. If the booklet numbering is in descending order (such as religious books, etc.) please inform our Customer Experience Specialist Team (CES) via Feedback, email or phone call.
4. Remove all template guidelines and descriptions before submitting your files.
5. Do not use borders in your design as it makes any uneven trimming more visible.
6. Avoid cross-page design or placing any text or images, across two pages. Cross-page design will not line up perfectly. will not accept reject claims related to artwork not joining perfectly.
7. Avoid repeating wide areas of the same solid colours. Colours tend to vary from page to page. The difference may be more obvious to the eye when the same solid colours appears on the adjacent page as well.
8. Booklets with perfect binding open up only 160 degrees. Avoid pressing the booklet open to 180 degrees.

ARTWORK ALERT



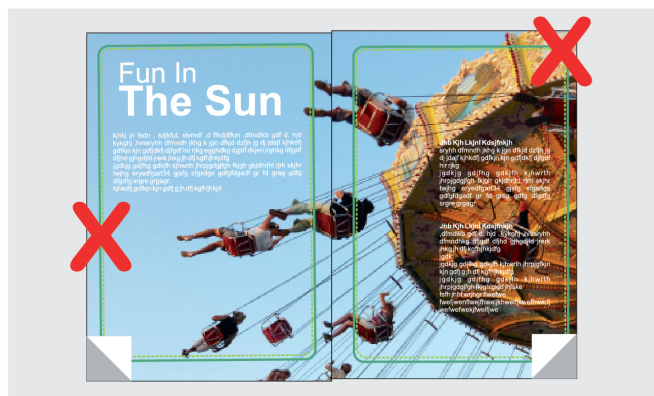
Booklet Pages Open from Right to Left

Layout your designs and page them accordingly to our standard right to left page flow.



Remove Guidelines & Descriptions

Always remember to remove the template guidelines and descriptions before submitting.



Don't use borders

Borders make uneven trimming more visible.



Avoid Objects Which Cross Pages

Objects which cross pages are unlikely to line up perfectly.



Avoid Repeating Wide Areas of the Same Solid Colours

Colours tend to vary from page to page. The difference may be more obvious to the eye when the same solid colour appears on the adjacent page as well.

PREPARING FILE FOR PRINTING

During the ordering process, you must submit these set of files to us:

1. Artwork File: Separate Cover and Content pages into **2 PDF files**

ARTWORK FILE

This is the file we will use for printing. Please publish your final artwork as follows:

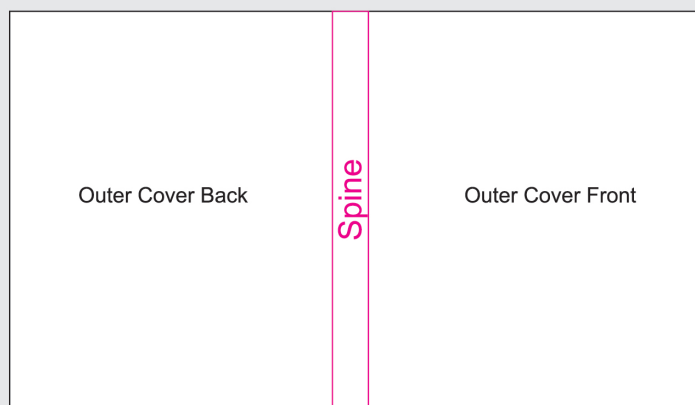
- ▶ Cover: Outer (Back and Front) and Inner (Front and Back) 2 pages in **1 PDF file**
- ▶ Content : Content pages follow sequence in **1 PDF file**
- ▶ Arrange pages according to spec. (refer sample below)
- ▶ If booklet has a blank page , leave the page empty but remember to **REMOVE** all guidelines

Example : Booklet with 48 pages

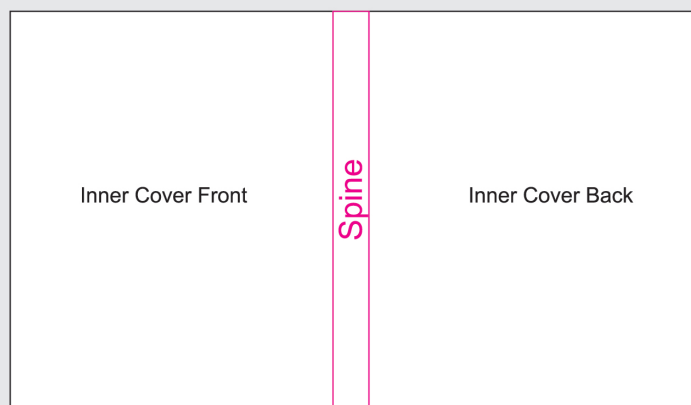
File 1: coverabc.pdf

Page 1 ▶ Outer Cover (Back and Front)

Page 2 ▶ Inner Cover (Front and Back)



Cover Page 1



Cover Page 2

File 2: contentabc.pdf

Page 1 ▶ Content 1

Page 2 ▶ Content 2

Page 3 ▶ Content 3

and so on ...

Page 43 ▶ Content 43

Page 44 ▶ Content 44

To avoid error, extra cost and delay, we have prepared a comprehensive checklist to assist you in preparing your artwork successfully. Please ensure every step stated complied in your artwork.

ARTWORK

- ☐ Artwork is prepared in our Product Size Template.
- ☐ Background design expanded to Full Bleed size.
- ☐ Vital elements are within Safe Zone.
- ☐ No crop marks are applied.

COLOUR

- ☐ Only CMYK colour mode is used in your artwork.
- ☐ No colour tints that contain less than 10%.

IMAGES

- ☐ All images are in CMYK colour mode.
- ☐ Colour / Grayscale images resolution are set to or above 300dpi.
- ☐ Never manipulate images in vector software.
- ☐ All background, design effects, and images has been merged and converted to a TIFF file.

TEXT

- ☐ All text in solid black or grey must fill in only black percentage (CMY=0 , K=100).

INK COVERAGE

- ☐ Total of CMYK colour ink coverage should not exceed 240% to avoid printing set-off issue (which will occur if ink coverage exceeds 240%).

FONTS

- ☐ No fonts less than 4pts.
- ☐ Curve / Path / Create outline all fonts.

LINE

- ☐ No lines less than 0.5pts.
- ☐ Colour : CMYK mode
- ☐ Artwork is saved in required file format : Adobe acrobat Document 4 – Ver 1.3 (*.pdf).
- ☐ Resolution : 300dpi.
- ☐ Colour Mode : CMYK colour mode.
- ☐ Total File Size (front and back design) : Smaller than 20 MB.

PDF FILE FORMAT

OTHER

- ☐ All pages are placed in the correct sequence you want them to be.
- ☐ Artwork File is arrange according to our specification and published to a PDF file.
- ☐ Other than hyphen (-) and underscore(_), your filename does not include any other marks or symbols.
- ☐ No overprint setting is used

FINISHING

For full details of how to prepare your artwork for finishing such as Spot UV and Hot Stamping kindly refer to the General Guidelines at our website.

Terms and Conditions:

1. Reject or refund claims pertaining to any dissatisfaction in printing quality caused by incomplete process mentioned above will not be entertained.
2. We will not held any responsibility for any misplacement , blurry picture/images , misspellings/ typo errors in Client's artwork.
3. By submit your order and artwork files, you agree to these terms and conditions.