



harrier<sup>®</sup>

Digital print. Personal every time.

Artwork Supply Guide

01626 322680 | [info@harrierprint.co.uk](mailto:info@harrierprint.co.uk)

# Contents

<b>1 General Requirements .....</b>	<b>1</b>
<b>2 Casebound Books .....</b>	<b>2</b>
2.1 Anatomy .....	2
2.2 At a Glance.....	2
2.3 Cover.....	3
2.4 End Papers .....	4
2.5 Text Block.....	4
2.6 Dust Jacket.....	5
<b>3 PUR Books .....</b>	<b>6</b>
3.1 At a Glance .....	6
3.2 Cover.....	6
3.3 Text Block .....	7
<b>4 Saddle Stitched Books.....</b>	<b>8</b>
4.1 At a Glance .....	8
4.2 Bleed & Margin.....	8
<b>5 Wiro Bound Books .....</b>	<b>9</b>
5.1 At a Glance .....	9
5.2 Bleed & Margin.....	9
<b>6 Folded Leaflets .....</b>	<b>10</b>
6.1 6pp Leaflets .....	10
6.2 4pp Leaflets.....	11
<b>7 Business Cards.....</b>	<b>12</b>
7.1 At a Glance .....	12
7.2 Orientation.....	12

---

# 1 General Requirements

Whilst each of our products have specific requirements in terms of their artwork set-up there are some things which are relevant to all of your printing work.

## PDF/X-1a:2001

All files submitted should be saved using the preset PDF/X-1a:2001. This is a standard preset found in In-Design and other desktop publishing software which requires no set up or alteration when saving and guarantees compatibility with our systems.

## Colour Mode CMYK

As with most artwork for print, all files supplied must be in CMYK. Files that are supplied in RGB, spot colour and other colour modes will be converted to CMYK prior to printing.

## Images

Ensure all images are high resolution, the standard resolution is 300 dpi. The lower the dpi, the worse your images will look when printed.

## Fonts Embedded or Outlined

Any fonts used for text in the document must be either embedded or outlined. If this isn't done the file will fail to print.

## 3mm Bleed

All artwork should include 3mm bleed. Bleed is required when images or colour areas go right to the edge of the page. Failing to provide bleed can result in finished pieces showing a thin area of white around the edge. Also ensure that your PDF has a bleed box which determines the region to which the page contents need to be clipped when outputted to our workflow.

## Trim Marks

Always make your PDF with trim marks. These should be software generated and added at the PDF creation stage. Also ensure that your PDF has a trim box which defines the intended dimensions of the finished page. Our workflow uses the trim box as the basis for positioning pages on a press sheet.

## Safety Margin

When creating your design, any critical content (text and graphics) should be placed away from the trim edge to avoid being trimmed due to the unavoidable shifts that may occur during the production process. The safety margin we recommend is 5 mm. For all books we recommend 10mm for a much better finish.

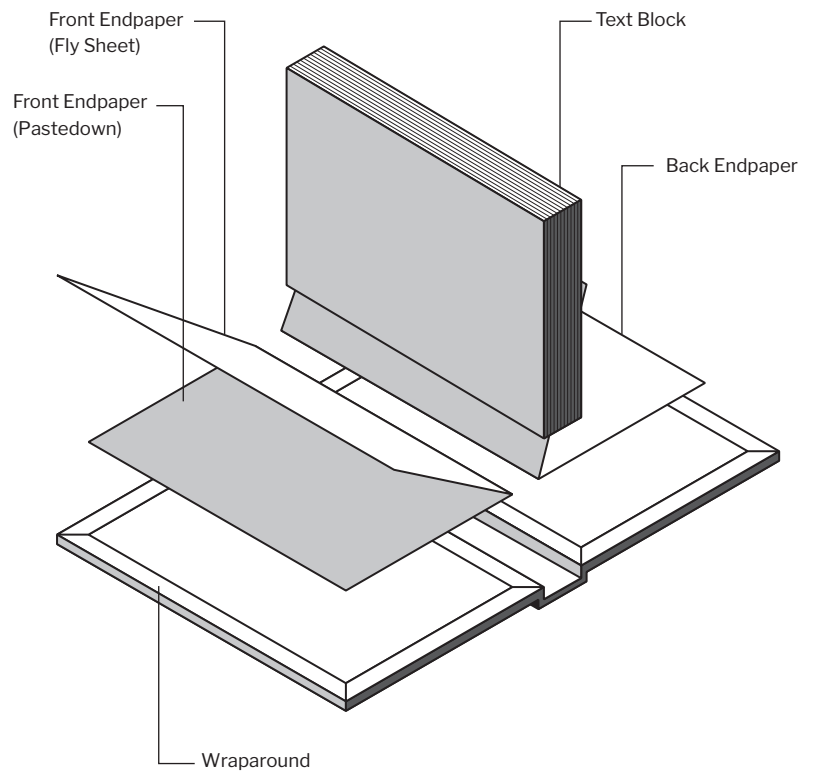
# 2 Casebound Books (Hardback)

## 2.1 Casebound Anatomy

Casebound books, also known as hardback are made of several components which each require their own artwork files.

The main components are the outer cover, also known as the PPC (printed paper case), the front and back end papers and the text block.

Artwork for each section has specific requirements which are detailed over the following pages.



## 2.2 At a Glance

Artwork for casebound books must be supplied as 4 separate PDF files.

PDF 1 The Cover		1 Page
A single 1 page document.		
PDF 2 Text Block	Multi Page	PDF 3 & 4 Endpapers
Multi page document in correct running order as single pages.		2 PDF documents consisting of 2 x 2 page spreads.

## 2.3 Cover

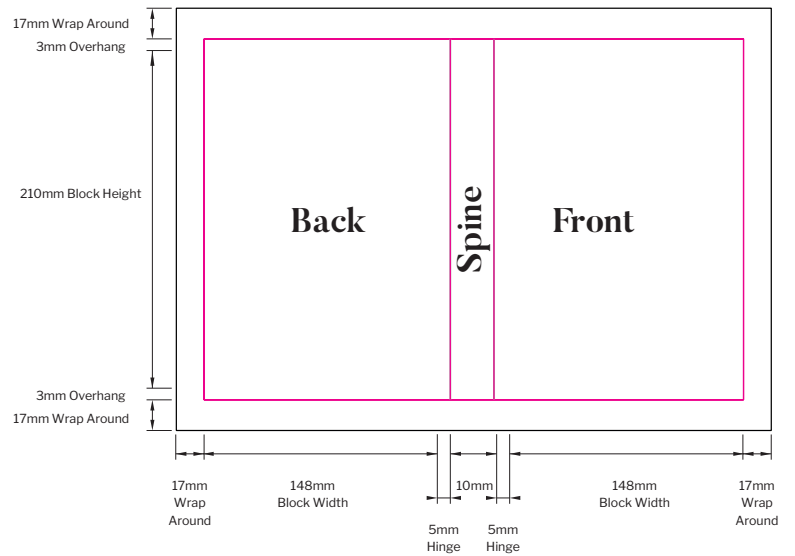
### 2.3.1 Page Size

Your page size will be determined by the size of the book you are having printed and the number of pages in your book. For this example we will use an A5 (148mm x 210mm) book block with a spine width of 10mm.

Fig 2.3.1 shows how the page size is calculated.  
 Width = 17 + 148 + 5 + 10 + 5 + 148 + 17 = 350  
 Height = 17 + 3 + 210 + 3 + 17 = 250

Page size = 350mm x 250mm

The thickness of the spine will depend on the number of pages in your book and can be easily calculated using our spine calculator at <http://www.harrierprint.co.uk/spinecalculator>



### 2.3.2 Margins, Bleed, Gutter & Slug

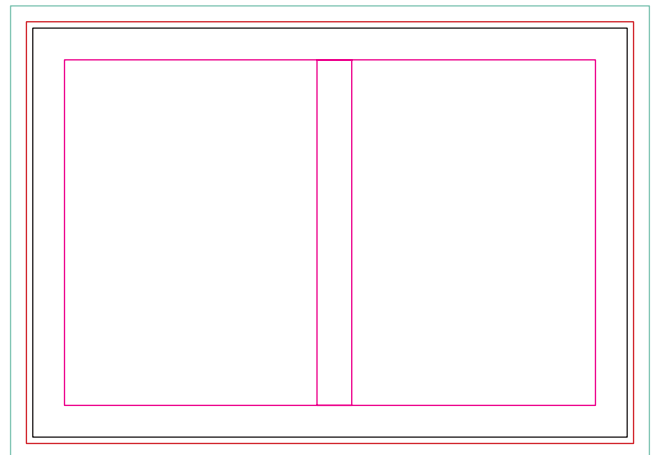
**Margins:** You will need to set your margins to 17mm, this will show where the wraparound begins and is the same for any cover size.

**Gutter:** Select 2 columns and enter the width of your spine - in this case 10mm. This will show where the spine falls on the document.

**Bleed:** Select 3mm bleed on all sides which will give you the offset necessary to add fold marks.

**Slug:** Add 10mm slug all around which will provide the space to show the fold lines.

- 3mm Bleed
- Trim Box
- Margins
- Slug

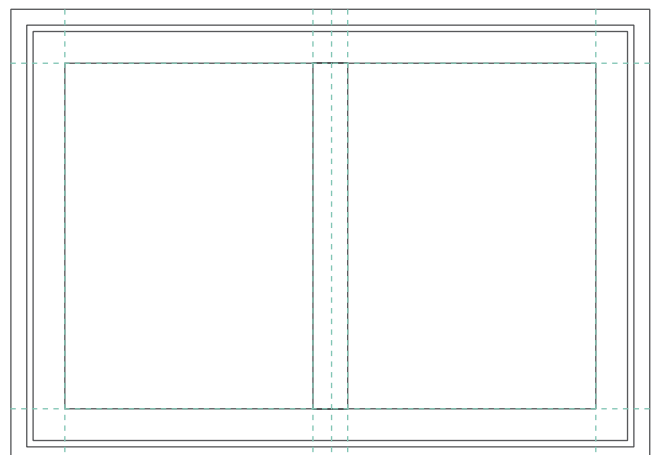


### 2.3.1 Fold & Spine Marks

Using the various guides you set up with your document, draw dotted lines to show the fold, the centre and the spine making sure to go from the edge of the slug.

Next, draw a white box over the red bleed box so just the ends of the dotted lines are visible.

Now you are ready to add your artwork.



## 2.4 Endpapers

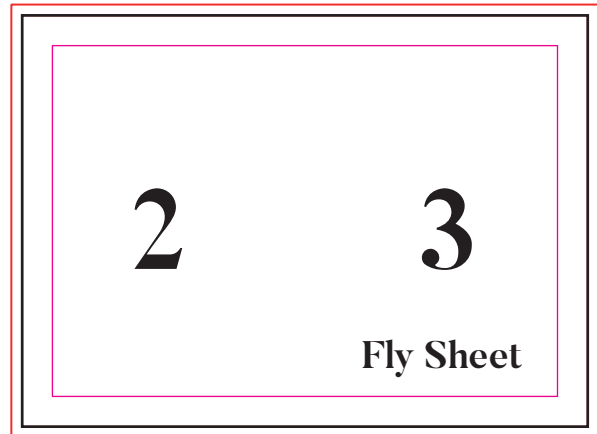
The endpapers are the decorative sheets which are attached to the inside of the front and back covers which can be printed or left blank. Options for this can be discussed with our sales team.

They consist of 4 pages each, one of which will be glued to the inside of the cover (the pastedown) which will therefore not be visible. The other side of this sheet will be seen as the inside cover with the remaining pages making up the flysheet.

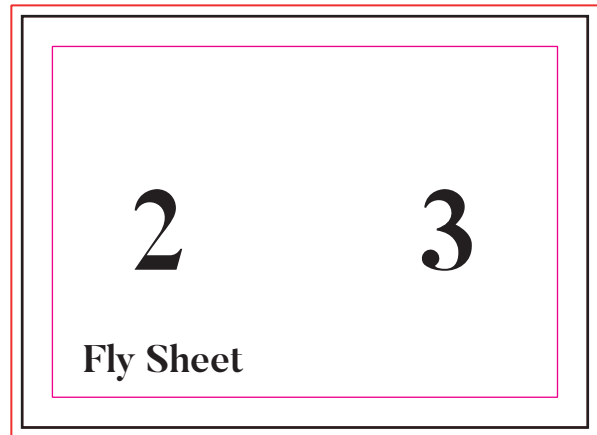
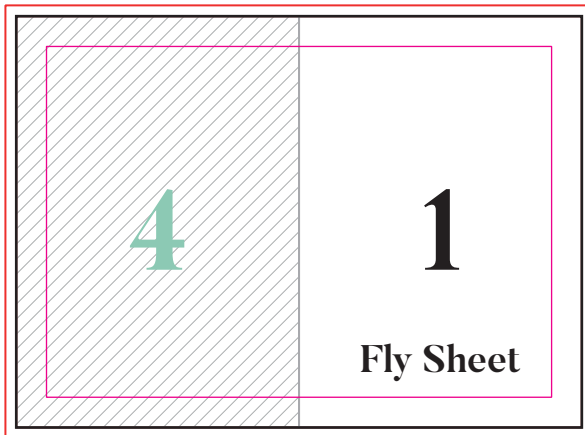
Both the front and back endpapers will need to be supplied as a 2 page PDF with 3mm bleed. Page 1 of the front end paper and page 4 of the back end paper will be glued to the inside of the cover.

If the endpapers are being left blank then no artwork will need to be supplied.

### 2.4.1 Front Endpaper



### 2.4.2 Back Endpaper

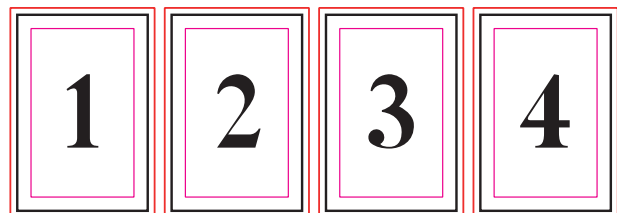


## 2.5 Text Block

This file should contain all the internal pages in order as single pages. The file should have 3mm bleed. All critical elements should be at least 10mm inside the trim box.

Please do not supply as spreads or printers pairs and do not include the cover, inside cover or endpapers.

- 3mm Bleed
- Trim Box
- 10mm Safety Margins



## 2.6 Dust Jacket

Your Dust Jacket will be determined by the size of the book you are having printed and the number of pages in your book. The first thing you need to do is calculate the hard case cover size. [See section 2.3.1.](#)

To calculate the the size of the dust jacket we use the same method as used for the cover minus the wrap. We would recommend adding 1mm to the spine size for the dust jacket. You also need to decide what size flaps you require (normally about a 3rd of the cover size).

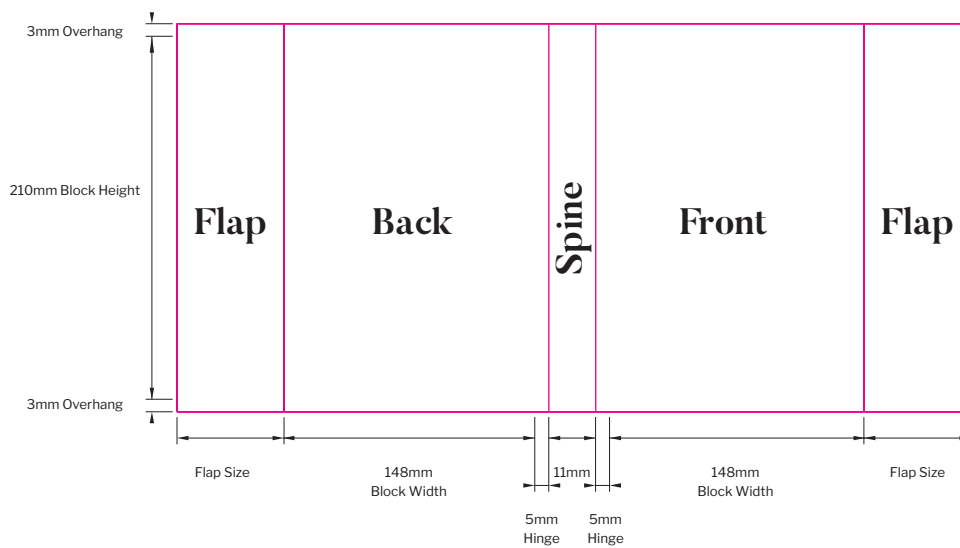
Fig 1 shows how the dust jacket size is calculated.

$$\text{Width} = 51 + 148 + 5 + 11 + 5 + 148 + 51 = 419$$

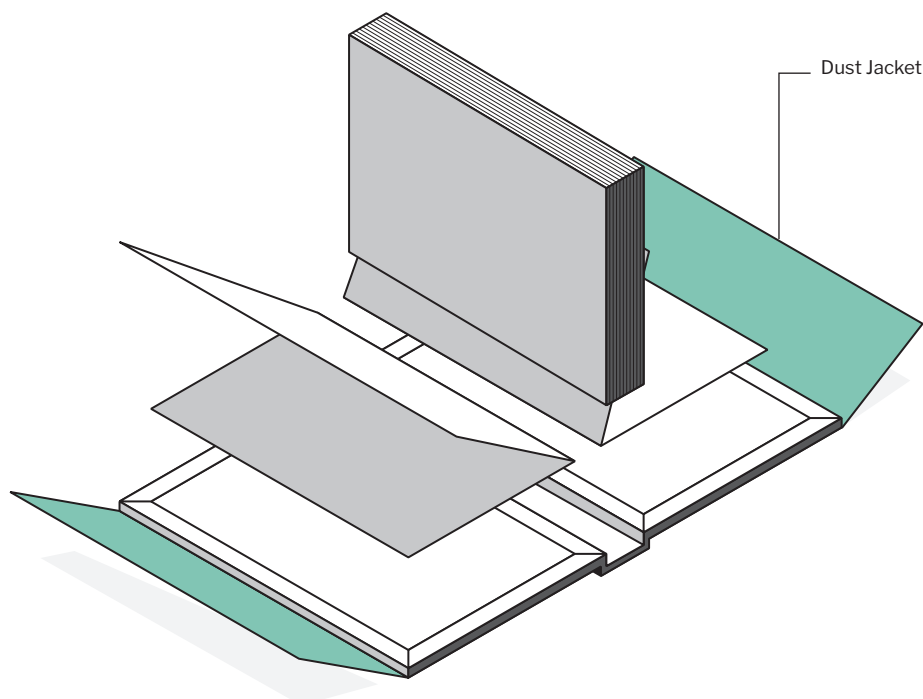
$$\text{Height} = 3 + 210 + 3 = 216$$

Remember you need to add an extra 3mm of bleed on all sides.

### 2.6.1 Dust Jacket Page Size



### 2.6.2 Dust Jacket Position



# 3 PUR Books (Soft Cover)

## 3.1 At A Glance

PUR books, also known as soft cover consist of 2 main components, the cover and the text block, a PDF will need to be supplied for each of these.

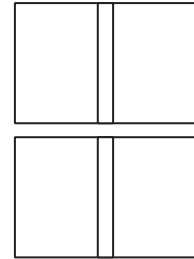
When creating the document for the cover, you will need to make allowance for the spine.

The thickness of the spine will depend on the number of pages in your book and can be easily calculated using our spine calculator at <http://www.harrierprint.co.uk/spinecalculator>

### PDF 1 The Cover

2 Pages

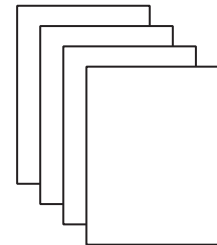
A 2 page document including the outer cover as 1 page and the inner as the second page



### PDF 2 Text Block

Multi Page

Multi page document in correct running order as single pages.



## 3.2 Cover

### 3.2.1 Page Size

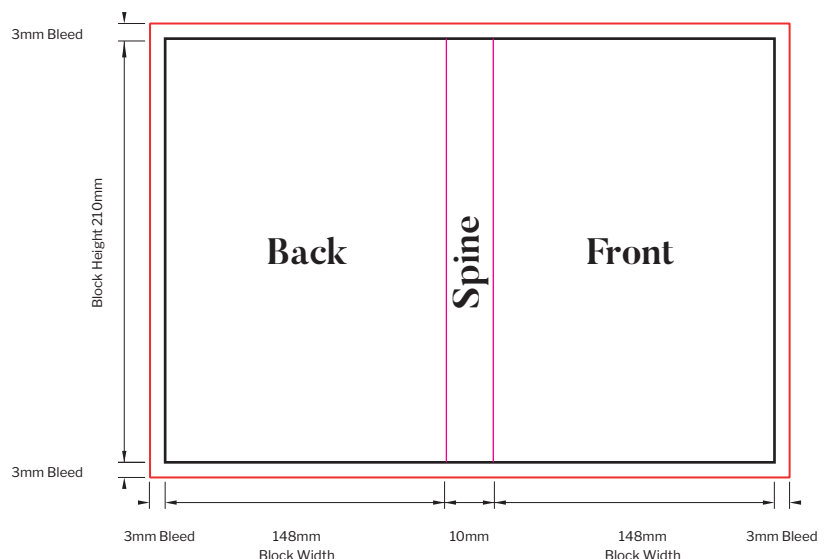
Your page size will be determined by the size of the book you are having printed and the number of pages in your book. For this example, we will use an A5 (148mm x 210mm) book block with a spine width of 10mm.

This illustration shows how the page size is calculated.

Width =  $3 + 148 + 10 + 148 + 3 = 312$

Height =  $3 + 210 + 3 = 216$

Page size = 312mm x 216mm



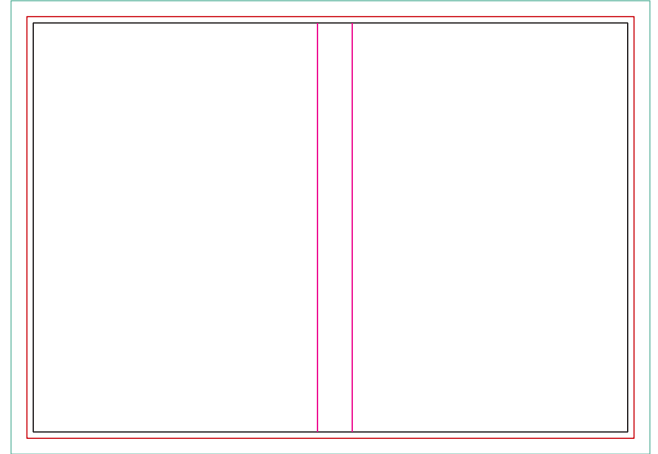


### 3.2.2 Gutter, Bleed and Slug

**Gutter:** Select 2 columns and enter the width of your spine - in this case 10mm. This will show where the spine falls on the document.

**Bleed:** Select 3mm bleed on all sides.

**Slug:** Add 10mm slug all around which will provide the space to show the spine marks.



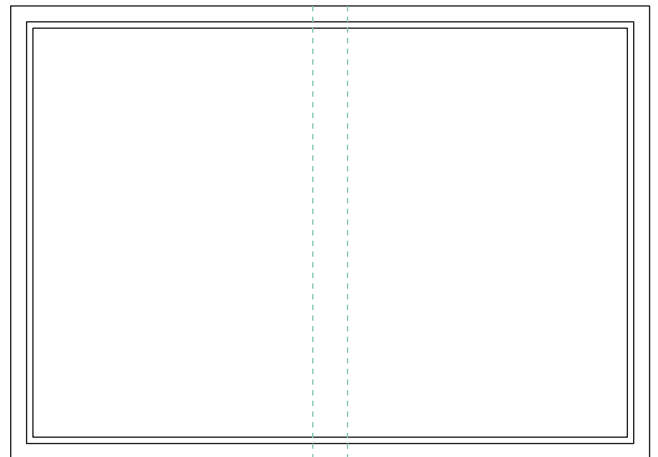
### 3.2.3 Fold and Spine Marks

Now you need to add dotted lines to denote the spine marks.

Using the gutter guides you set up with your document, draw dotted lines to show the spine, making sure to go from the edge of the slug.

Next, draw a white box over the red bleed box so just the ends of the dotted lines are visible.

Now you are ready to add your artwork.

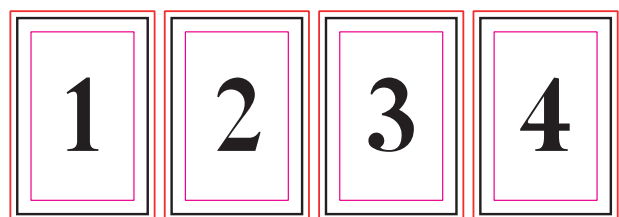


## 3.3 Text Block

This file should contain all the internal pages in order as single pages. The file should have 3mm bleed. All critical elements should be at least 10mm inside the trim line.

Please do not supply as spreads or printers pairs and do not include the cover or inside cover.

- 3mm Bleed
- Trim Box
- 10mm Safety Margins



# 4 Saddle Stitched Books (Stapled)

## 4.1 At A Glance

With saddle stitched (stapled) booklets, each sheet of paper is essentially 4 pages therefore the number of pages must be divisible by 4.

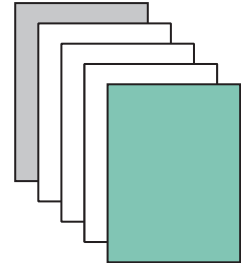
The closer you get to the centre pages of the booklet, the more has to be trimmed off the page edges (creep). Therefore it is recommended that you do not have critical content especially page numbers too close to the trim box. A safety margin of 10mm is recommended on all edges.

Also note that files must be in single pages, not spreads and content that crosses pages should be avoided.

### PDF 1 Self Cover

### Multi Page

Self cover booklets where the cover is the same material as the text pages require only 1 PDF in running order, including the front and back covers.



### Separate Cover

#### PDF 1 Cover

#### 4 Page

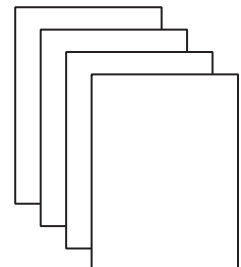
If the cover is to be printed on a different substrate then it must be supplied as a separate 4 page PDF including the front cover, inside front, inside back, and back cover.



#### PDF 2 Inners

#### Multi Page

Supplied as a multi-page document in correct running order as single pages. Do not include outer and inner cover pages.



## 4.2 Bleed & Margin

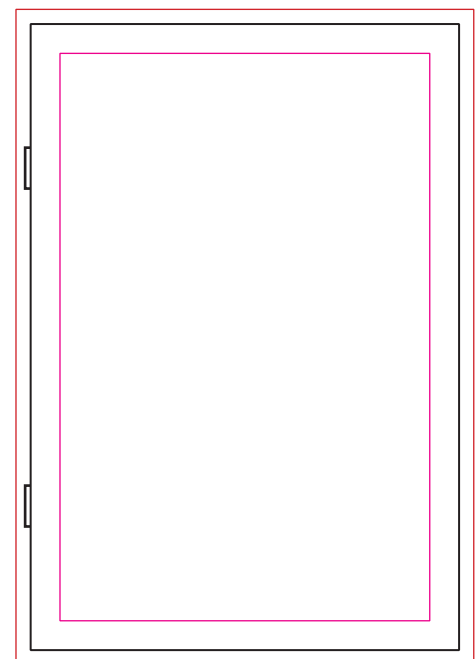
3mm bleed and 10mm margins are required on all pages, including cover and inners.

With saddle stitched (stapled) booklets, each sheet of paper is essentially 4 pages, therefore the number of pages must be divisible by 4.

The closer you get to the centre pages of the booklet, the more has to be trimmed off the page edges (creep). Therefore it is recommended that you do not have critical content especially page numbers too close to the trim edge. A margin of 10mm is recommended on all edges.

Also note that file must be in single pages, not spreads and content that crosses pages should be avoided.

- 3mm Bleed
- Trim Box
- 5mm Safety Margin



# 5 Wiro Bound Books

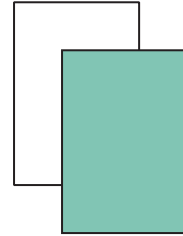
## 5.1 At A Glance

Wiro bound books need to be supplied as 3 separate PDF's. The first is the front and inside front cover, second is the text pages and third is the back and inside back cover.

### PDF 1 Cover

2 Page

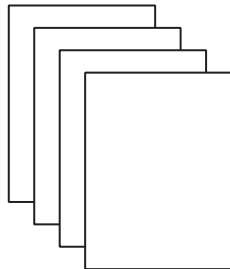
Supplied as a 2 page PDF consisting of the front cover and inside front cover. Please note that even if the inside cover is blank, a 2 page document must still be supplied.



### PDF 2 Inners

2 Page

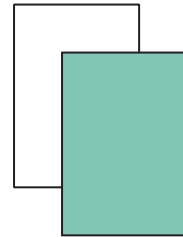
Supplied as a multi-page document in correct running order as single pages with 3mm bleed.



### PDF 3 Back Cover

2 Page




Supplied as a 2 page PDF consisting of the back cover and inside back cover. Please note that even if the inside cover is blank a 2 page document must still be supplied.

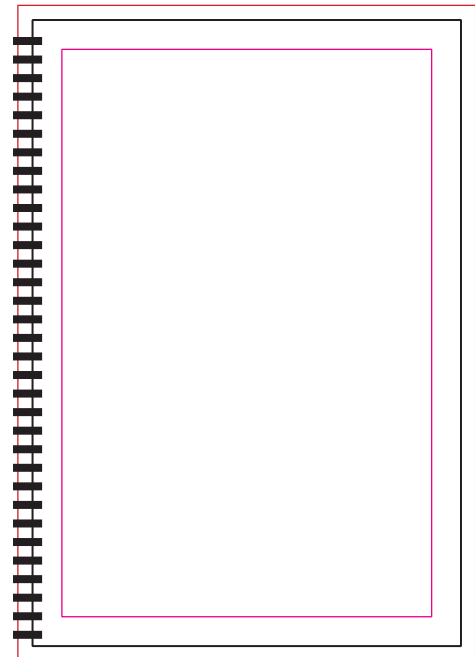


## 5.2 Bleed & Margin

The general requirements for the cover and the inside pages are the same, having 3mm bleed and with all critical elements being 10mm inside the trim box.

Whilst all artwork should observe the safety margin, it is particularly relevant with wiro binding as the bound edge will be perforated by the wire. For this reason, we recommend 15mm safety margin on the bound edge.

-  3mm Bleed
-  Trim Box
-  5mm Safety Margin



# 6 Folded Leaflets

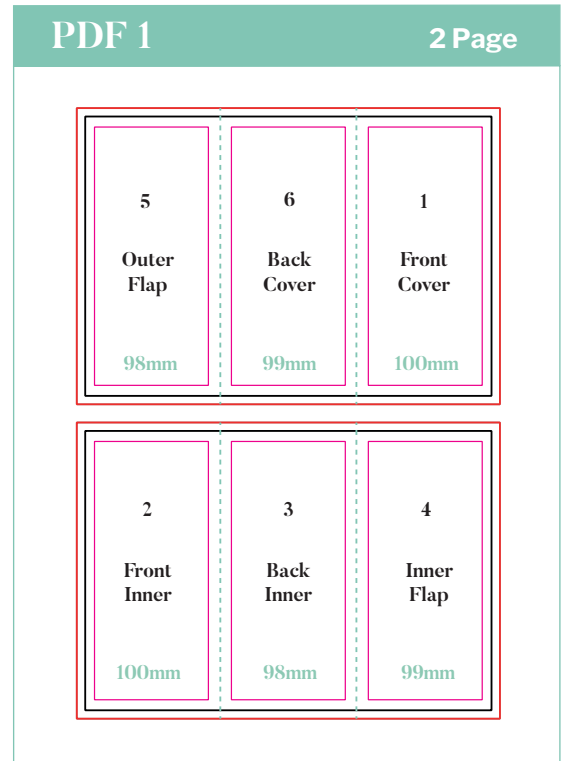
## 6.1 6pp Leaflets

### 6.1.1 6pp Roll Fold Leaflets

6pp roll fold leaflets are folded in 2 places to create 6 panels for artwork.

It is important to note that the panels are all slightly different sizes to account for the folds and the flap needing to fit inside the leaflet and also that the page sizes for the back of the flyer are effectively reversed.

The artwork should be supplied as 1 PDF with 2 pages and have 3mm bleed. There should also be a safe area of 5mm for each panel.

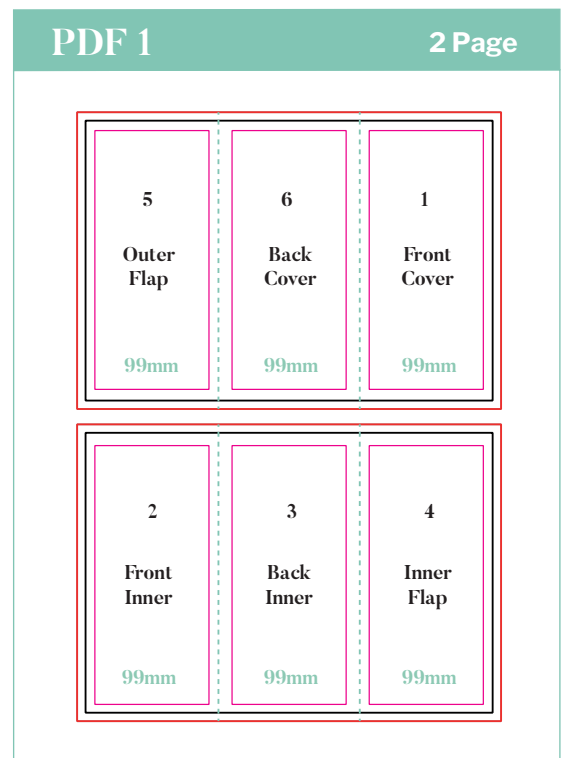


- 3mm Bleed
- Trim Box
- 5mm Safety Margin

### 6.1.2 6pp Z-fold Leaflets

6pp z-fold leaflets are folded in 2 places to create 6 panels for artwork.

The artwork should be supplied as 1 PDF with 2 pages and have 3mm bleed. There should also be a safe area of 5mm for each panel.

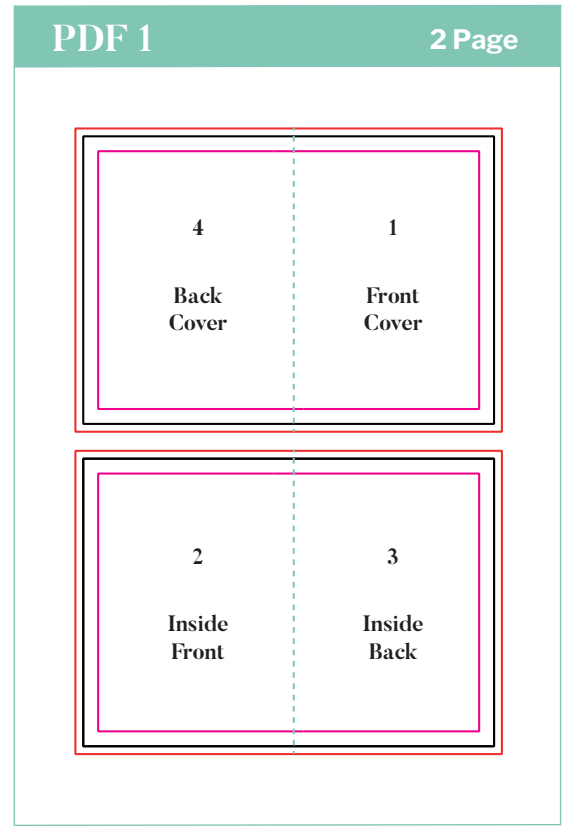


- 3mm Bleed
- Trim Box
- 5mm Safety Margin

## 6.2 4pp Leaflets

### 6.2.1 4pp Bi-Fold Leaflets

The artwork should be supplied as 1 PDF with 2 pages and have 3mm bleed. There should also be a safe margin of 5mm on all edges.

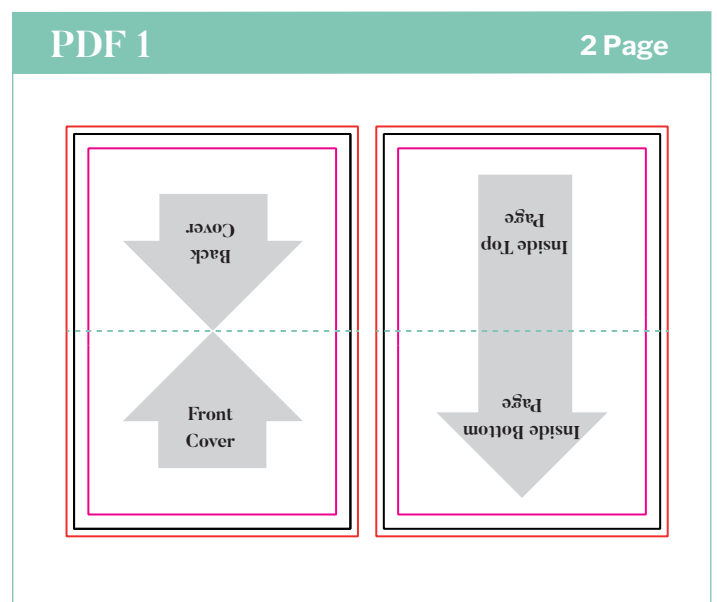
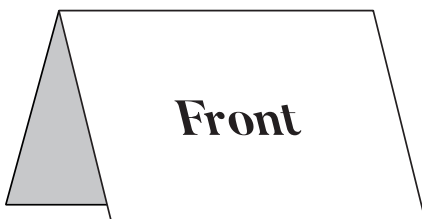


- 3mm Bleed
- Trim Box
- 5mm Safety Margin

### 6.2.2 4pp Bi-Fold Leaflets (Landscape Fold)

When supplying artwork for a landscape fold such as the example below, it is important that the front and back page are supplied as one page and the inside pages as the second page.

The orientation of these pages must be as shown with the inside rotated 180 degrees. The arrows on the diagram opposite show the direction your text will be read on each page.



# 7 Business Cards

## 7.1 At a Glance

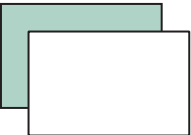
Business cards should be supplied as a single PDF with 1 page for a single sided, 2 pages for a double sided and multiples of either for more than one version of the card.

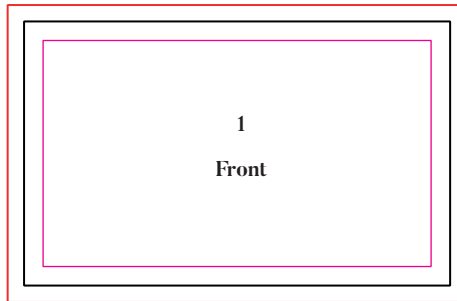
If you have a common piece of artwork for the back of multiple versions of the card, this should be duplicated. For multiple card versions, supply as front, back, front, back, front, back etc as 1 PDF.

All files should be supplied with 3mm bleed and any critical content should be at least 5mm inside the trim box.

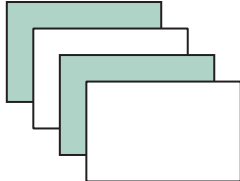
- 3mm Bleed
- Trim Box
- 5mm Safety Margins

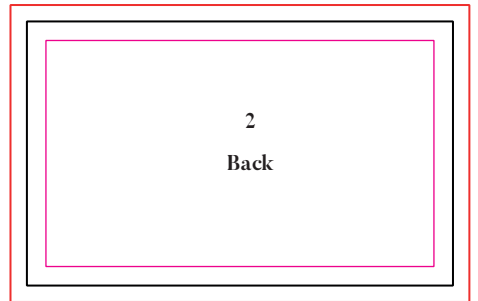
### Single Card

PDF 1	2 Page
<p>A single business card should be supplied as 1 pdf with either 1 or 2 pages depending on whether it is single or double sided.</p>	



### Multiple Cards

PDF 1	Multi Page
<p>Multiple cards should be supplied with front and back alternating.</p>	

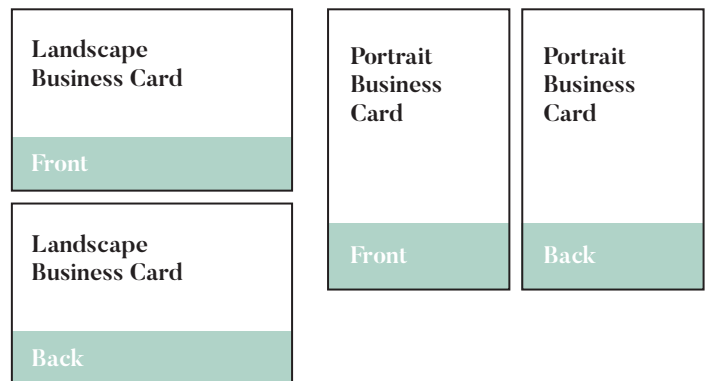


## 7.2 Orientation

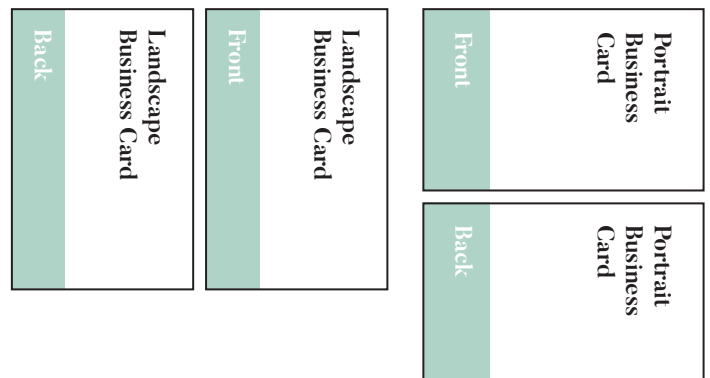
It is important that artwork for business cards is supplied in the correct orientation.

This is to ensure that double sided business cards have both sides the right way up.

### Correct



### Incorrect



harrier<sup>®</sup>

Digital print.

Personal every time.