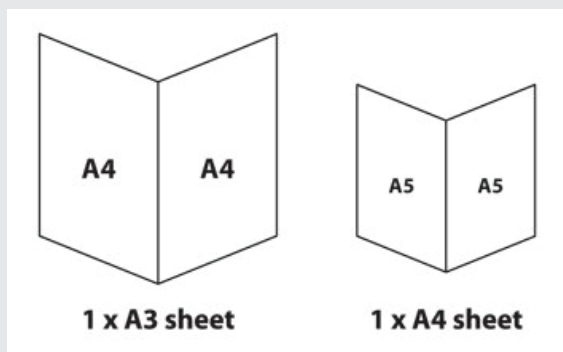# FREEHAND
DESIGN · PRINT · SIGNS

BOOKLETS

What we need from you:

- We prefer a Hi-Resolution PDF (print quality) (PDF1.4)
- Supply pages one-up in the correct sequential order starting with the Front Cover
- Add blank pages if you do not want printing to the back of a page
- All colours must be CMYK if possible
- All images need to be converted to cmyk before embedding and be 300dpi
- Allow 5mm bleed and use automatic trim/crop marks only - offset 3mm
- Keep all text or anything you don't want to get chopped off at least 10mm from the trim edge
- Convert text to outlines or supply the font(s) used
- To avoid problems with 'creep' see next page
- Prefix your file name with your order reference number

Understanding PP's

PP refers to the total number of pages in the booklet - it includes the cover pages, the internal pages and any blank pages.

For example, if you were supplying artwork for an 8pp booklet with **no** text or images on the front or rear inside cover, you would give us:

An 8 page pdf containing:
Front Cover
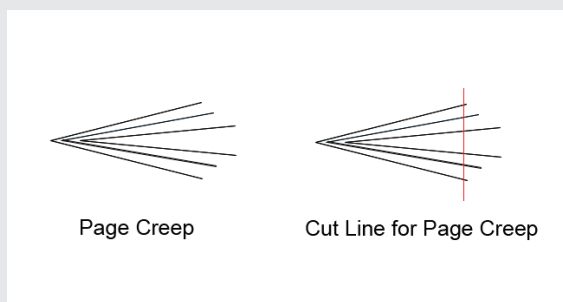Blank page
Page 1, 2, 3, 4,
Blank page
Rear cover

OR
with text or images on the front and rear inside cover you would give us:

An 8 page pdf containing:
Front Cover
Page 1, 2, 3, 4, 5, 6,
Rear cover

Understanding Creep

Creep refers to the moving or shift that happens to the margins in the document when pages are folded during the finishing process of a booklet. The amount of creep will vary depending on the thickness of the paper used and the number of pages in the booklet. The thicker the booklet the more the pages will be pushed out.

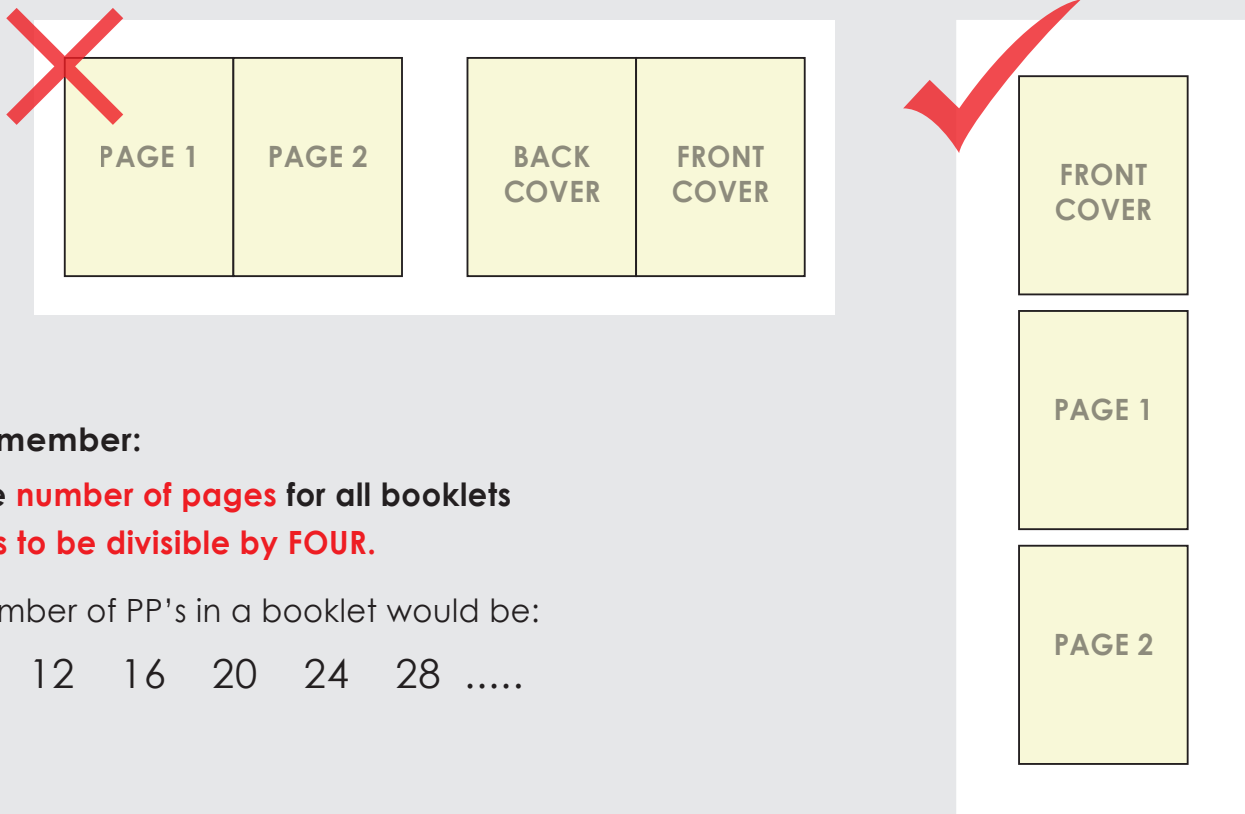Page Creep   Cut Line for Page Creep

The pages of your booklet will 'creep' out past the cover once it is stapled together, we then trim this excess off to give a professional finish - allow for this in your design.

Don't use images that spread across two pages, arcs and swirls may have problems lining up on adjacent pages and don't use borders as this will emphasise the problem.

FREEHAND
DESIGN·PRINT·SIGNS

BOOKLETS

Supply your pages one-up:

- Single pages in sequential order starting with the front cover, our software will imposition the pages in the correct order.

PAGE 1 | PAGE 2

BACK COVER | FRONT COVER

FRONT COVER

PAGE 1

PAGE 2

Remember:

The number of pages for all booklets has to be divisible by FOUR.

Number of PP's in a booklet would be:

8   12   16   20   24   28   .....