

USE OF PRODUCT SIZE TEMPLATE

1. PLEASE USE OUR PRODUCT SIZE TEMPLATE to you prepare your artwork.
2. If you booklet has blank pages, leave the pages empty.

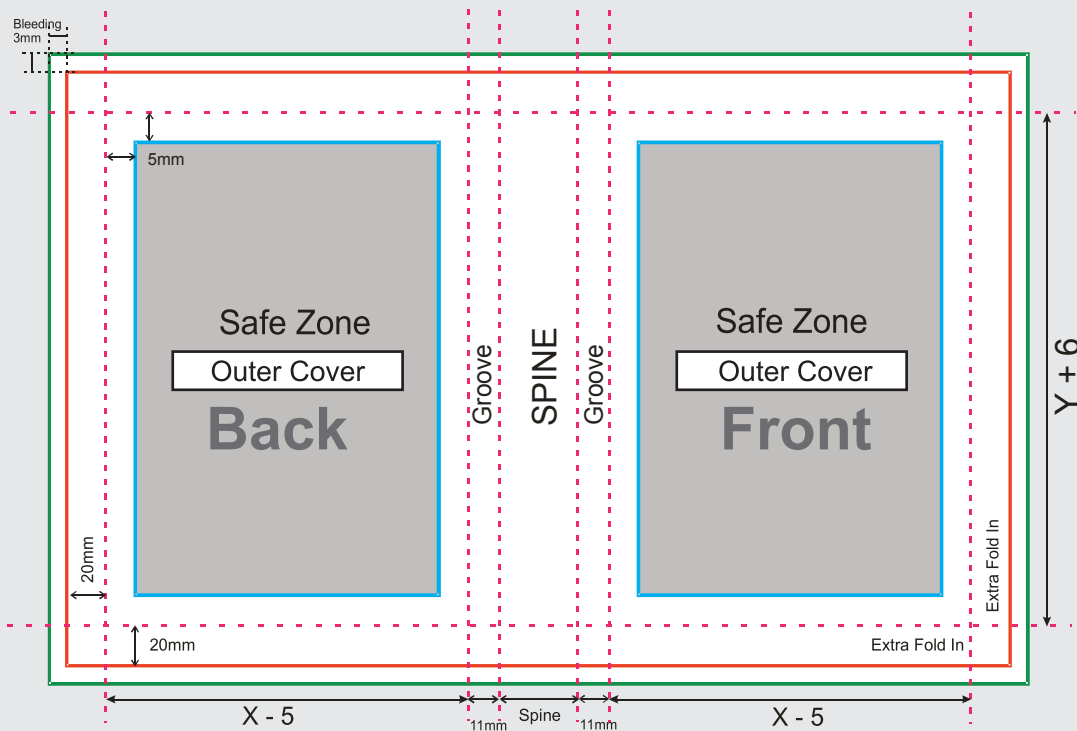
ARTWORK PREPARATION

Outer Cover

- ▶ **Bleeding** : Bleed **OUT** the background **3mm** on all sides from Trim Size.
- ▶ **Safe Zone Area** :
 - i) **Allocate 5mm** (inwards from Trim Size) along all sides **EXCEPT** for the sides along the spine. (5mm inside (y+6, x-5) parameter)

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 11mm point from spine.
- ▶ Extra 20mm of Gloss Art Paper 150gsm will fold in for each sides of the booklet.



**Outer Cover
Diagram 1.1**

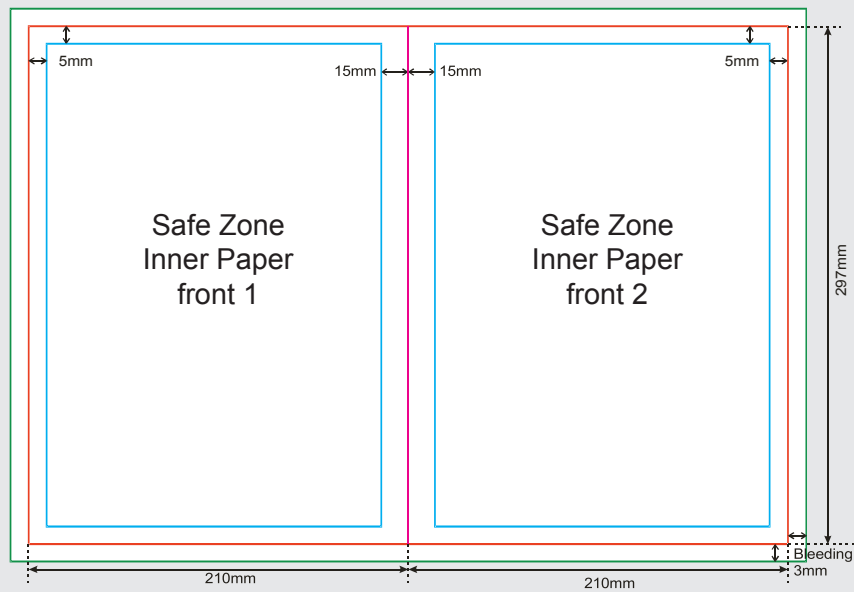
Bleeding = 3mm at 4 side
 Safe zone = 5mm inside (y + 6, x - 5) parameter
 Groove = 11mm
 Extra Fold in = 20mm each side
 S = Spine

INNER PAPER

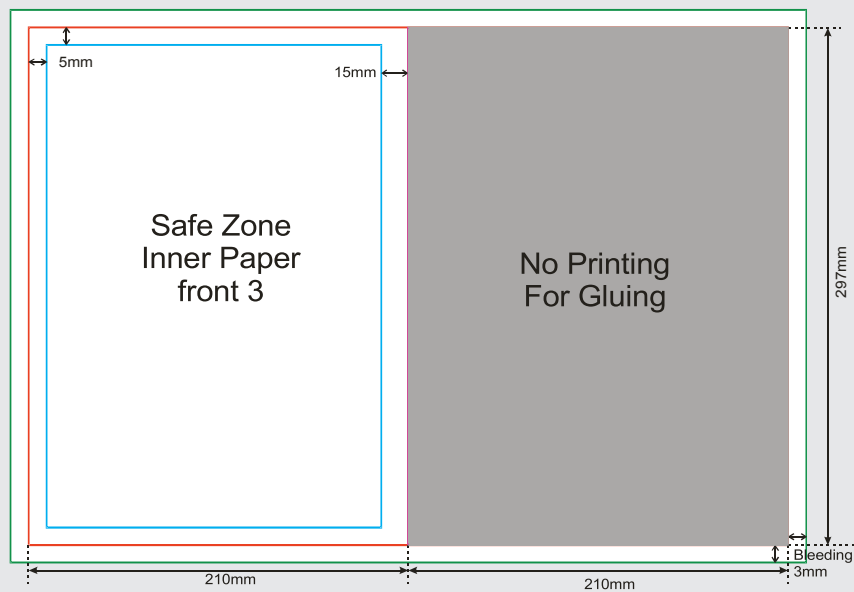
Inner Paper (Front)

- ▶ **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**
 - **15mm** for the Right side of the edge of **LEFT** Page. (Inner Paper Front 1 & Inner Paper Front 3)
 - **15mm** for the Left side of the edge of **RIGHT** Page. (Inner Paper Front 2)

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



Example : A4 size inner paper

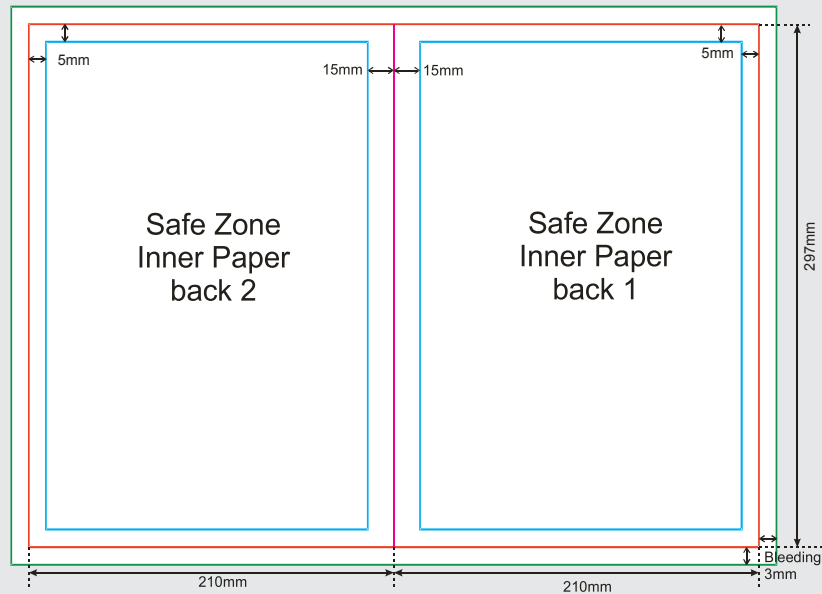


Inner Paper (Front)
Diagram 1.2

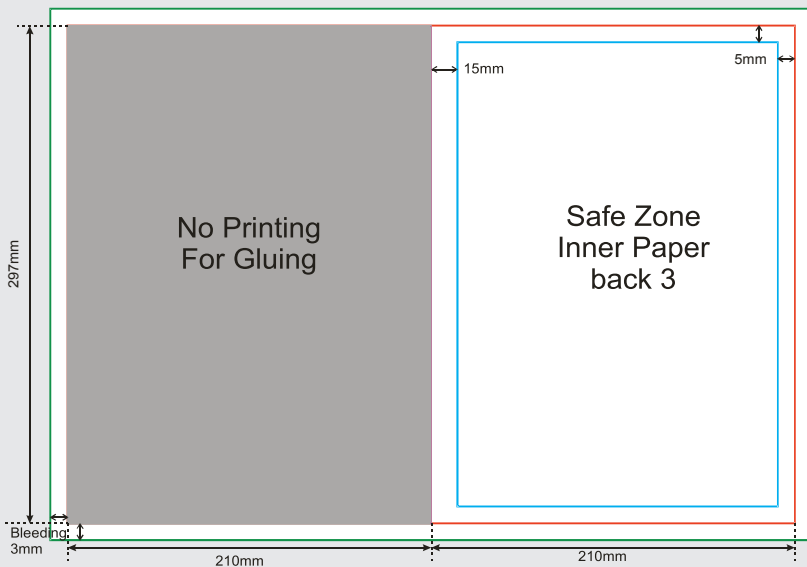
Inner Paper (Back)

- ▶ **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**
 - **15mm** for the Right side of the edge of **LEFT** Page. (Inner Paper Back 2)
 - **15mm** for the Left side of the edge of **RIGHT** Page. (Inner Paper Back 1 & Inner Paper Back 3)

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



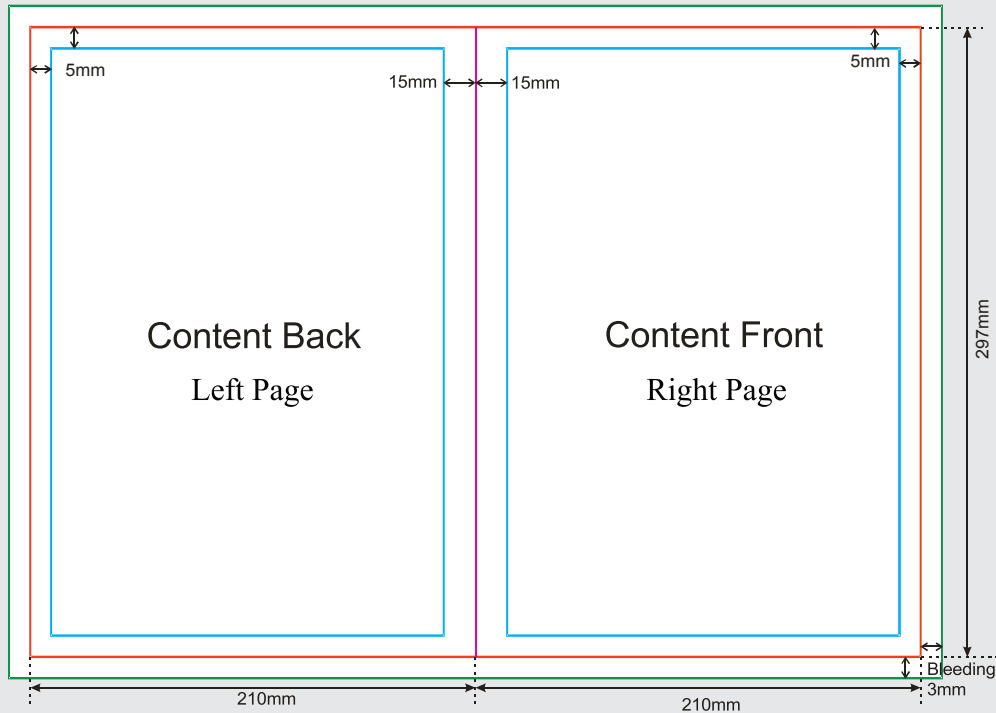
Example : A4 size inner paper



Inner Paper (Back)
Diagram 1.3

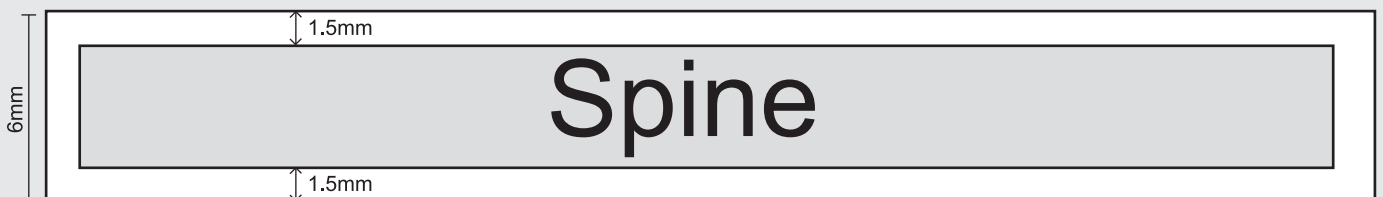
Content Pages

- ▶ **Bleeding** : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 1.4*
- ▶ **Safe Zone Area** :
 - i) **Allocate 5mm** (inwards from Trim Size) along all sides **EXCEPT**
 - 15mm** from left side of the edge for **RIGHT** page.
 - 15mm** from right side of the edge for **LEFT** page.



Content Diagram 1.4

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 thickness x Total sheets) + 4mm +1.5mm**

▶ **Reference :**

1. 1.5mm is the thickness of the inner paper
2. 4mm is the thickness of 2 chipboard 1500

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 .

Table of Paper Material		Thickness / sheet (mm)
Content	Simili 100 gsm	0.122
	Gloss Art Paper 100 gsm	0.080
	Gloss Art Paper 128 gsm	0.104

Calculation Examples

▶ **Spine Calculations for Perfect Binding Hardcover Booklet with 48 Content Pages**

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

Spine = [(0.080 x 24) + 4mm + 1.5mm]
 = 1.92mm + 4mm + 1.5mm
 = 7.42mm (rounded up to next bigger value)
 = 8mm

▶ **Spine Calculations for Perfect Binding Hardcover Booklet with 48 Content Pages**

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

Spine = [(0.122 x 24) + 4mm + 1.5mm]
 = 2.928mm + 4mm + 1.5mm
 = 8.428mm (rounded up to next bigger value)
 = 9mm

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. If the booklet pages number is in descending order (such as religious books, etc.) please inform our customer Experience Specialist Team (CES) via Feedback, email or phone call.
3. Remove all template guidelines and descriptions before submitting your files.
4. Avoid use borders in your design as it makes any uneven trimming more visible.
5. Avoid cross-page design or placing any text or images, across two pages. Cross-page design will not line up perfectly. (Excard will not accept reject claims related to artwork not joining perfectly.)
6. Avoid repeating wide areas of the same solid colours.
7. Booklets with perfect binding open up only 160 degrees. Avoid the booklet open to 180 degrees.

PREPARING FILE FOR PRINTING

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

ARTWORK FILE

1. Outer Cover (Front & Back) (1 PDF file)
2. Inner Cover & paper (Front & Back) (1 PDF file)
3. Content pages info (1 PDF file)

ARTWORK FILE

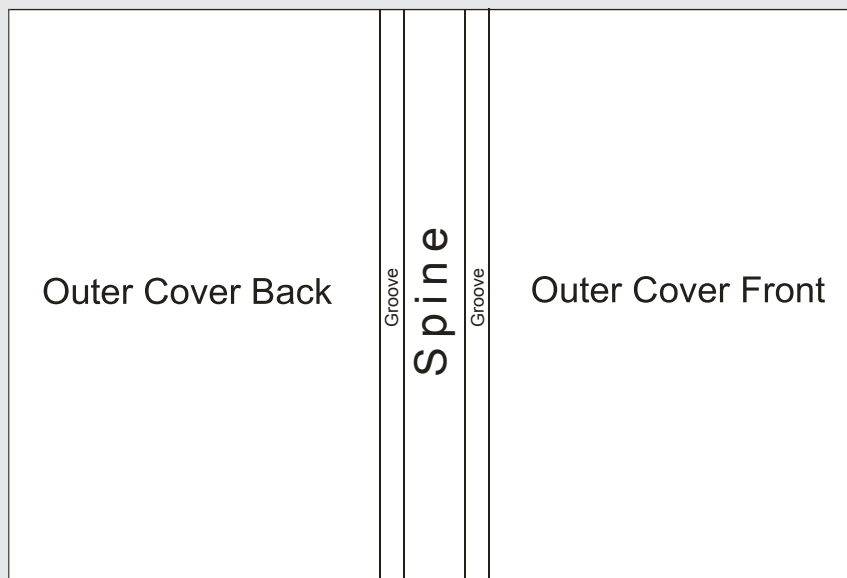
This is the file we will use for printing. Please publish your final work as follows:

- ▶ Outer Cover (Front & Back) 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

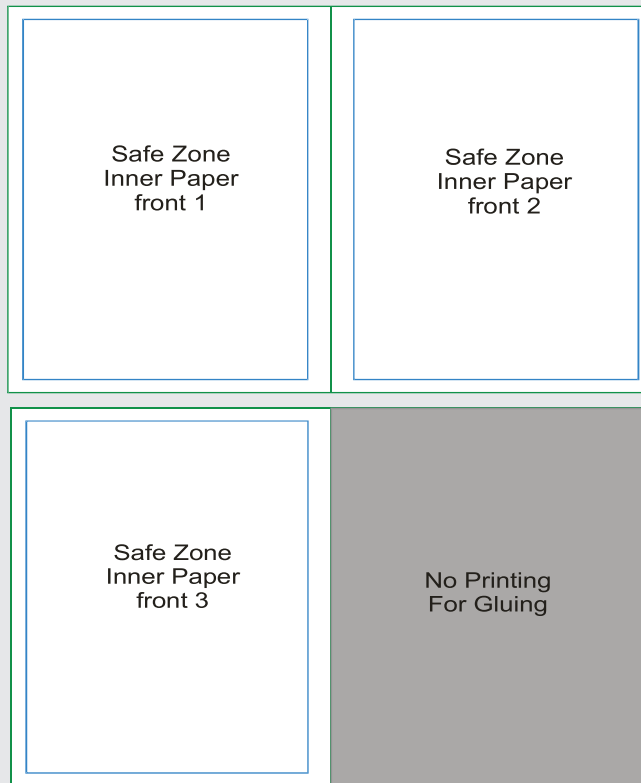
File 1 : Outer coverabc.pdf

Page 1 – Outer cover (Front & Cover)

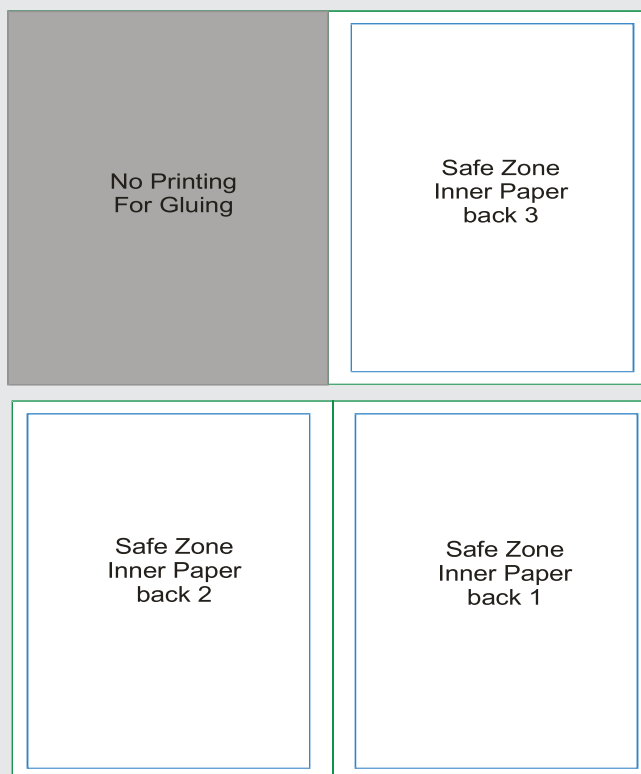


Outer Cover (Front & Back)

File 2 : Inner paper front&back.pdf



Inner paper (Front)



Inner paper (Back)

File 3 : - 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

Physical Arrangement of artwork in Hardcover :**Example :**

1. Outer Cover Front
2. Inner Paper 1
3. Inner Paper 2
4. Inner Paper 3
5. Content 1
6. Content 2
7.
8. Content 48
9. Inner Paper Back 3
10. Inner Paper Back 2
11. Inner Paper Back 1
12. Outer Cover Back

Note:

1. Avoid wording or image which cross pages. Any objects which cross pages are unlikely to line up perfectly. Excard will not accept reject claimed that the printed artwork not joining perfectly.
2. Tolerance for vertical alignment for cross pages artwork is 2mm. Please refer diagram 1 for the illustration.
3. Folding tolerance for booklet is 2mm. When having the artwork with different colour background, it have tendency the colour appear in another page after folding. Please refer diagram 2 for illustration.

Diagram 1 : Tolerance for vertical alignment for cross pages artwork.

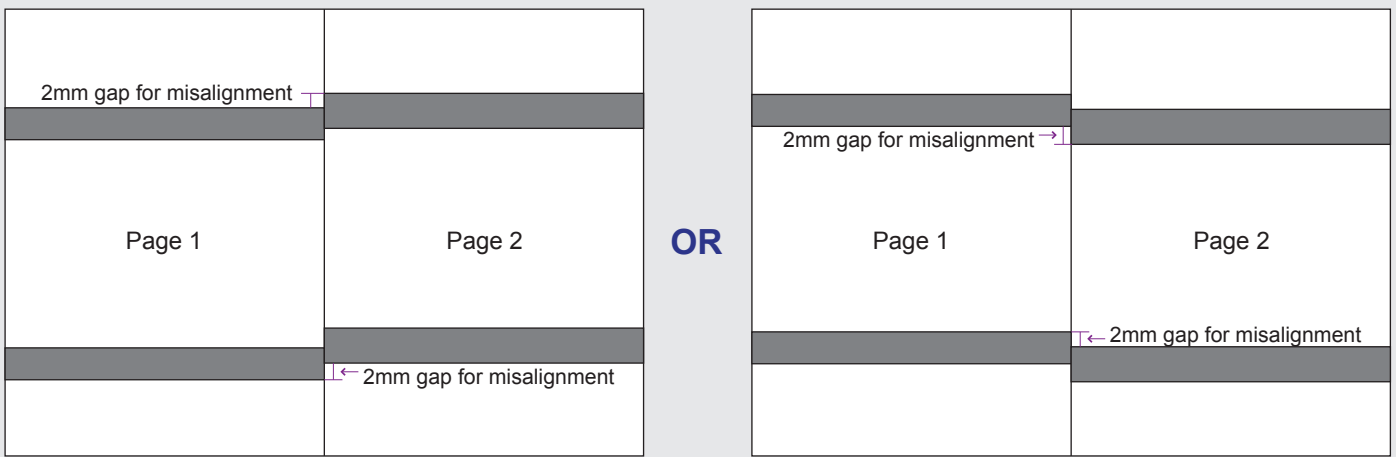
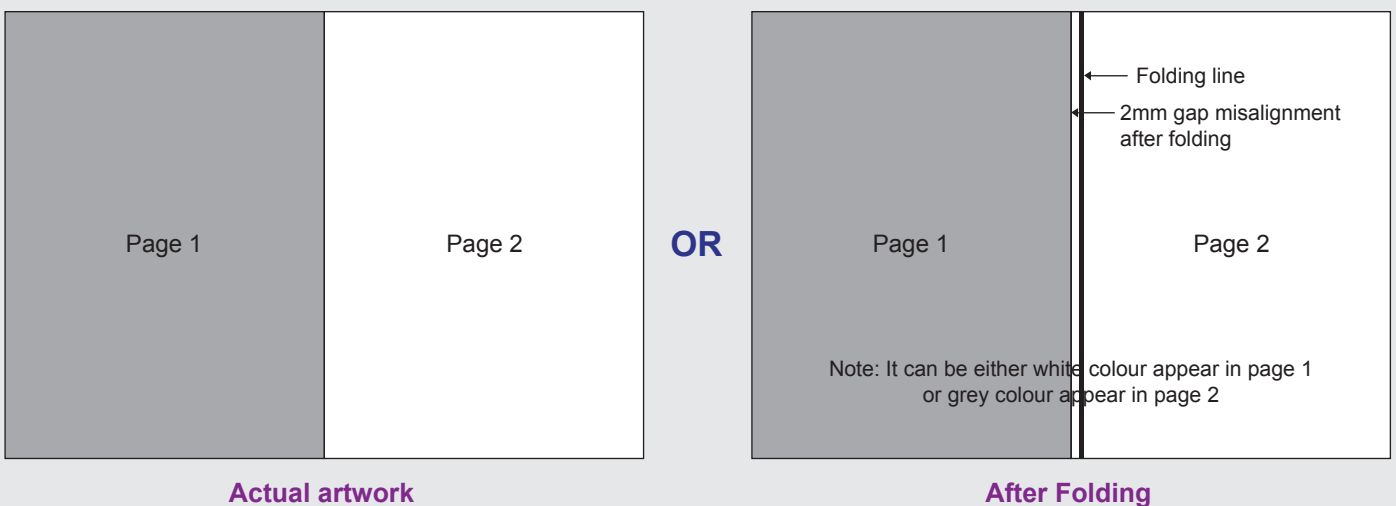


Diagram 2 : Folding tolerance for booklet.



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.
- Scanned line Art/Black & White images resolution are set to or above 1200dpi.
- 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%
(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 0.25pts.
- 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

- 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. Excard will not held any responsibility for any misplacement , blurry picture/images , misspellings/ typo errors in Member's artwork.
3. By submit your order and artwork files, you agree to these terms and conditions.