USE OF PRODUCT SIZE TEMPLATE

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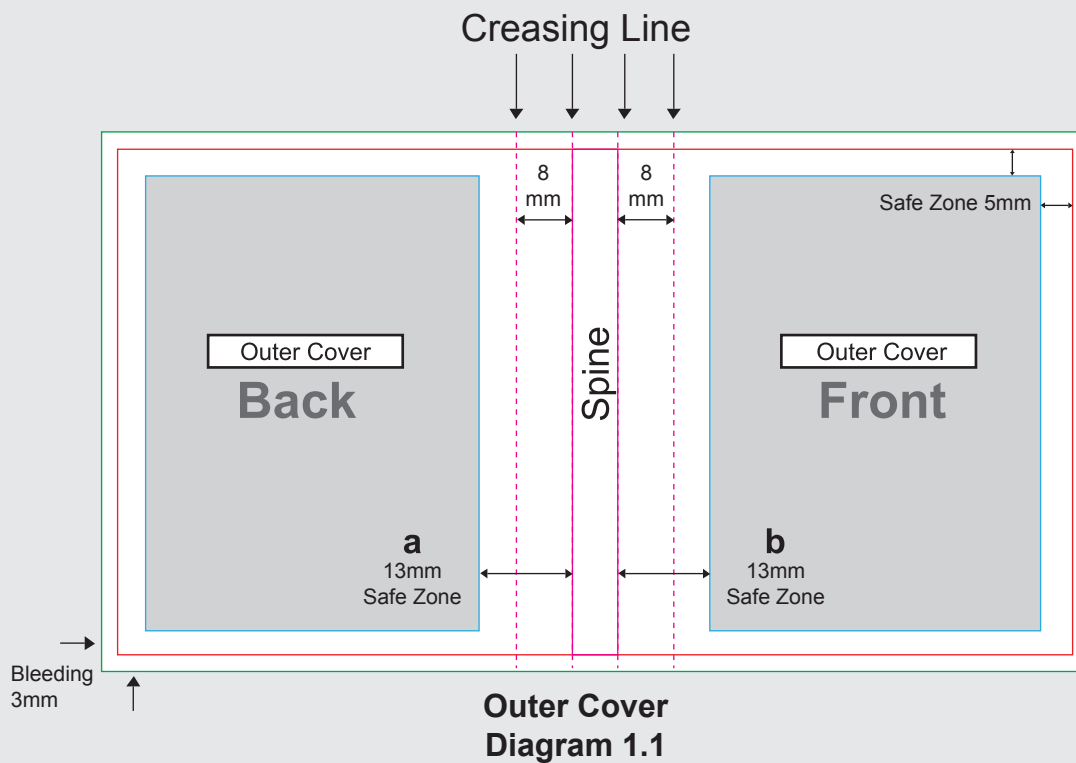

ARTWORK PREPARATION

SOFTCOVER (PORTRAIT)

Outer Cover

▶ **Bledding :** 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 alll sides EXCEPT for the sides along the spine.
      Refer Diagram 1.1

   (ii) **Allocate 13mm** for the sides along the spine. (13mm away from spine).
      Refer (a) and (b) i 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 8mm point from spine.

Creasing Line

8 mm   8 mm

Safe Zone 5mm

Spine

Outer Cover
Back

Outer Cover
Front

a
13mm
Safe Zone

b
13mm
Safe Zone

Bleeding 3mm

Outer Cover
Diagram 1.1

Inner Cover

► **Bleeding :** Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 1.2*

► **Safe Zone Area :**
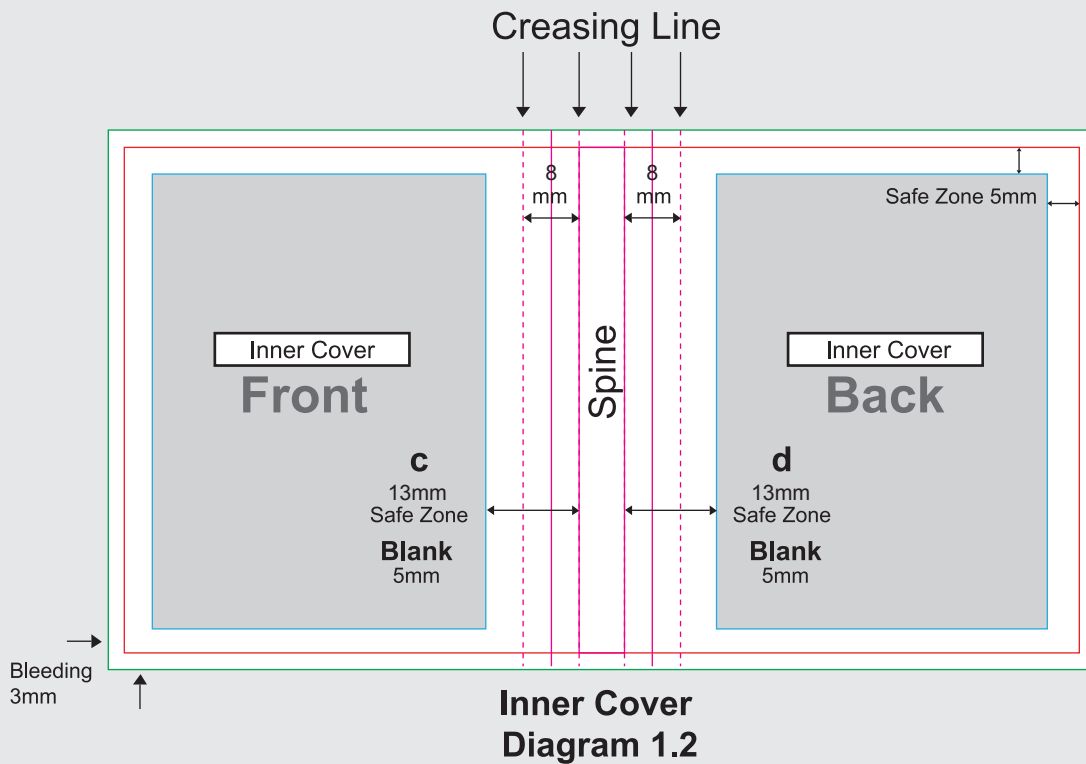
   (i)   **Allocate 5mm** (inwards from Trim Size) along all sides EXCEPT for the sides along the spine.
       Refer Diagram 1.2

   (ii) **Allocate 13mm** for the sides along the spine (13mm 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 8mm point from spine.

> Note : Spine **CANNOT** contain any artwork
> : For Inner Cover, 5mm from spine **MUST** be blank (no artwork)
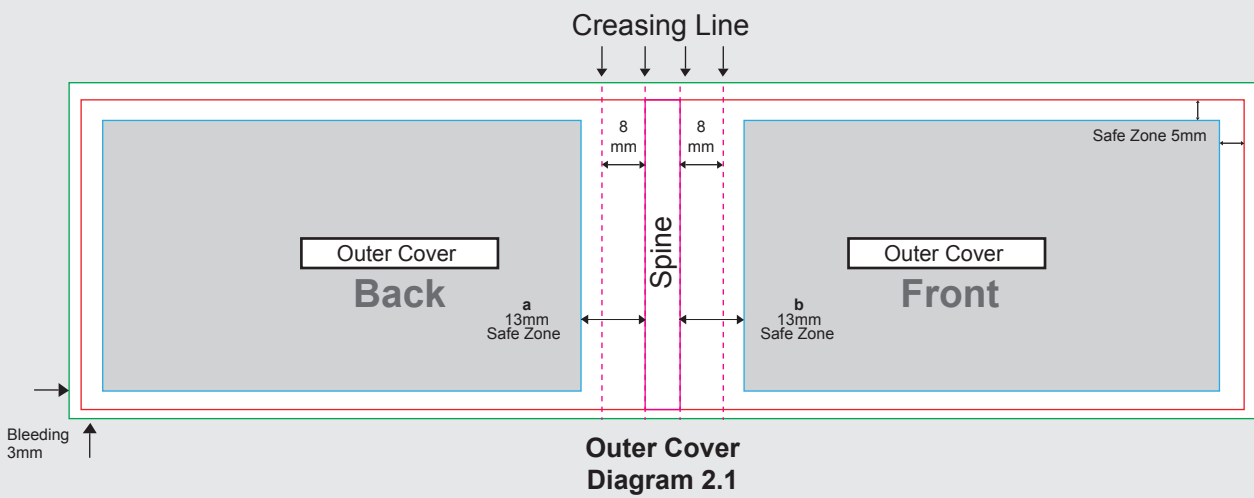
► **Optional Finishing :** Only Gloss Water Based Varnish

Creasing Line

Spine

Inner Cover
Front

Inner Cover
Back

c
13mm
Safe Zone
Blank
5mm

d
13mm
Safe Zone
Blank
5mm

Safe Zone 5mm

8 mm

8 mm

Bleeding
3mm

**Inner Cover
Diagram 1.2**

GENERAL ARTWORK DIMENSION
SOFTCOVER (LANDSCAPE)

Outer Cover

▶ **Bleeding**   : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 2.1*

▶ **Safe Zone Area**   :

   i) **Allocate 5mm** (inwards from Trim Size) along all sides **EXCEPT** for the sides along the spine. *Refer Diagram 2.1*

   ii) **Allocate 13mm** for the sides along the spine (13mm away from spine) Refer (a) and (b) in Diagram 2.1

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 8mm point from spine.

Creasing Line

8 mm	8 mm	Safe Zone 5mm

Spine

Outer Cover
Back

Outer Cover
Front

a
13mm
Safe Zone

b
13mm
Safe Zone

Bleeding
3mm

Outer Cover
Diagram 2.1

Inner Cover

▶ **Bleeding**   : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 2.2*
▶ **Safe Zone Area** :
    i) **Allocate 5mm** (inwards from Trim Size) along all sides **EXCEPT** for the sides along the spine.
      Refer Diagram 2.2
    ii) **Allocate 13mm** for the sides along the spine (13mm away from spine)
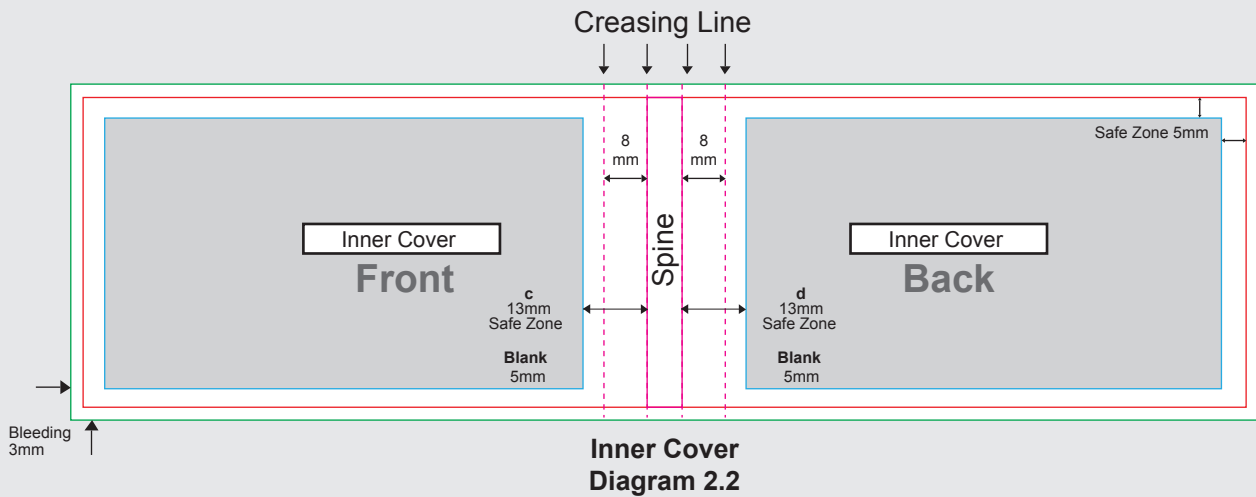   Refer (c) and (d) in Diagram 2.2

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 8mm point from spine.

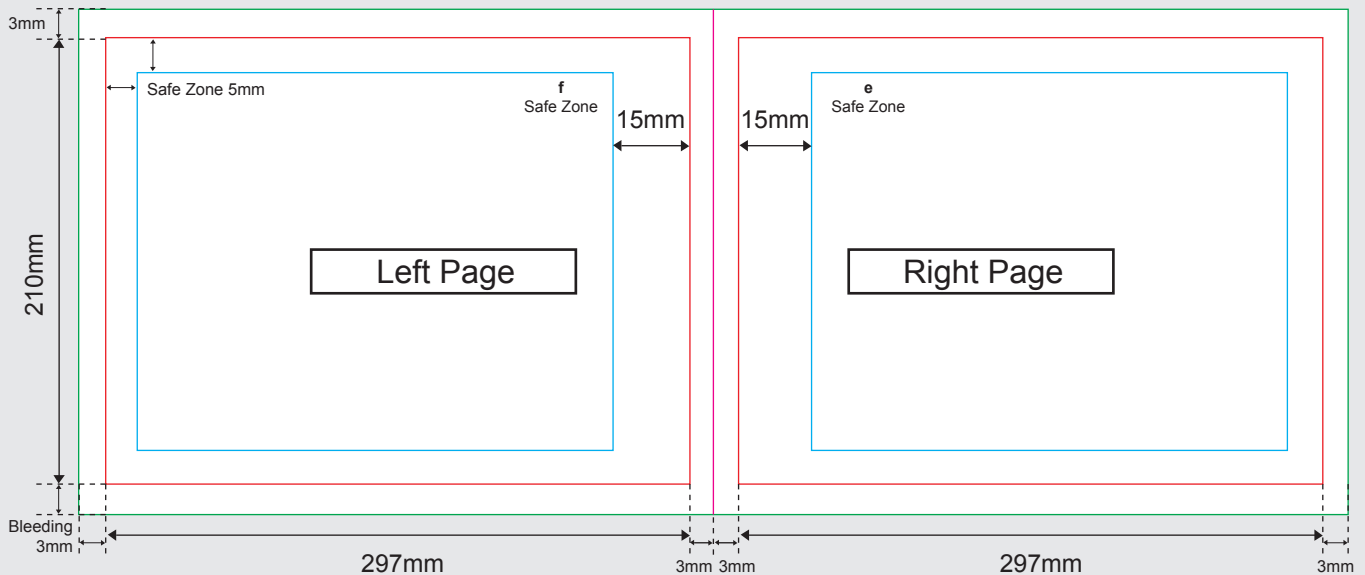Note : Spine **CANNOT** contain any artwork.
      : For Inner Cover, 5mm from spine **MUST** be blank (no artwork)

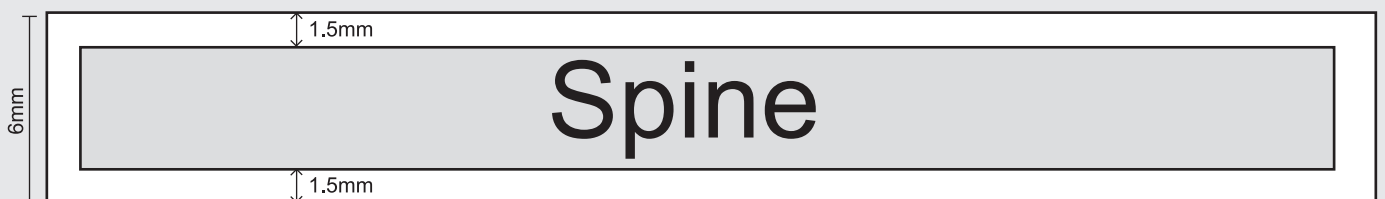▶ **Optional Finishing** : Only Gloss Water Based Varnish.

Creasing Line

Inner Cover **Front**	**Inner Cover** **Back**

8 mm   8 mm

Spine

c
13mm
Safe Zone

Blank
5mm

d
13mm
Safe Zone

Blank
5mm

Safe Zone 5mm

Bleeding
3mm

Inner Cover
Diagram 2.2

EXCARD®

Content Pages

▶ **Bleeding**   : Bleed **OUT** the background **3mm** on all sides from Trim Size. *Refer Diagram 2.3*

▶ **Safe Zone Area**   :

   i) **Allocate 5mm** (inwards from Trim Size) along all sides **EXCEPT** for the sides along the spine.
   Refer Diagram 2.3

   ii) **Allocate 15mm** for the sides along the spine (15mm away from spine)
   Refer (e) and (f) in Diagram 2.3

3mm

Safe Zone 5mm

f
Safe Zone

15mm   15mm

e
Safe Zone

210mm

Left Page   Right Page

Bleeding
3mm

297mm   3mm 3mm   297mm   3mm

Content
Diagram 2.3

Spine

6mm

1.5mm

Spine

1.5mm

▶ **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.

EXCARD®   www.excard.com.my

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 .

Table of Paper Material		Thickness / sheet (mm)
Cover	Art Card 230gsm	0.25
	Art Card 250gsm	0.275
	Art Card 310gsm	0.355
Content	Simili 80 gsm	0.098
	Simili 100 gsm	0.122
	Gloss Art Paper 80 gsm	0.069
	Gloss Art Paper 100 gsm	0.080
	Gloss Art Paper 128gsm	0.104
	Gloss Art Paper 150 gsm	0.125

Calculation Examples

►**Spine Calculations for Perfect Binding Booklet with 4 Cover pages + 80 Content Pages**
Cover: Gloss Art Card 250gsm
Content: Gloss Art Paper 100gsm (80 pages / 40 sheets)
Spine = [(0.080 x 40) + (2 x 0.275)] x 110%
         = [3.2 + 0.55] x 110%
         = 4.125 (rounded up to next bigger value)
         = 5mm

►**Spine Calculations for Perfect Binding Booklet with 4 Cover pages + 48 Content Pages**
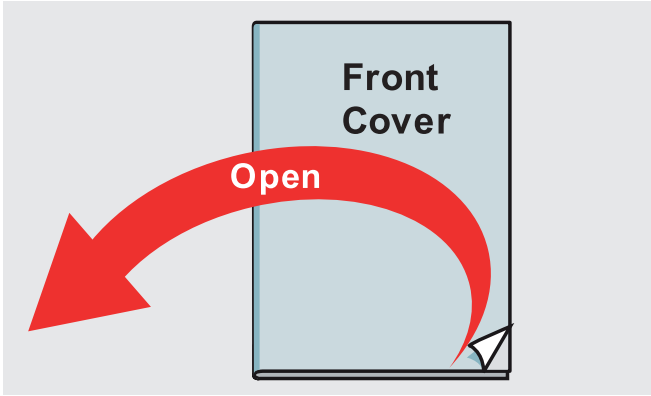**Cover: Gloss Art Card 250gsm**
Content: Gloss Art Paper 100gsm (48 pages / 24 sheets)
Spine = [(0.080 x 24) + (2 x 0.275)] x 110%
         = [1.92 + 0.55] x 110%
         = 2.717 (rounded up to next bigger value)
         = 3mm

►**Spine Calculations for Perfect Binding Booklet with 4 Cover pages + 32 Content Pages**
Cover: Gloss Art Card 250gsm
Content: Gloss Art Paper 150gsm (32 pages / 16 sheets)
Spine = [(0.125 x 16) + (2 x 0.275)] x 110%
         = [2 + 0.55] x 110%
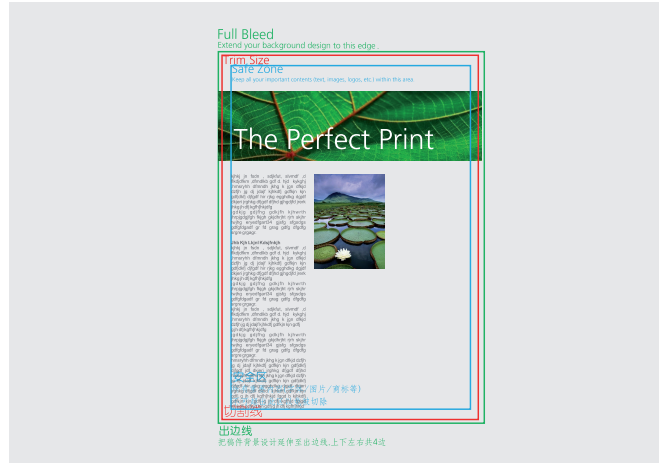   **= 2.805 (rounded up to next bigger value)**
         = 3mm

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 informour 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.

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.

ARTWORK FILE

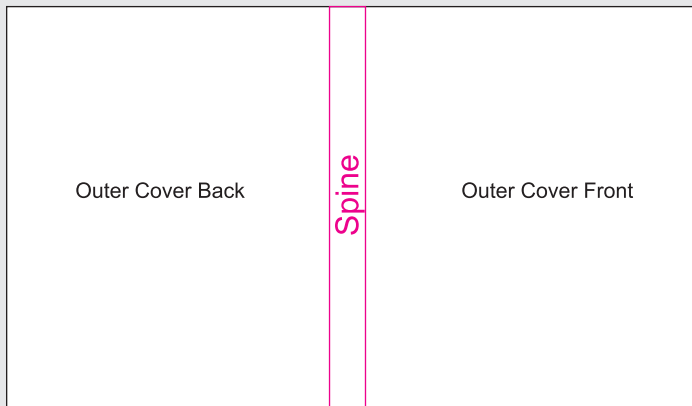This is the file we will use for printing. Please publish your final artwork as follows:

► 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
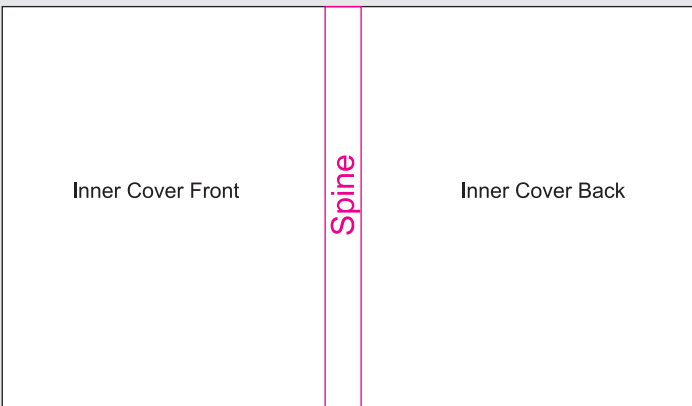
Example : Booklet with 48 pages

File 1: coverabc.pdf

Page 1 ► Outer Cover (Back and Front)
Page 2 ► Inner Cover (Front and Back)

Outer Cover Back	Spine	Outer Cover Front

Cover Page 1

Inner Cover Front	Spine	Inner Cover Back

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.
- ☐ 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.