

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.

Saddle Stitching Booklet - Artwork Specification

Artwork Dimension - Portrait

(Applicable for pages equal/below 32pp. \*\*printed pages in multiple of 4)

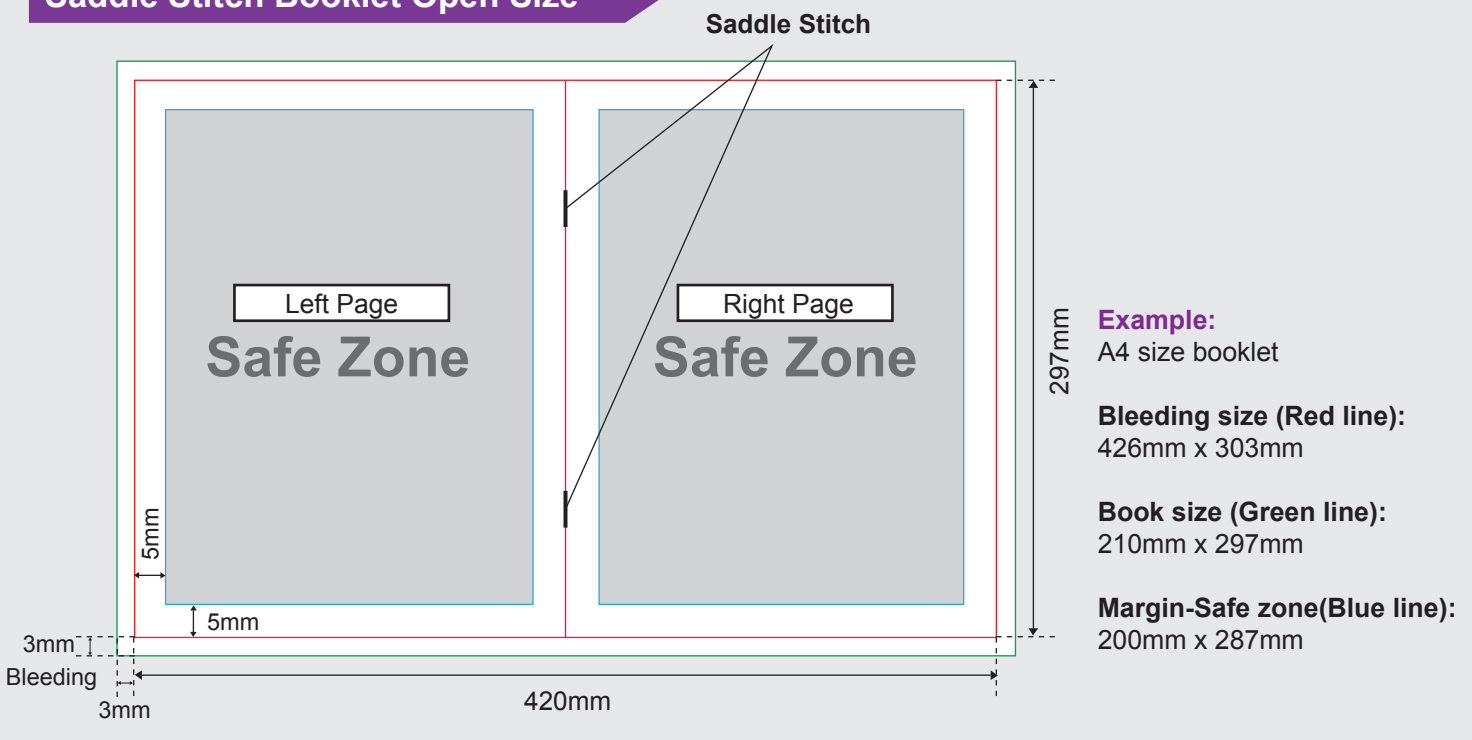
\*This is only applicable to inner sheet no.1 to no. 8.

Bleeding : 3mm from all sides of the edge (Artwork Dimension)

Margin : 5mm from all sides of the edge (Safe Zone)

Paper	Book Size (mm) Trim Size (Green)	Margin (mm) Safe Zone (Blue)	Bleeding (mm) Page Layout (Red)
A4	210 x 297	200 x 287	216 x 303
A5	148 x 210	138 x 200	154 x 216
A6	105 x 148	95 x 138	111 x 154
B5+	190 x 266	180 x 256	196 x 272
Avoid designing border / content too close to trim size			Document Page Layout (Artwork Dimension)

Saddle Stitch Booklet Open Size



**Saddle Stitch Booklet Closed Size**

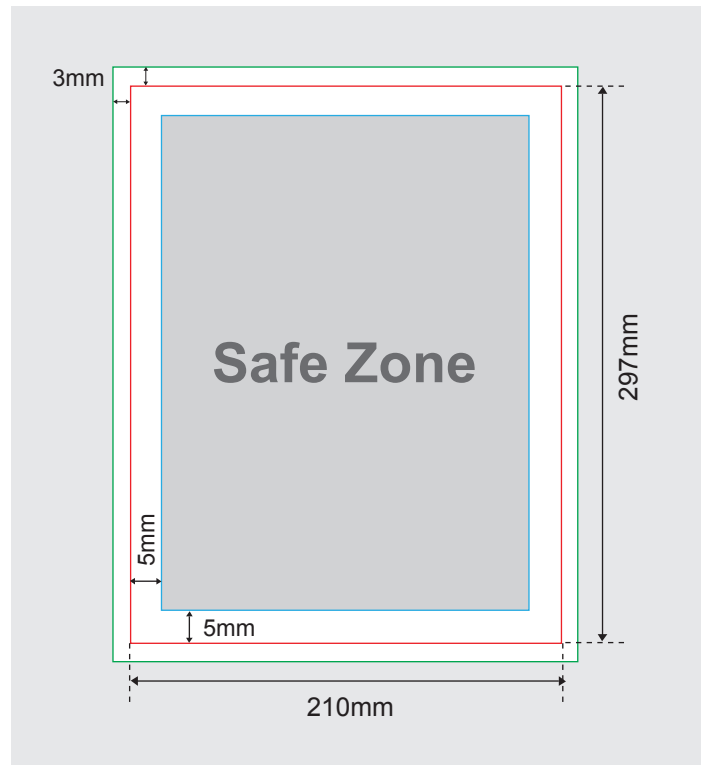
**Example:**

**A4 size booklet**

Bleeding size (Red line) : 216mm x 303mm

Book size (Green line) : 210mm x 297mm

Margin-Safe zone(Blue line) : 200mm x 287mm



**SADDLE STITCHING BOOKLET - ARTWORK SPECIFICATION**

**Artwork Dimension - Portrait**

**(Applicable for pages equal/above 36pp. \*\*printed pages in multiple of 4)**

\*This is only applicable to inner sheet no.9 and above.

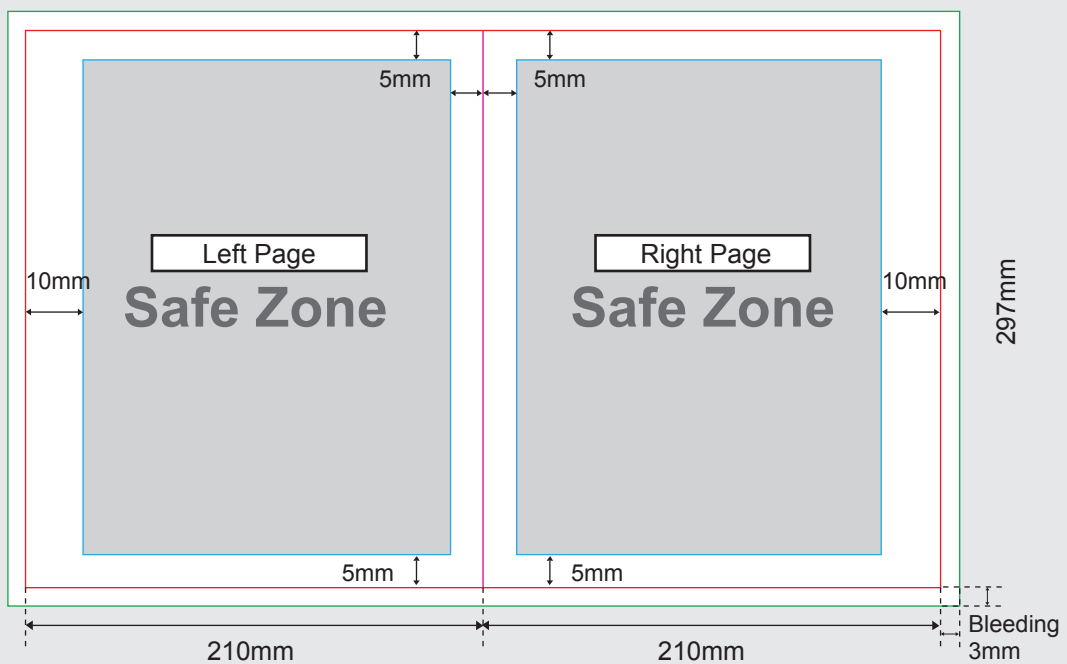
Bleeding : 3mm from all sides of the edge (Artwork Dimension)

Margin : 5mm from all sides of the edge (Safe Zone) except,

10 mm from Right sides of the edge of Right Page

10 mm from Left sides of the edge of Left Page

Paper	Book Size (mm) Trim Size (Green)	Margin (mm) Safe Zone (Blue)	Bleeding (mm) Page Layout (Red)
A4	210 x 297	195 x 287	216 x 303
A5	148 x 210	133 x 200	154 x 216
A6	105 x 148	90 x 138	111 x 154
B5+	190 x 266	175 x 256	196 x 272
Avoid designing border / content too close to trim size			<b>Document Page Layout (Artwork Dimension)</b>



**SADDLE STITCHING BOOKLET - ARTWORK SPECIFICATION**

**Artwork Dimension - Landscape**

**(Applicable for pages equal/below 32pp. \*\*printed pages in multiple of 4)**

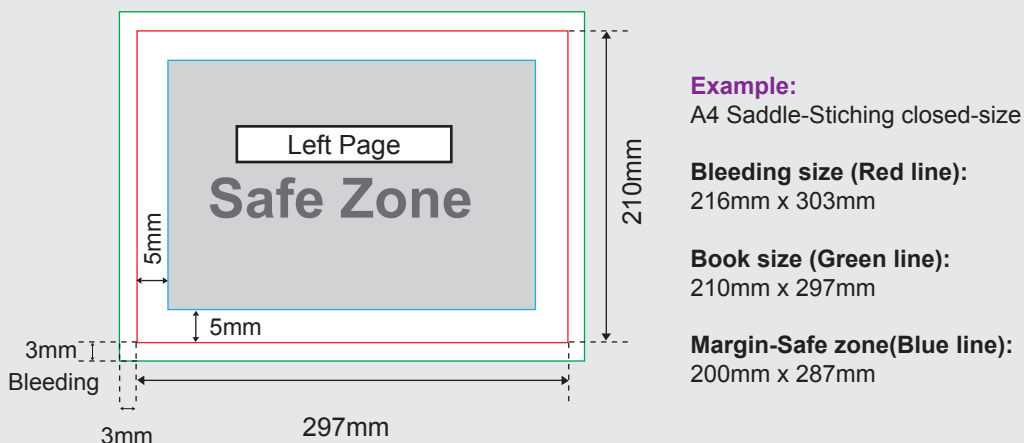
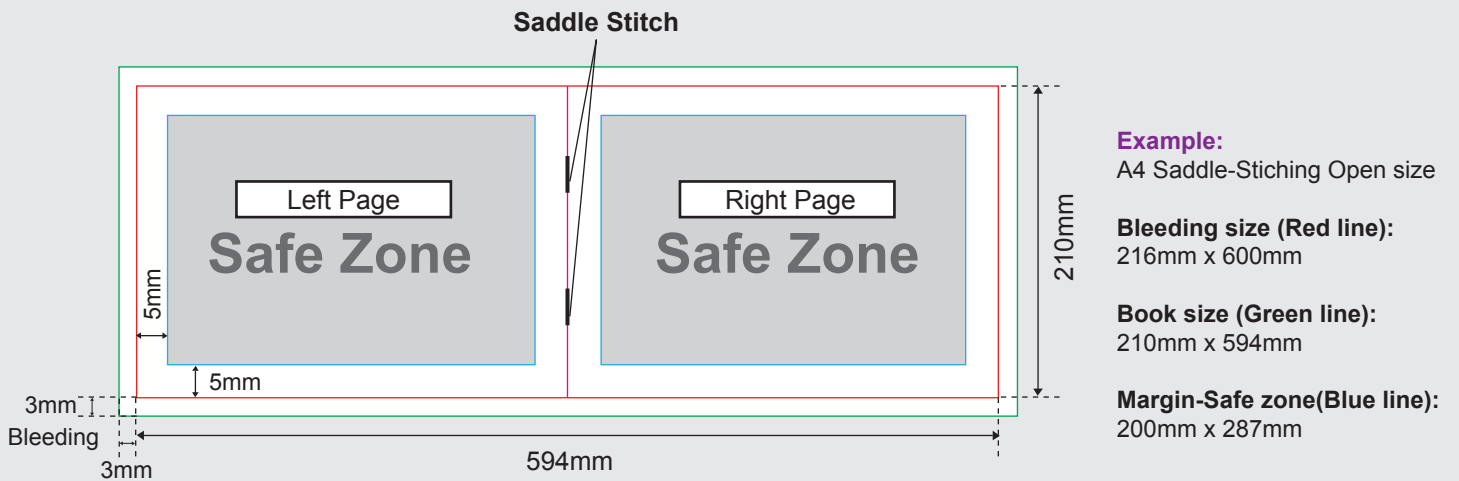
\*This is only applicable to inner sheet no.1 to no. 8.

Bleeding : 3mm from all sides of the edge (Artwork Dimension)

Margin : 5mm from all sides of the edge (Safe Zone)

Paper	Book Size (mm) Trim Size (Green)	Margin (mm) Safe Zone (Blue)	Bleeding (mm) Page Layout (Red)
A4	210 x 297	200 x 287	216 x 303
A5	148 x 210	138 x 200	154 x 216
Avoid designing border / content too close to trim size			<b>Document Page Layout (Artwork Dimension)</b>

**Diagram of Artwork Dimension:**



## SADDLE STITCHING BOOKLET - ARTWORK SPECIFICATION

### Artwork Dimension - Landscape

**(Applicable for pages equal/below 32pp. \*\*printed pages in multiple of 4)**

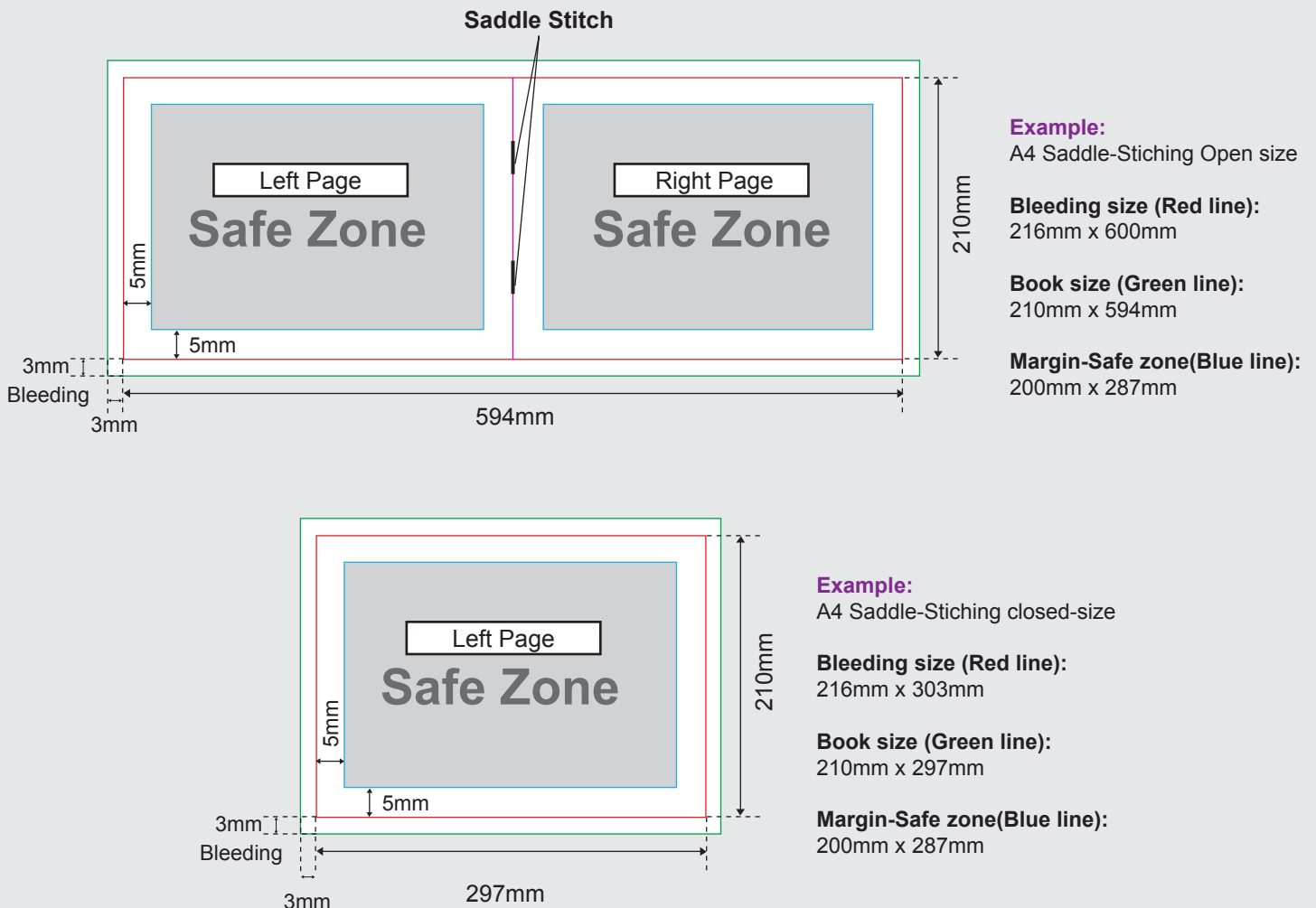
\*This is only applicable to inner sheet no.1 to no. 8.

Bleeding : 3mm from all sides of the edge (Artwork Dimension)

Margin : 5mm from all sides of the edge (Safe Zone)

Paper	Book Size (mm) Trim Size (Green)	Margin (mm) Safe Zone (Blue)	Bleeding (mm) Page Layout (Red)
A4	210 x 297	200 x 287	216 x 303
A5	148 x 210	138 x 200	154 x 216
Avoid designing border / content too close to trim size			<b>Document Page Layout (Artwork Dimension)</b>

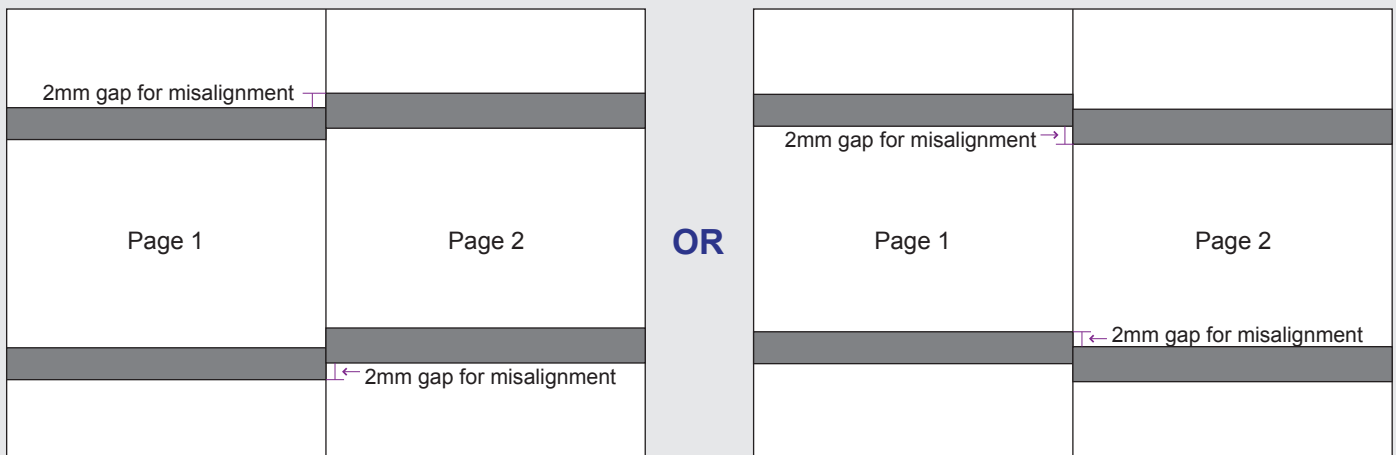
#### Diagram of Artwork Dimension:



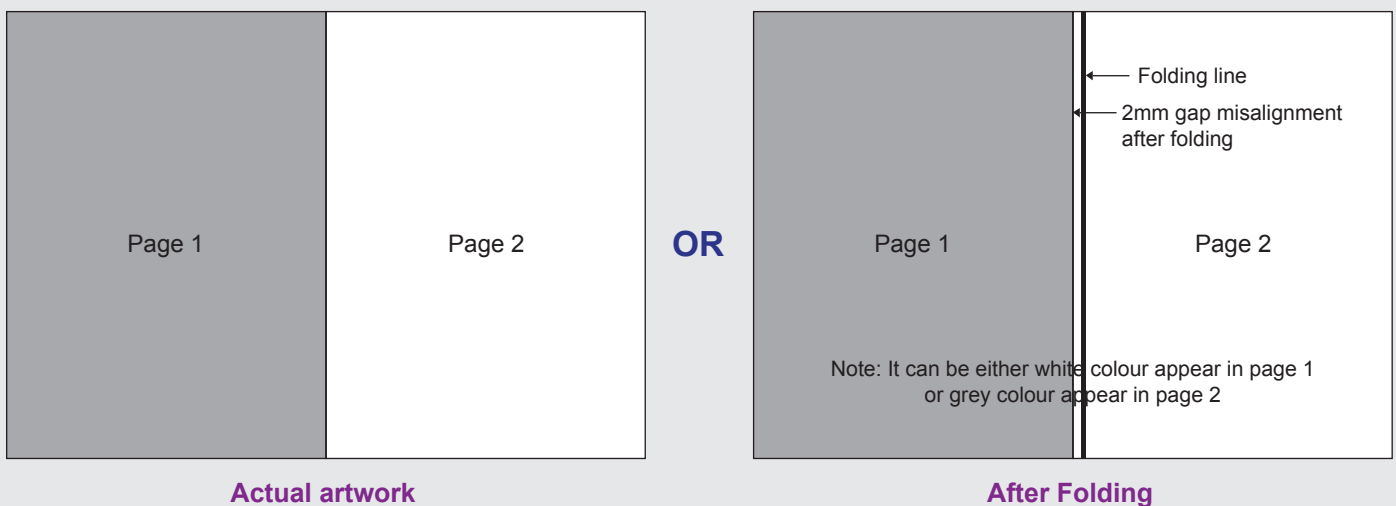
**NOTE:**

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.**



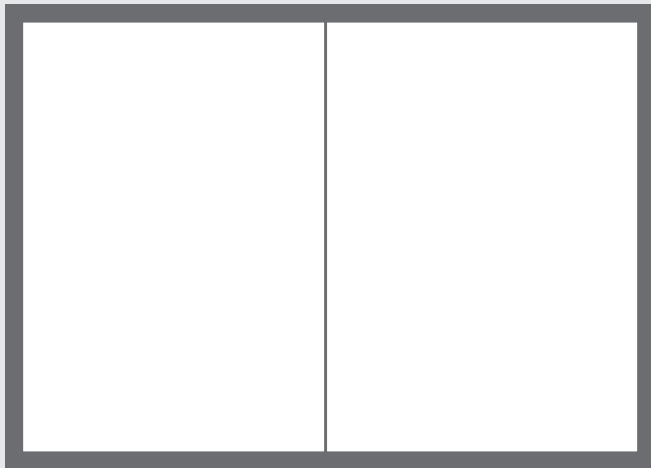
**Diagram 2 : Folding tolerance for booklet.**



**Artwork Precaution - Artwork with Borders**

1. Avoid objects which borders. Objects which borders make uneven trimming more visible. Excard will not accept reject claimed that the uneven trimming for object with border.
2. Tolerance for uneven trimming is 2mm. Please refer diagram 3 for the illustration.

**Diagram 3 : Artwork with border.**



**Desired Outcome**

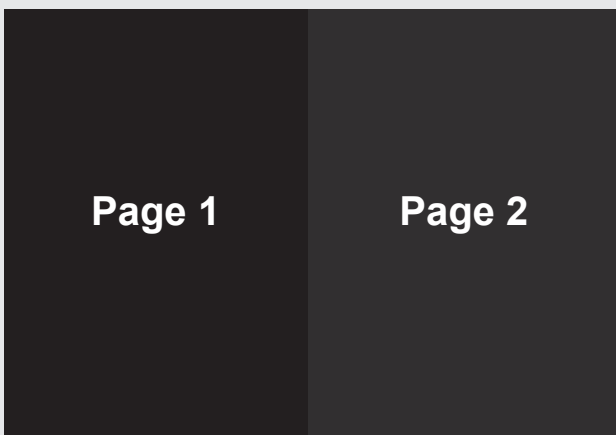


**Actual Outcome**

**Artwork Precaution - Avoid Artwork with Repeating Wide Areas of the Same Solid Colours**

1. 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. Please refer diagram 4 for the illustration.

**Diagram 4 : Avoid Artwork with Repeating Wide Areas of the Same Solid Colours**



**Artwork File Preparation Method**

**Preparing File For Printing**

During the ordering process, artwork **MUST** be saved in **PDF FORMAT**



**1) ARTWORK FILE**

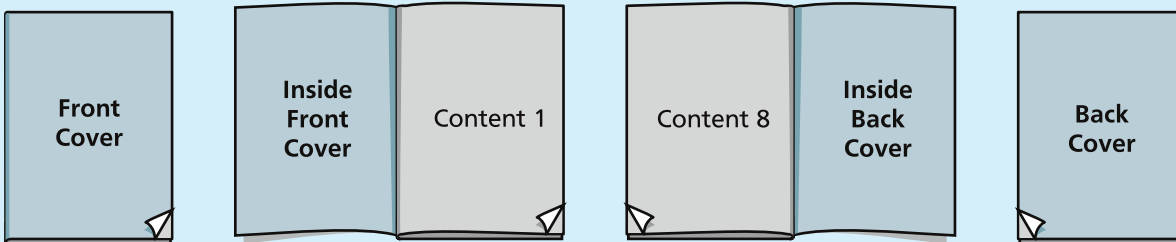
1. This is the file we will use for printing. Please publish your final artwork into a PDF file.
2. Please arrange your pages according to our specification. (refer example below)
2. If your booklet has a blank page, leave the page empty but remember to remove all guidelines.

Example : 12-page booklet saved in a PDF file:

- Page 1. Front Cover
- Page 2. Inside Front Cover
- Page 3. Content 1
- Page 4. Content 2
- Page 5. Content 3
- Page 6. Content 4
- Page 7. Content 5
- Page 8. Content 6
- Page 9. Content 7
- Page 10. Content 8
- Page 11. Inside Back Cover
- Page 12. Back Cover



Booklet.pdf



\*\*Common booklet pages are open from Right to Left, for customer who required the pages to open from Left to Right, kindly prepare the files in reverse way.



## STANDARD CHECKLIST :

### COLOUR

- Use ONLY CMYK colour mode in your artwork
- Always refer to our CMYK COLOUR REFERENCE KIT (CMYK Colour Reference Manual and spot colour toning reference) while working with colour.
- No colour tints (toning) lower than 10%
- Do not set black colour to (C=100 M= 100 Y= 100 K= 100)
- Total of CMYK colour ink coverage should not exceed 240%
- Make sure the value between colours are at least 10% of different. (Tint / toning effect more obvious)

### LINE

- Line weight not less than 0.25points  
(Not applicable for Pre-Inked stamp,spot UV,Hot Stamping)

### IMAGES

- All images are in CMYK colour mode
- Resolution of all images are set to or above 300dpi.
- Scanned line Art/Black & White images resolution are set to or above 1200dpi.
- Do not manipulate images using a layout program

### TEXT

- No font less than 4points
- Curve / Path / Create outline all fonts

### ARTWORK

- Artwork is prepared in our Product Size Templates
- Background design expand to Full Bleed size
- Vital elements are within Safe Zone
- No crop mark are applied
- Ensure artwork orientation

### DESIGN

- All images have been exported / converted : Background, design effects, photos, images to TIFF files (not including text / vector images)
- Never manipulate images in layout program resolution: 300 dpi
- Color Mode: CMYK color mode

### FILE FORMAT

- Artwork is saved in required file format : Adobe acrobat Document 4 – Ver 1.3 (\*.pdf)
- Resolution: 300 dpi
- Color Mode: CMYK color mode

### Finishing type: Artistic Finishing

\*\*Please refer to the general artwork specification