

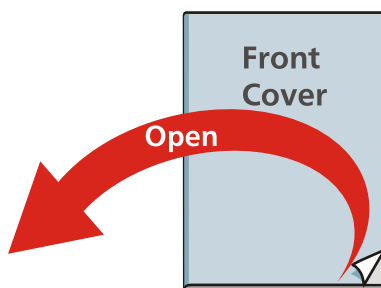


Booklets can consist of multiple pages with different artworks. As such, preparation and production can be quite complex. Therefore, we advise you to follow our guidelines as closely as possible to avoid any unwanted surprises. Also, apart from submitting your final artwork for output, you are also required to send us a dummy/mock-up to enable us to page your booklet according to your desired sequence.

## TEMPLATE GUIDELINES

1. Please use our template guidelines to ensure you prepare your artwork correctly.
2. If your booklet has blank pages, leave the pages empty but remember to remove all guidelines before you submit your artwork file.

## 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.



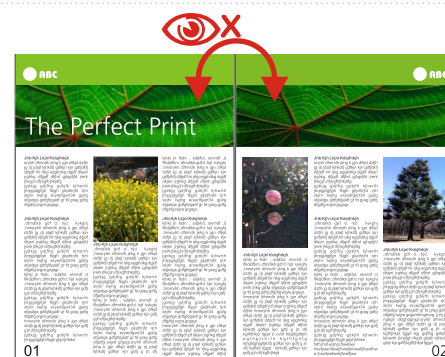
### Avoid Objects Which Cross Pages

Objects which cross pages are unlikely to line up perfectly. If you have to, use the center spread page instead.



### Compensate for Creep

The thicker the booklet, the more the inner pages will creep (extend) out from the outer pages when folded. Hence, keep vital elements of your layout for the inner pages away from the edges as much as possible to avoid them being trimmed off.



### 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.





## PREPARING FILE FOR PRINTING

During the ordering process, you must submit 2 files to us:

- 1) **Artwork File** (All pages in a **PDF file**)
- 2) **Dummy** (JPEG files in a **ZIP file**)



### 1) ARTWORK FILE

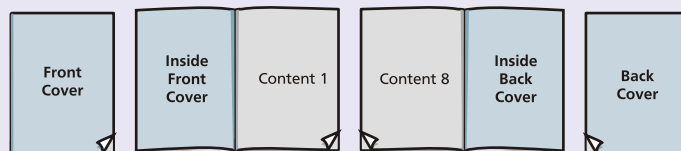
1. This is the file we will use for printing. Please publish your final artwork into a PDF file.
2. Please arrange your pages according to our specification. (refer example below)
2. If your booklet has a blank page, leave the page empty but remember to remove all guidelines.

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



### 2) DUMMY

1. To avoid printing the wrong page sequence, you must prepare a dummy showing the arrangement of your pages.
2. Arrange your dummy in open size in the correct page sequence according to our specification. (refer example below)
3. Save your arrangement in **JPEG file format**, not more than **210mm x 148mm, 72dpi**.
4. **ZIP** all your JPEG files.

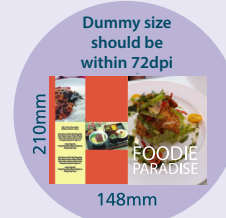
Example : 12-page booklet dummy in a ZIP file will contain 6 JPEG files:

**Back Cover + Front Cover** : Dummy01.jpg  
**Inside Front Cover + Content** : Dummy02.jpg  
**Content + Content** : Dummy03.jpg  
**Content + Content** : Dummy04.jpg  
**Content + Content** : Dummy05.jpg  
**Content + Inside Back Cover** : Dummy06.jpg

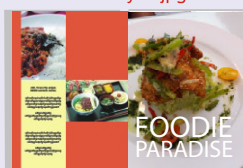


dummy.zip

PARADISE

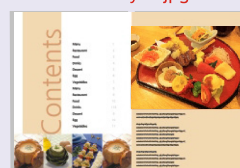


Dummy01.jpg



Back Cover Front Cover

Dummy02.jpg



Inside Front Cover Content 1

Dummy03.jpg



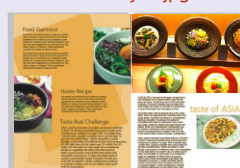
Content 2 Content 3

Dummy04.jpg



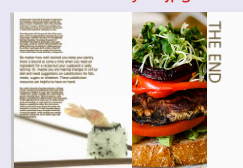
Content 4 Content 5

Dummy05.jpg



Content 6 Content 7

Dummy06.jpg



Content 8 Inside Back Cover

If your booklet has blank pages, leave those pages empty and arrange them accordingly.





Preparing artwork can be a complex task. 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 has been duly complied in your artwork.

## 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

- ☐ No fonts of less than 4pts
- ☐ Layout Program\* : Curve / Create Outline / Path all fonts
- ☐ Adobe Photoshop : Set resolution at or 300dpi and Rasterize Type

## Line

- ☐ No hairline less than 0.25pts

## Template Guidelines

- ☐ Artwork is prepared in the correct TEMPLATES GUIDELINES
- ☐ Background design expanded to Full Bleed size
- ☐ Vital elements are within Safe Zone
- ☐ No crop marks are applied
- ☐ Removed all guidelines and text descriptions in TEMPLATES GUIDELINES

## PDF File Format

- ☐ Artwork is saved in required file format : Adobe Acrobat Document 4 - version 1.3 (\*.pdf)
- ☐ Resolution : 300 dpi
- ☐ Colour mode : CMYK colour mode

## Other

- ☐ All pages are placed in the correct sequence you want them to be
- ☐ 2 files are prepared : Artwork File and Dummy
- ☐ Artwork File is arrange according to our specification and published to a PDF file.
- ☐ Dummy is in JPEG file format and arranged according to our specification. Add all of your JPEG files into a ZIP file.
- ☐ Other than hyphen (-) and underscore(\_), your filename does not include any other marks or symbols
- ☐ No overprint setting is used

