

Useful Guides and Templates

Guidelines for
designers



Griffin Press

Guidelines for text designers

There are certain variables that can affect the quality of text reproduction, and these should be carefully considered when planning a production. It is useful to therefore follow some basic guidelines:

- Carefully consider the quality of the paper. Generally smoother papers are less bulky and produce a sharper printed image. Refer to our section on papers - or discuss our range of paper with one of our sales team;
- Refer carefully to our standard formats section for ideal sizes;
- We recommend no image should be within 10mm (the minimum is 5mm) of the trim edge of the book unless your trim size allows for bleeding images;
- The screen ruling used in Web text printing is 100;
- We do not recommend using solid panels'
- Extensive halftones in concentrated areas of a book must be avoided. Please discuss this with your sales representative;
- We strongly recommend not using stipple weights greater than 60%.

Guidelines for cover designers

There are certain variables that can affect components during production, and though on their own they can be small, they can affect the final design of the trimmed book.

It is useful to follow some basic guidelines for cover and illustration designs:

- Covers and illustrations at Griffin Press are printed at a 150-line screen;
- Type and critical non-bleeding images such as logos, type or barcodes would be withdrawn 4mm from book trims;
- A 5mm bleeding image is required on all edges;
- Avoid fine serif type reversing from 4 colours;
- Fine reversed rules or key lines in solid colour should be minimum of .25mm in thickness;
- Kiss fit images need to be spread or chocked to give a better fit in final printing;
- Large panels of solid black should generally have a 50% tint of cyan beneath to provide best density. Underlying colours should never total more than 120%;
- Avoid high percentage tints printing with in large areas of solid colour. 60 - 70% tint will give better definition.

Some further specifics on covers:

- If 5th colour is not a crucial match, it is worth considering producing this from 4 colour processes;
- Be aware that pantone colours are not always accurately matched by 4 colour processes;

- Where a pantone colour is specified, Griffin will match this colour to the pantone book, not the representative proof we have supplied;
- Pantone colours starting with Care for coated paper, and pantones starting with a U are for uncoated paper. The outside of our cover board is coated. The inside of our cover board is semi coated;
- Printing black from 4 colours should always be avoided on covers, especially on spines and trim edges;
- Matt Lamination over large areas of dark covers is prone to show scuffing and marking from the book production process;
- Do not reverse foil blocking areas from the print image;
- Spine bulks less than 5mm should contain no type;
- Spines type on thin books between 5-10mm should be at least 2mm smaller in height than the text bulk to allow for bindery variation;
- Logos and type for wider spines should be sized to give 2mm minimum space either side of the image. This should be increased to 3mm on spines exceeding 30mm. This is to allow for text bulk variation and binder variation;
- We recommend that covers are designed with a spine the same colour as the front and back cover so any variation in spine bulk does not stand out on the finished book.

Embellishment Guidelines:

- Foil should always be underneath laminate or varnish to prevent scratching of foil;
- Spot UV varnish should not bleed off the cover edge;
- The spine should not be embossed;
- Matt lamination is prone to show scuff and handling marks from the production process, particularly on dark colours;
- Jackets should always be laminated for strength;
Matt spot UV over gloss lamination is not recommended.

Designing your cover

You know that old saying *you can't judge a book by its cover!* Well, whilst there may be some truth in it, you really must consider the importance of your cover as a marketing tool.

The cover is the first thing a prospective buyer looks at. Usually a quick glance at the front and back covers is what the purchasing decision is made on. Studies show that on average a cover is looked at for 3 to 4 seconds before the consumer moves on, so it really needs to grab attention!

So put some considerable time and thought into your cover. An interesting cover isn't a guarantee of success but it helps attract attention!

The front cover usually contains at least the title and or author and an appropriate illustration or decorative feature.

Unless you have a design background and are confident and competent in cover design it is probably well worth having a graphic designer work with you. This is a decision you will need to make depending upon the market your book is destined for.

The back cover:

Although the front cover helps to grab the attention of a prospective buyer, the blurb on the back needs to be succinct yet descriptive enough to appeal to your target readers.

A testimonial or review from a respected critic on your topic can also add to the marketing of your book by adding credibility to your work.

The spine:

Most books spend their lives with their spines facing outward, so it is important that the spine carries sufficient information to make it easily identifiable from other titles on the bookshelf. Typically, a spine will have the title, author and publisher's logo.

Images on spines are usually reserved for a book of reasonable thickness, so that the detail can be read.

Text on a spine normally runs from top to bottom.

The spines that work the best use a background colour (or image) to wrap around the entire book, or at least a few millimetres beyond the fold of the spine (or scores).

The calculation of the spine width is based on the thickness of the paper (not the weight) and the number of pages in your book. Even then, a slight allowance must be made for minor variations in the thickness of the stock, regardless of weight and type. Therefore, be aware that a spine with a solid colour or image designed to fit exactly to the spine measurement is more likely to end up with some spine wrap on the front or back cover.

Always check your spine width with your sales executive or customer service representative before submitting final cover files and make sure you are using the final page extent, as any change to the extent could have a flow on effect to the positioning of the spine.

Of course if your book is to be saddle stitched it won't have a spine. Griffin Press do not perfect bind a book with a spine of 4mm or less.

Print options:

For low print runs (under 500 copies), your best option is to print using our digital colour press. This is a four-colour process machine and means that in your design you are restricted to using the four process colours - CMYK (Cyan (C), Magenta (M), Yellow (Y), Black (K)) - instead of solid PMS colours. Digital printing does not allow for additional embellishment processes such as foiling and embossing.

If a solid PMS colour or the use of embellishments is an important feature of your book, you will need to have your covers printed offset. Keep in mind that this process will add significantly to the print cost and it will also delay the delivery of your books by a few extra days.

Cover formats:

To assist you in setting up your cover we have provided format examples for you to use as a guide (see the Templates section).

Any images that are important to the design and do not bleed, or are important information (such as a barcode), should be kept 3-5mm from the trim and the fold of the book's spine.

To get an idea of the space you have to work with, you can print the examples to actual size by setting the page scaling to 'none' and print on A3 landscape, preferably in colour.

Bleeds on the cover:

A bleed allows an image (or colour) to run off the cover (or printed page). This is created because the sheet used to print on is bigger than the final trim size of the book.

Using this extra space on covers to bleed your images means that you don't end up with unwanted white edges which may result, given that a small margin of tolerance is needed for the manufacturing process. You need to make an allowance for this bleed, and if you refer to the templates we've provided, you will see that this bleed allowance is indicated.

Let's assume you have a background colour that you want to bleed off. Make sure you increase the size of that background (or image) by 5mm beyond the trim marks in your cover file (see templates). This way you'll end up with a great looking cover, with no white space (unless of course you want white space), that provides allowance for that little bit of movement through the binding and trimming process.

Do not confuse the bleed of your background colour or image with text or images that are a key requirement to your cover. To ensure any key element does not get trimmed off, we recommend you do not place any text within 5mm of the trim.

Image file sizes:

Images should be between 150 to 300 DPI for the best effect.

Here is a list of things we recommend you consider:

- Don't use dark covers with matt lamination - they show off scuffing and given books are packed in cartons and unpacked then put on shelves etc, it is hard to avoid scuffing;
- Do gloss or matt laminate your cover as it offers some protection for your book;
- Avoid butting your design up to the spine, use a colour or image that wraps around. Designs that butt to the spine often show the small amount of variation that can occur in the paper thickness and movement through the binding process.

Text standards

The following text standards should be considered:

- PDF File Recommended backup to be setup within 0.25mm;
- Mint Copy Scanned Recommended backup to be setup within 1mm (variable controlled by original printed material);
- Images in text should be supplied per Griffin Press standards;
- Corrections Setup as the original supplied file, (making sure trim size is the same, text block, folios and running headers/footers are in the exact same position as original);
- Any more than 10 pages of corrections to be supplied, a new full file is recommended and a new set of Digital Dyelines is to be run and supplied back to you for full sign off;
- Contone Images (greyscale) - Highlight 3-5%, Midtone 35-40%, Shadow 85-90% (this is to compensate for Press dot gain);
- Line Images (Bitmap) - These are black and white, no stippled areas, should be solid black, but should not be large blocks of image area;
- Following the scanning of line/greyscale images, please remove any scum dot appearing in the background. Our Platesetters are calibrated to not produce a dot 3% or less;
- Screen rulings: 100° screen;
- Shaded/stippled area settings are recommended to be no less than 5%.

File preparation

What You Need to Supply

Text:

A single Print ready PDF file.

Do not save each page of your book as a single PDF or supply in double page spreads.

All fonts used are fully embedded.

Images are at the correct resolution (300dpi), use a very low compression format, or even better an uncompressed format (e.g., the highest-quality jpg for the former, or TIF for the latter), and are in the proper colour space (e.g., 8-bit greyscale for black-and-white interiors).

There should be no image within 5mm of the trim. Contact Griffin Press regarding bleed image including full page bleeds. If bleeds are required, in most instances this will need to be taken into special consideration as bleeds require a different production method. Your quote will state if bleeds have been allowed for.

Your final page dimensions of the print ready PDF is the same as your books' final trim size plus the bleed amount we require

Cover / Jackets:

A single Print ready PDF file.

Cover specification sheet indicates printing order, Pantone colours (if applicable) and embellishments.

Note: Please supply trim marks and spine guides. Images must have 5mm bleed on all edges. Griffin Press can supply you with a spine width measurement which must be incorporated into the final file.

If your cover is to include a Foil embellishment, ensure that the files are set up to overprint, not reverse out. Foil images must be supplied as 100% solid black only.

Images:

Minimum recommended dpi for colour images is 300dpi. Minimum recommended dpi for text / black & white images is 140dpi.

The Process

1. Material arrives at Griffin Press either by CD, email or FTP transfer.
2. Files are preflighted by Griffin prepress to ensure that the make-up of the file is suitable for output (This checks its compatibility at a high level however in some instances problems may occur with the file make up effecting output after it has passed this check).
3. If your files pass our technical pre-flight we will proceed straight to print and bind.
4. Your finished books will arrive approximately 15 working days later. Delivery time varies based on plant loadings and delivery location.
5. Should your files fail our pre-flight we will be in contact to discuss options about progressing your book.

Note that corrections to the files at this stage are subject to charges which are variable depending upon the error and solution. These costs should you agree will be required to be paid in full before we proceed. Should you decide not to proceed we will refund your money less an administration charge of \$100.

File naming

An extremely important part of File Preparation is the way the files/images/links are named. If a file is named in a manner that is not compatible with the majority of systems that Pre-press departments use globally, then it can cause many issues which may very well endanger the delivery date, final correct production, final book legability!

If you follow the very basic instructions listed below, then you can avoid the above problems;

- All file names must be no more than 31 characters in length, this includes the 4 character file extension identification at the end of every file, e.g. “.pdf”. If a file contains more than 31 characters, then it will potentially stop the file from transferring across, or will be unable to copy across to our server, meaning the file names will need to be shortened, making the files supplied no longer final, and when native files are supplied, we then run the risk of re linking, (as all renamed files will cause a break in the link identification), we may possibly link an incorrect image, if the names are similar to others supplied.
- No special characters should be used in any file name, the only characters that should be used in a file name should be numbers 0-9, letters a-z, hyphens ‘-’, underscores ‘_’ and spaces (but no file name should have a double space, as this will cause file to corrupt or not transfer via FTP). The only fullpoint/fullstop that should be used in a file name is the one used to separate the file name and the file extension. A file should never start with a space, hyphen, or underscore, this may cause it to corrupt.



- All file names should be relevant to the job title, if internal file naming is used, i.e '46589_txt.pdf', then this will make it very difficult for operators to identify or relate to a job, especially when the files are sent through via FTP, as there is more than a handful of jobs going through this system at the same time. A good method to follow is as follows The_Job_Title_TXT.pdf This method allows for quick identification of the job by title and the component.

File transfer

We now recommend the following programs, (freeware/shareware) to upload files via ftp to Griffin; Cyberduck for Apple Mac format and FileZilla for PC format. Cyberduck and FileZilla are the two main programs tested that will not cause connection errors.

We have found the following will continue to cause connection errors; Fetch for the PC and Browser for the Mac, this is not to say that other FTP software applications will not work, but we cannot guarantee that you won't experience connection errors. We have Complete 'step-by-step' instructions for both Cyberduck and FileZilla available upon request, either via contact with the Sales Rep, CSR or Pre-press departments.

The following, are very important guidelines to follow when uploading files to the FTP site, making sure the safe arrival of all of your files;

- If anything, other than a pdf file is to be supplied, it is recommended that all files required; fonts, images and native application, are placed into 1 folder and then either compressed or archived, as this will help protect files against corruption during transfer.
- Make sure file name is part or all of the JOB TITLE as well as the COMPONENT, these are both needed to correctly pull down and identify a file, e.g. Job_title_CVR, Job_title_TXT, etc.
- If a file is resupplied due to late corrections or incorrectly supplied, it pays to always change the name of the file to represent it is the latest version, (to avoid potential confusion between versions), e.g. Job_title_CVR_R2

EMAIL

For files that are under 6MB, for fast transfer, you can still use email as a method of transfer, this could be full files, or corrections, anything larger than 6MB is recommended to use FTP or burning files to disc and sending through to Griffin. If sending any type of Native file through, it is always recommended that the files are compressed/archived into 1 clearly named folder, (relative to the job title), this way

you can better ensure that the files remain un-corrupted, as it is common for files to corrupt during email transfer.

