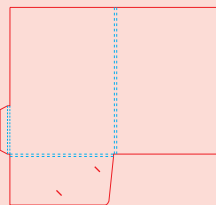


Ensure your artwork includes **3mm bleed** around all outer sides to allow for cutting tolerance.



Use CMYK colour for all swatches

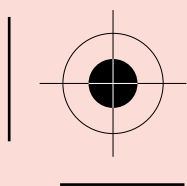


Use spot colours for cutter and crease guides

Check that all colours are specified as CMYK process (only include spot colour(s) if these have been included in the print quote). Exceptions would be **cutter/crease guides** which should be set in a spot colour named "Cutter" or "Crease"



Supply the PDF as a multiple page PDF, saved as single pages, not spreads. Ensure your document has been prepared in reading order, not as 'printers pairs'. Output to the PDF/X-4 standard with marks and bleed.



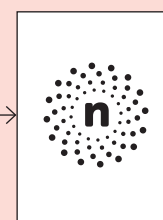
Include trim marks (offset at 3mm) on all pages when exporting to PDF along with 3mm bleed. Also include perforation marks if your job requires this (put these in the slug area and include the slug area when exporting to PDF).

300dpi

Set your resolution at **300dpi** for all saved artwork.

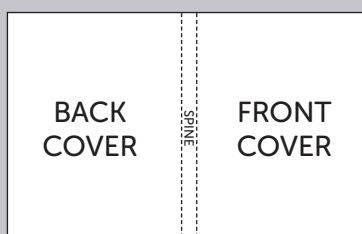
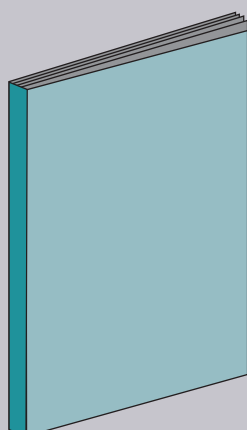


Print file



Special finish file

Design elements to be have a special finish applied (such as **Spot UV** or **Foil**) should be supplied on a separate page or document, with all elements set in 100% black, preferably vector. The position of the elements must match the print file exactly.



Overall page size equal to:
Depth (mm)
x
Back cover width
+
Spine
+
Front cover width (mm)

On all perfect bound (PUR) jobs please supply the cover as a complete spread to include the spine (e.g. an A4 book with 5mm spine should be supplied at 425mm x 297mm).

Please contact us prior to sending your artwork to obtain an accurate spine measurement.

See next page for hinge guidance notes.



It's easy to send us your artwork – simply upload to us using a quick and easy file upload service such as **wetransfer.com**.

Use the email address **artwork@newtonprint.co.uk** to send your files if smaller than 10Mb.

Perfect Binding 'Hinge' Allowance

On all perfect bound products there is a 'hinge', a 6mm wide area that runs down the spine edge. The cover is glued to the first and last page of text and not only holds all the pages in place, but gives strength to the binding.

Due to this any image that falls inside the 6mm strip of hinge on the inside front and back cover spreads will be lost. To compensate for the loss of 6mm to each side of these two spreads, we advise that the pages are step and repeated and moved outwards 6mm.

Internal Spreads

These can be handled in exactly the same method as above. However, instead of moving the pages out by 6mm, 3mm is normally sufficient. We advise that single pages should have a binding gutter of 10mm.

Example Below

The red area in **Figure 1** (top) demonstrates how much of each page will be lost in the hinge of the job where the cover joins up with the first and last text pages.

Figure 1 (bottom) clearly shows how the light trails no longer line up correctly, due to the overall loss of 12mm in the hinge. **Figure 2** (top) shows what the pages look like after having the images step and repeated out 6mm each side, with **Figure 2** (bottom) showing that the light trails now line up correctly.

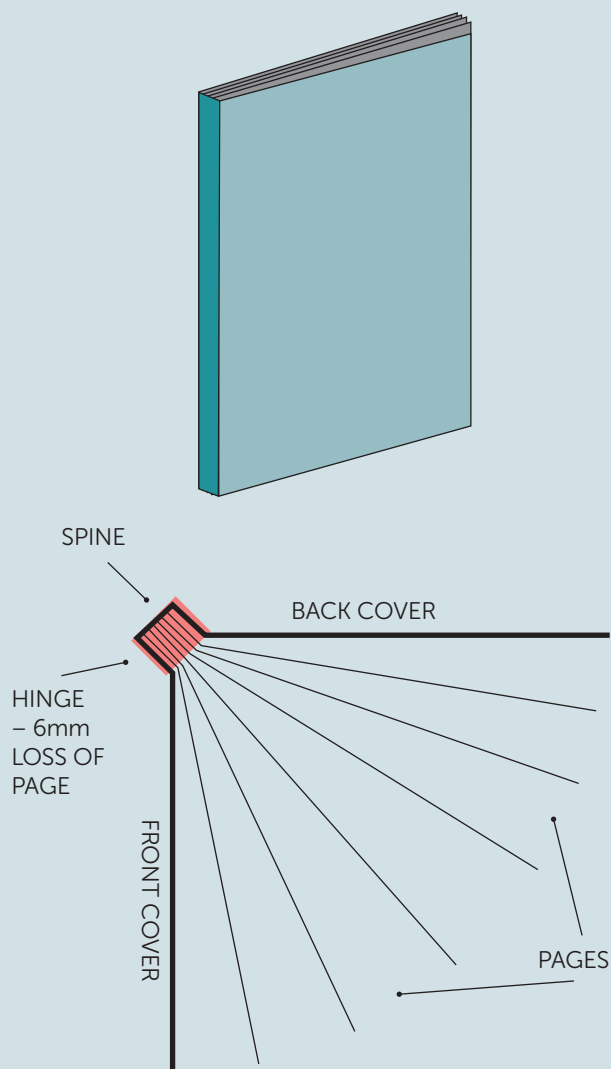


Figure 1 – no step

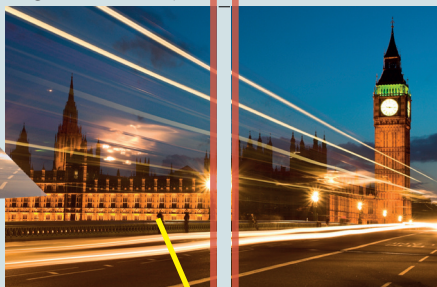
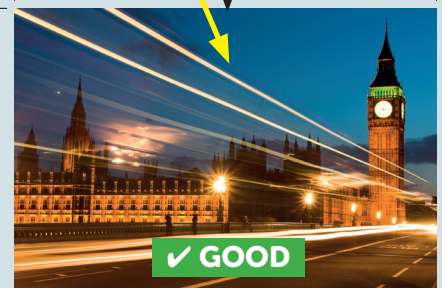
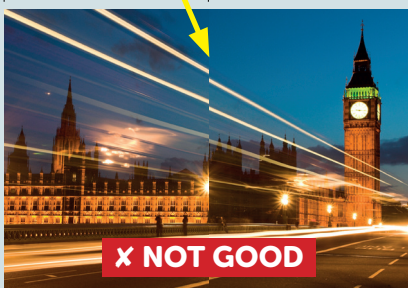
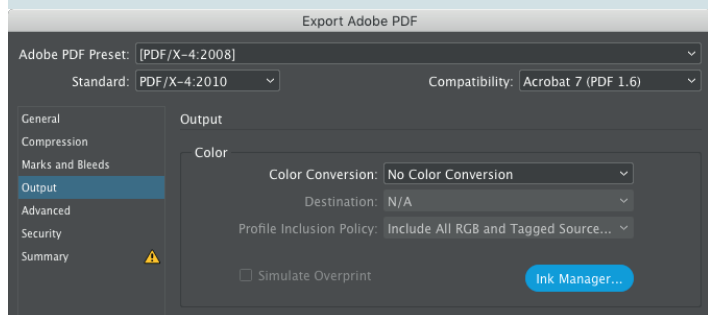


Figure 2 – with step

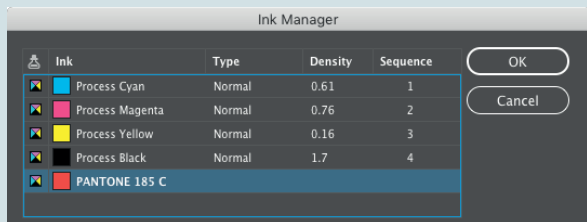


Using Adobe InDesign's Ink Manager

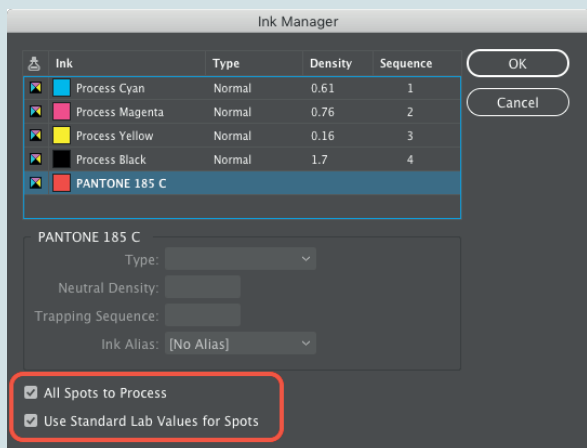
Before you export a PDF file for a commercial print job, you should click the Ink Manager button (in the Output pane of the PDF Export dialog box or the Separations Preview panel menu).



If you have spot colors in your document, they'll show up here in the list of inks.

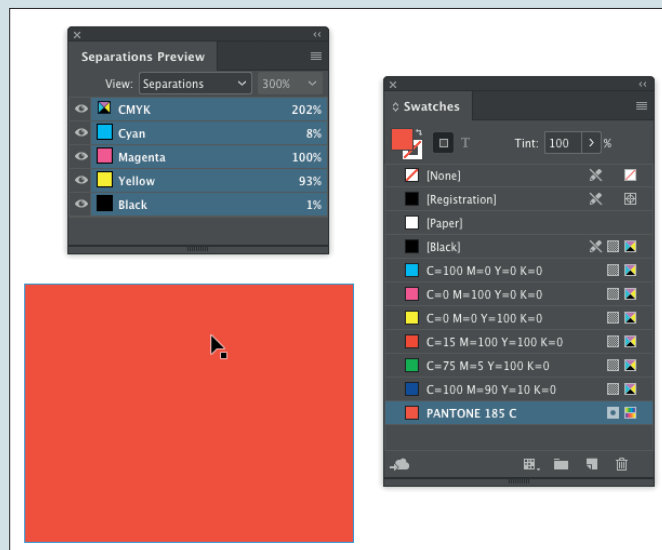


If you've agreed with Newton Print to print special spot color plates, like varnishes or metallic inks, just leave those alone. But if you didn't mean for them to be here, then turn on both the 'All Spots to Process' and the 'Use Standard Lab Values for Spots' checkboxes, so you'll get the best possible conversion to CMYK.



Lab is a color space that describes what colors look like to the human eye. So by choosing Lab here, you're telling InDesign to keep the look of the color as close as possible to the original, even though you're converting it to CMYK.

Also, if you ever come across a situation where you know a spot color was used in a document, but it's not showing up in the Separations Preview panel, check the Ink Manager. The spot color was probably mapped to process there.



The best advice we can give of course, is to ensure your colour swatches are correctly set before you get to the PDF stage – ensure they are all set to CMYK process, with no spots unless agreed with us prior* – and definitely no RGB.

* Cutter and Crease Guides

Exceptions to the 'no spot colour' rule are guides to indicate cutter outlines and crease guides, for jobs such as presentation folders or specially die-cut shapes. These guides should always be set up as a spot colour, preferably named as "Cutter" and "Crease" so that they can easily be identified. Guides must be vector format, do not set in Photoshop.