

## UNDERSTANDING BLEED:



**IMPORTANT:** These instructions are applicable for Wirebound Books only. Do not use these instructions for Wirebound Calendars, Saddle Stitched or Perfect Bound Books.

The Word templates have margins set to 10mm to prevent you from placing images or text too close to the edge of your design. All artwork must be kept within the internal bleed margin. Any text or images that extend beyond the internal bleed margin risk being trimmed off during finishing.

**IMPORTANT:** You need to carefully follow these instructions when preparing your artwork. Failure to do so may result in artwork incorrectly prepared for print.



**Please note:** We recommend all images should be set to 300 dpi. Images with a resolution of less than 250dpi may appear pixilated, blocky or blurry when printed even if they appear clear and sharp on screen. Increasing the resolution higher than 300dpi just results in bloated files with no improvement in print quality.

## USING THE MICROSOFT WORD TEMPLATE:

1. Open the template.
2. Create your design.
3. Ensure you have followed all instructions in the above section titled 'Understanding Bleed.'
4. Please embed ALL fonts. [To do this:](#)
  - a. First, select the [File](#) option from the Word ribbon at the top of the screen.
  - b. From the options bar on the left-hand side, choose [Options](#).
  - c. The Word Options window will come up. Select the [Save](#) option from the banner on the left-hand side.
  - d. Under [Preserve fidelity](#) when sharing this document select the check box next to Embed fonts in the file. Then [click OK](#).

If Word notifies you that you have used fonts that cannot be embedded, [click OK](#).

**You will need to substitute these fonts for other embeddable font/s.**

5. Save your artwork as a PDF. [To do this:](#)
  - a. Go to [File](#) > [Save as](#) > select PDF.
  - b. Click [options](#) > choose high quality printing
  - c. Click [save](#) to create your PDF

**Please carefully check your final PDF before uploading your artwork.**

We strongly recommend supplying your artwork as a PDF file however if you are unable to do this you may supply a Word document instead.



**Please note:** You can download our job options file from our website and print your PDF using our job options file. By distilling your artwork with our job options file you may see possible errors in how your artwork has been set up before you supply the artwork to us. For the best results, PDF files should be created using Adobe Acrobat Distiller.

[See next page for Artwork Do's and Don'ts >](#)

These templates are designed to assist in artwork creation only. Use of these templates does not automatically guarantee correctly prepared artwork for commercial printing. We recommend that all artwork be prepared by qualified pre-press graphic designers experienced in the print industry. We cannot be held responsible for

artwork not correctly prepared for commercial CMYK offset printing. Should you choose to supply your own artwork, the ultimate responsibility lies with you, our valued client. Please feel free to contact our print estimating team if you would like more information or quotation on using the services of our own in-house design department.

# ARTWORK DO'S and DON'TS

**DO**

**Title Page**  
 Subheading

Pasta ipsum dolor sit amet  
 spaghetti mezzo penne agnolotti  
 pastina sagnarelli maltagliati pici  
 ricciolini tuffoli conchiglie tortellini  
 fedelini radiatori. Fiori gemelli vermicelli gemelli  
 manicotti strozzapreti cencioni gemelli torchio penne  
 zita mostaccioli sacchetti penne ravioli.

**Pg. 7**



**DON'T**

**Title Page**  
 Subheading

Pasta ipsum dolor sit amet  
 spaghetti mezzo penne agnolotti  
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**Pg. 7**



## Bleed

Wirebound books cannot have external bleed (artwork that extends to the trim edge). All artwork on wirebound books must be kept at least 10mm in from the trim edge.

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**Title Page**  
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## Artwork Size

Make sure your design is the right size or it may be automatically resized which may distort your artwork.

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## Image Resolution

Make sure all images and rasterized text are 300dpi when placed at 100% so they won't look blurry or pixelated when printed.