

# GRAPHIC DESIGN SPECIFICATIONS

## CUSTOM DIARY RANGE

### Introduction

The following information is a guide to assist you in creating your diary artwork. Please follow the directions closely to ensure your artwork will be produced in the highest quality possible.

If you need any assistance please feel free to contact us any time on 02 9213 3740 (Australia) or 0800 450 578 (New Zealand).

### Deadline:

Please check your Order Form for when artwork is due.

### Sending Artwork:

You may supply your artwork via email if attachments are < 20Mb, however if they are larger we suggest using services such as:

[www.WeTransfer.com](http://www.WeTransfer.com)

[www.DropBox.com](http://www.DropBox.com)

In the event you experience any problems whatsoever, please do not hesitate to contact us and we can make alternative suggestions.

If you are unable to provide an electronic copy of your artwork, please contact one of our staff to discuss available options.

Please ensure that the files are created according to the formatting specifications in this document.

**We cannot take responsibility for reformatting artwork that does not conform with the specifications stated within this document.**

### Proofs:

We do send PDF proofs of your artwork.

### Changes to your Artwork:

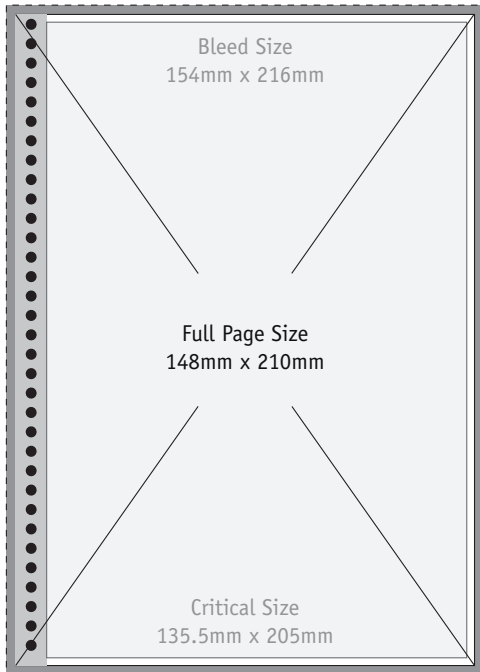
Once you have submitted your artwork you will have two fee-free opportunities to make changes.

Additional changes or delays in approving the electronic proof may incur an artwork modification fee; we will tell you if this is necessary.

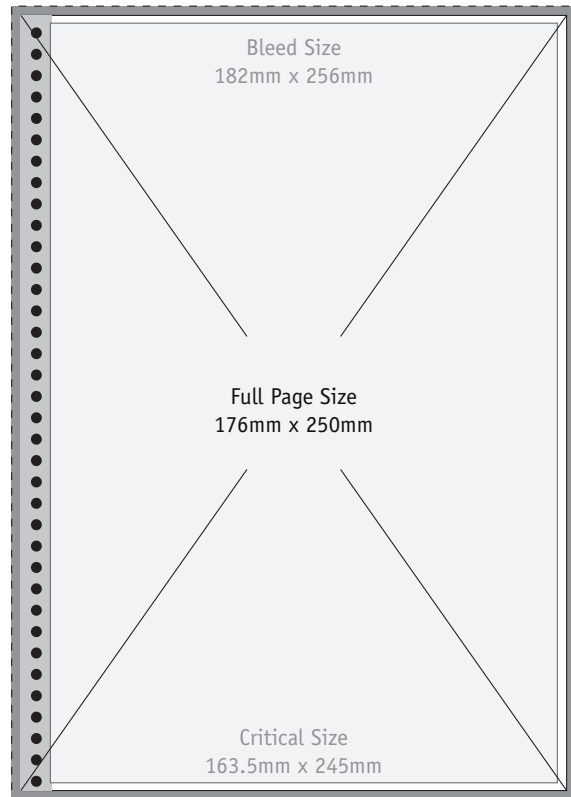
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## Page Sizes:

Below are images with the respective Trim and Bleed sizes for the common sized diaries we print. All diaries should allow for a 2.5mm margin with a 10mm gutter (inside edge).



A5



B5

## Guidelines:

### Page Set Up:

Handy templates are available for most diary sizes on our website.

### Format:

Word, PDF, InDesign CS5.5, Illustrator CS5.5, Photoshop CS5.5

### Colour:

- A) Greyscale
- B) If print is to be in 1 Colour, please design pages as Greyscale
- C) 2 colour - Spot Colours
- D) CMYK

### Fonts:

Verdana or Helvetica are recommended.  
10pt minimum is recommended.

### Images/Charts/Maps:

300 dpi or higher Resolution.  
All images must be clean and crisp.  
Generally, the images will appear of a similar quality to when you print them out on your office printer.

### Page Numbering:

Page numbers should be included at the bottom of each custom page.

### Tint:

We do not recommend using tints of less than 20% in images and no less than 50% for fonts. If using tints in fonts the print quality may be affected.

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## Front Cover - Spiral Bound Diary:

### Settings:

All artwork must be supplied in electronic format.

|                             |  |
|-----------------------------|--|
| <b>Page Set Up:</b>         | As per page size specifications.   |
| <b>Resolution:</b>          | 300dpi   |
| <b>Colour:</b>              | CMYK (Full Colour) / Spot Colours / Greyscale  |
| <b>Bleed:</b>               | 3mm on all sides   |
| <b>Standard Trim Sizes:</b> | A5 (148 x 210mm) / B5 (176 x 250mm)  |
| <b>Gutter:</b>              | Allow 10mm on the inside (spine) of your artwork. <u>Do not</u> place important text or images within 2.5mm of the remaining edges |
| <b>Fonts:</b>               | Embed or converted to outlines.  |
| <b>Format:</b>              | Print ready PDF  |

## Front Cover Logo - Stampings:

**Settings:** See above.

**Logo:** Must be Black & White logo, i.e. Mono Colour. (Greyscale or Colour Logos and artwork will not work.)

Note: As a general rule, logos and text that is to be stamped should not be bigger than 5cm<sup>2</sup>.

**Year Stamp:** Don't forget to include the year on the cover also.

## End Papers - Hard Case Book Bound Diary:

**Settings:** See above.

**Trim Size:** Twice the individual page size with fold in centre  
A5 (296 x 210mm) / B5 (352 x 250mm)

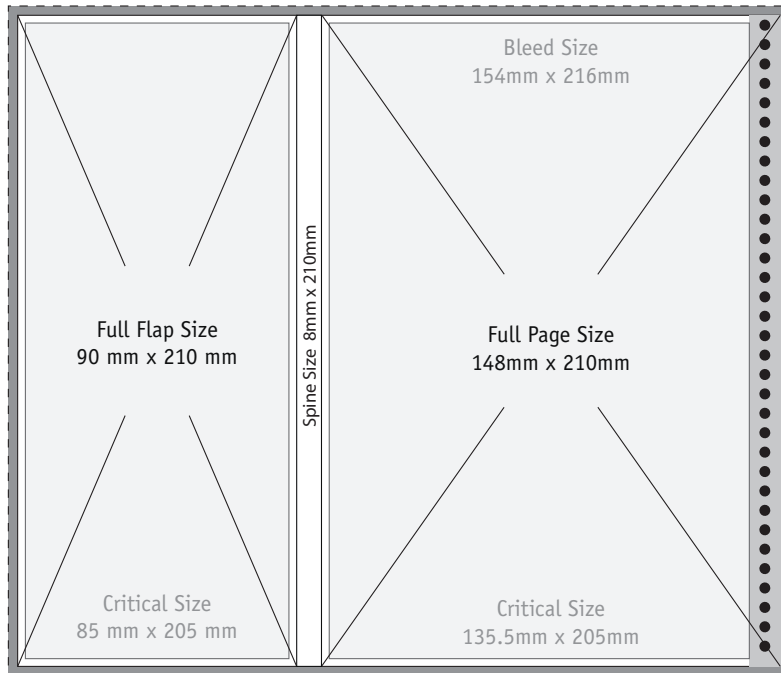
Note: You may not print on the side that is glued to the inside front and inside back covers.

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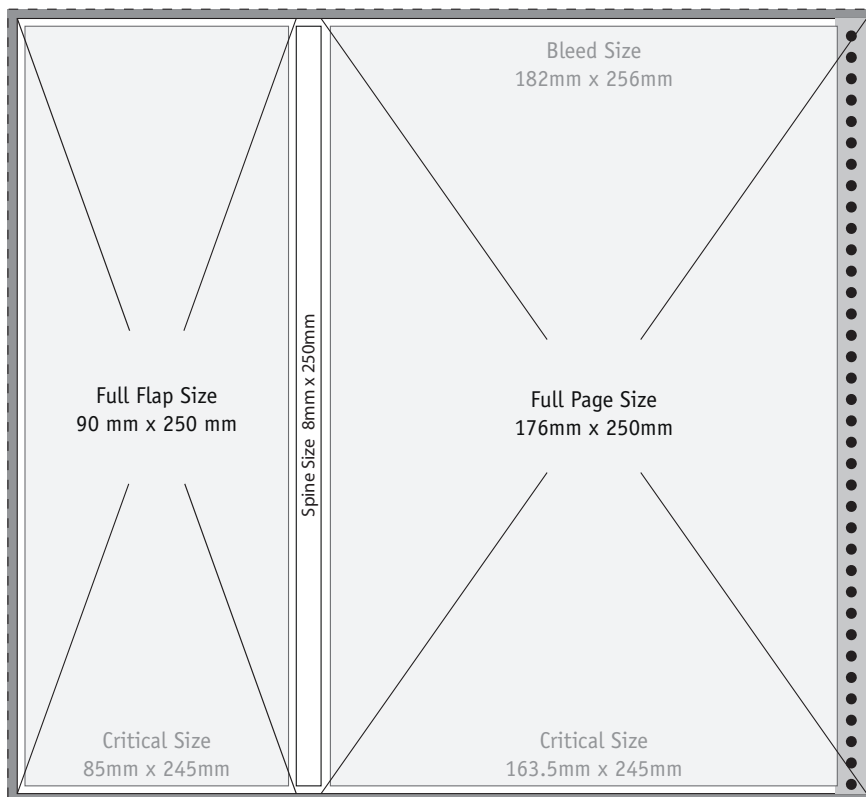
## Back Cover - Spiral Bound Diary:

**Settings:** See above.

**Page Set Up:** Standard Sizes below for reference if adding a flap.



A5



B5

## Date Entries:

If you are going to have date entries within your diary simply download the Excel File from our website and enter in you specific information. Once complete simply email the file back and we will take care of the rest and supply you with a proof for checking.

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## Frequently Asked Questions:

### **When is artwork due?**

The exact due date is specified on your order form. If you can't locate the form, simply contact us.

### **We need some help with diary design, can you help?**

Yes we can! Our design team can help you design the perfect diary. Charges may apply, depending on how long we take to assist you. Artwork is charged at \$85 per hour excluding GST. Contact us to ask for a fixed price quote.

### **Do you provide proofs?**

Absolutely! After receiving your artwork we will send you an electronic proof in PDF format.

Once this is accepted we produce a Hard Copy Proof which we then scan and email to you for you to approve officially. We can send you a physical Hard Copy Proof, but this normally involved an extra charge.

We will also send you an advance copy of your diary hot off the printing press. The advance copy enables you to confirm the printed diary will match your order and is free of any critical errors.

### **What if I need to change the quantity of my custom pages?**

You may make changes to your order up until the time we have started printing, which is at the time of final artwork approval.

### **Do you have standard pages we can include in our diary artwork?**

Yes! We have pre-designed standard pages which you can use in your custom content. These include Timetables, Calendars, Maths Tables and so forth.

Ask any team member for samples of the pages you're interested in. We'll be happy to supply them to you.