

designing your book



using our templates
weddings, lifestyle & business



Supplied with your First Order

- Photoshop Colour Profile
- Photoshop Templates for all our products
- PDF Explanation Booklets
- Sample designs showing our two main styles
- Order Form
- Approval Form

PHOTOSHOP COLOUR SETTINGS

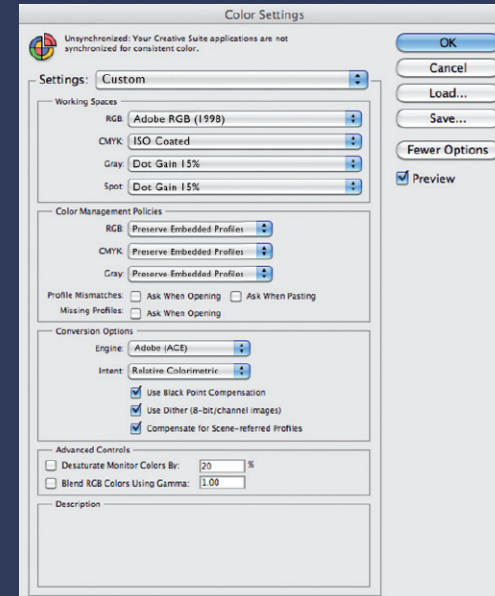
This Stage is not a compulsory stage. It is likely that your default Photoshop settings will produce accurate colour. If you are concerned about setting up a new colour profile send in a test print using your current settings first.

PLACE THE ISO FILE SUPPLIED IN THE PROFILE FOLDER INTO THE APPROPRIATE FOLDER ON YOUR COMPUTER;

AppleMac: HD > Library > Application Support > Adobe > Color > Profiles

PC: WINDOWS > system32 > spool > drivers > colour folder
(for Win XP)
WINNT > system32 > spool > drivers > colour folder
(for Win 2000)

THEN USING EDIT > COLOUR SETTINGS set up a custom booked profile as shown below



ARTWORK TEMPLATES *supplied by booked*

The Templates supplied contain Photoshop templates for all of our products. All you will need to do (once you have decided on your book size) is copy a set into a new folder and begin designing.

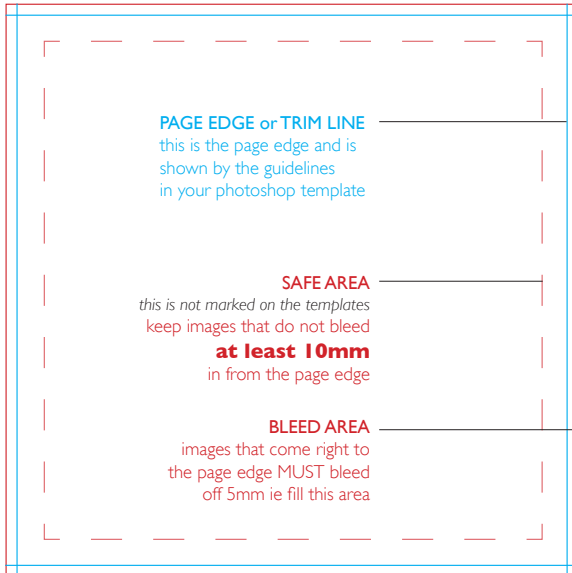
Setting up your **BOOK PAGES**

HELPFUL TIPS

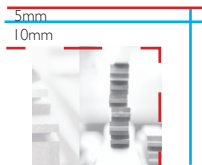
Solid blacks mark more easily than colours in print. It is not advisable to have too many pages with black backgrounds. Finger prints and marks will be seen more easily.

When designing, keep all important features away from the spine edge of the page ie faces and text etc as they may be slightly lost into the spine area once the book is stitched.

Sample Prints can be run for clients who have concerns about colour. These are free of charge on request for the first new client order. Please ask for them when placing your order.



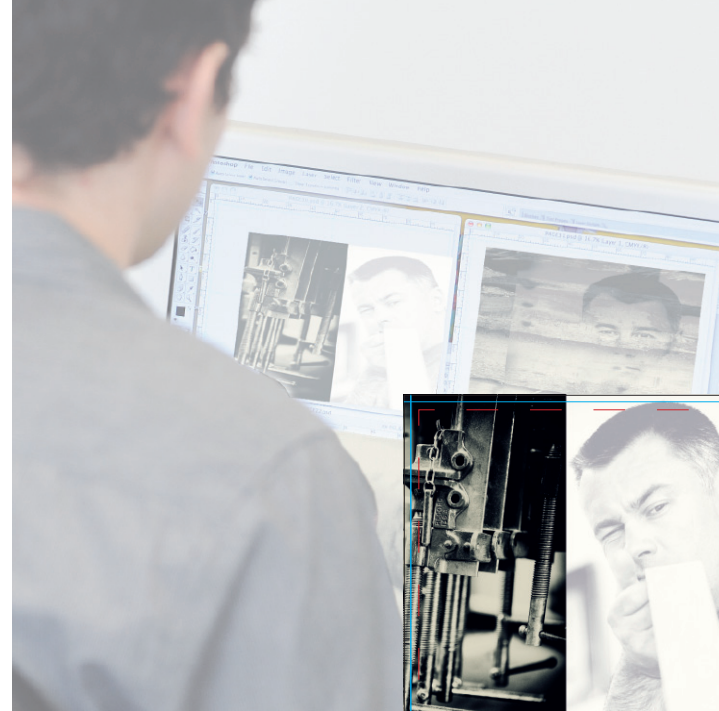
IMAGES THAT DO NOT BLEED



IMAGES THAT BLEED



BACKGROUND IMAGE BLEEDS BUT OTHERS DO NOT



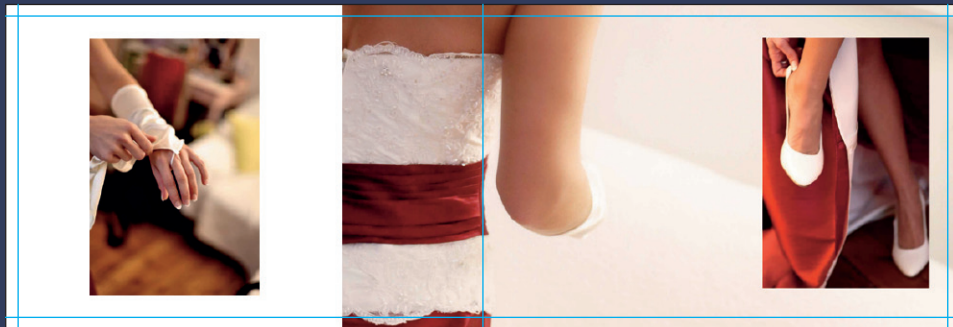
HELPFUL TIP

Here at booked we would design page one and then open up side by side the templates/pages that sit together... for example 2 & 3, 4 & 5 etc



HORIZON LayFlat PAGE TEMPLATES

These are set up as double page spreads. The centre line shows the hinge of the page.

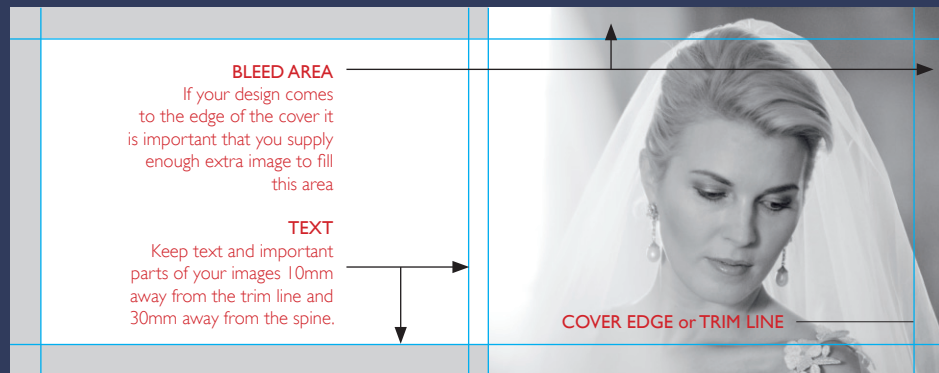


COVERS

A cover template for all book sizes will be found in the folder with the page templates. All of our templates have a layer that explains the various sections of the cover. Once this has been read and understood the layer should be switched off or deleted.

The blue guides show the cover edge. If your image fills the front or back cover then it also needs to fill the grey bleed area around the edge.

Saving files - Flatten layers and save as either the High or Press Quality Photoshop PDF format (*see following*).



SAVING YOUR FILES FOR BOOKED

Keep a set of layered files so that should you decide to move anything at a later date this will be easy.

Saving a second set for booked...

Flatten the layers and save all files as the Photoshop PDF Format

Preserve Embedded Profiles if asked

High or Press Quality

High or Maximum image quality jpg compression

These can then be sent to booked for processing.

PHOTOSHOP ACTIONS

Save time by recording a photoshop action to run through flattening and saving all your photoshop layered files to the required photoshop pdf format. *Call us here at booked if you need help doing this.*

Notes:

As you copy and paste your images into our templates they will be converted to CMYK and set to the correct resolution.

First time users of booked are advised to have **4 test prints** before going into production. This will enable you to be sure that your images and colour are correct.

It is not advisable to have **black pages** in your design as they tend to mark ie finger prints. If you really would like to use black we advise a colour mix of Cyan 50, Magenta 50, Yellow 0 and Black 100 per cent.

ARTWORK *using your own templates*

Call our technical team prior to creating your first book. We can discuss the software you are using and how to provide the files for our printer.

Although many of our clients use third party softwares and produce excellent quality books we prefer (where possible) to receive files created using our templates. These have been thoroughly tested and we are most confident with the results we receive from them.

However, if you are using software such as Photojunction, In-Design, Aperture etc give us a call and we will talk you through the best options for supplying the files.

Generally, files should be supplied with a resolution of 300 or 250dpi, CMYK and with a 5mm bleed all round. All files should be supplied as flattened pdf's.

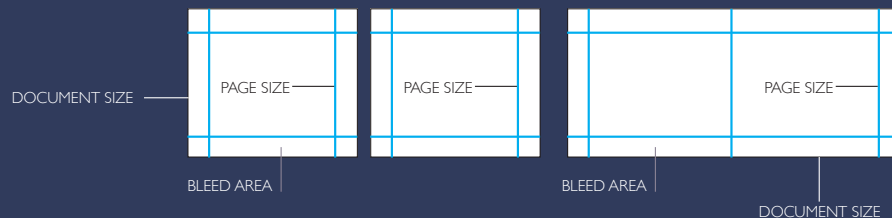
See the following pages for your document size guide.

SETTING UP YOUR OWN ARTWORK TEMPLATES


The PAGE SIZE is the area that your page will be cut down to. The document size is the size of page that needs to be supplied to be booked. This includes a 5mm bleed area all round for images that come right to the page edge. As seen here our standard books should be supplied as a separate file per page. The Horizon (LayFlat) books are set up as double page spreads apart from page 1 and the final page which sit on their own against the inside front or back covers.

ALL FILES TO BE SUPPLIED AS CMYK 250 or 300 dpi. Each page or double page spread to be supplied as a separate file

BOOK SIZE	Standard Books		Horizon LayFlat Books	
	PAGE SIZE	DOCUMENT SIZE	DOUBLE PAGE SPREAD SIZE	DOCUMENT SIZE SPREADS
	height width	height width	height width	height width
ARTBOOK or LINEN X-LARGE	300 x 300mm	310 x 310 mm	300 x 600mm	310 x 610mm
ELEGANCE SQUARE 12" x 12"	300 x 300mm	310 x 310 mm	300 x 600mm	310 x 610mm
ELEGANCE LANDSCAPE 16" x 11.5"	292 x 406mm	302 x 416mm	292 x 812mm	302 x 822mm
LARGE SQUARE or LINEN LARGE	255 x 255mm	265 x 265mm	255 x 510mm	265 x 520mm
LARGE LANDSCAPE or LINEN LARGE	255 x 355mm	265 x 365mm	255 x 710mm	265 x 720mm
LARGE PORTRAIT	355 x 255mm	365 x 265mm	355 x 510mm	365 x 520mm
MEDIUM SQUARE	200 x 200mm	210 x 210mm	200 x 400mm	210 x 410mm
MEDIUM LANDSCAPE	200 x 280mm	210 x 290mm	200 x 560mm	210 x 570mm
MEDIUM PORTRAIT	280 x 200mm	290 x 220mm	280 x 400mm	290 x 410mm
LITTLE SQUARE	150 x 150mm	160 x 160mm	150 x 300mm	160 x 310mm
LITTLE LANDSCAPE	150 x 210mm	160 x 220mm	150 x 420mm	160 x 430mm
LITTLE PORTRAIT	210 x 150mm	220 x 160mm	210 x 300mm	220 x 310mm
PANORAMIC	200 x 355mm	210 x 365mm	200 x 710mm	210 x 720mm



COVERS Supply the front and back separately AT THE SAME SIZE AS THE STANDARD BOOK DOCUMENT SIZE Adding 20mm of bleed all round for standard books and 30mm for Elegance books. Alternatively there are cover templates for all our books on disk or via our website.



Contact 0118 976 2796
email nicole@bookedimages.com
The Barn, 9 Barkham Grange, Barkham Street
Barkham, RG40 4HJ

Order Form

Customer Details

Name: _____
 Company Name: _____
 Address: _____

 Post Code: _____
 Telephone No. _____ Mobile: _____
 Email Address: _____

BOOKS

				<input type="checkbox"/>	<input type="checkbox"/>	Standard	Horizon Layflat
The Little Book	Square Qty	Landscape Qty	Portrait Qty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Medium Book	Square Qty	Landscape Qty	Portrait Qty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Large Book	Square Qty	Landscape Qty	Portrait Qty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Super Weight Book <small>Available for large books only</small>	Square Qty	Landscape Qty	Portrait Qty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Elegance Book	Square Qty	Landscape Qty	Portrait Qty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Linen Book Extra Large Square Qty Square Qty Landscape Qty

Mini Books Qty Proof Book Qty No. of Images softback hardback

FINISHING TOUCHES

Fish Tail Ribbons _____ Dustjackets _____
 Black Linen Box _____ Picture Box _____
 Hand-Crafted Buckram Slip Cases Waxed/Lacquered Wooden Box

Finally, once your design is complete, send your files into booked and complete the order form supplied.

Please proof read your design and make a final check of the colour and resolution before sending in to us here at booked. We cannot be held responsible for typographical errors, colour issues and poorly placed images (for example images that sit too far into trim lines or the spine area).

Send to booked and you will very soon receive the order confirmation followed by an email proof. Once this has been approved your order will be placed into production and will be produced within 16 working days.

Don't forget to order your accessories to give your books that luxurious feel!



Dustjackets, Ribbons, Boxes, Minibooks and Cards all add style to your order...



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