

# PREPARING ARTWORK

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## ARTWORK CAN BE SUPPLIED IN A FEW WAYS.

### CUSTOM COVER

An original drawing or painting can be mailed to us, which we would then scan with our high quality scanner, create a digital file and add any text or design elements you would like on the cover.

Supply digital images that we will place on a cover template in the arrangement as per your instructions and add any text you would like on the cover.

Supply Friesens with your digital file, created in one of our supported programs. We will then make any adjustments necessary to fit the cover/spine size for your yearbook.

### STOCK COVER

If choosing a stock cover design, just email your Service Specialist the stock cover name and the text you would like on the cover. A school crest or logo may also be added.

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## PROGRAMS SUPPORTED BY FRIESENS FOR SUPPLYING DIGITAL COVER FILES:

- Adobe Photoshop 3.0 and higher
- Adobe Illustrator 4.0 and higher
- Adobe InDesign 1.5 and higher
- CorelDRAW 7.0 and higher

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## PLACEMENT OF PERSONALIZING

Personalizing is normally placed in the bottom right hand corner of the cover. Other placement may be possible but must be confirmed by your Customer Service Specialist prior to submission.

## POINTS TO REMEMBER

- Choose ink colours from an ink colour swatch, not from your monitor. Monitors tend to display false colours.
- Always submit all fonts and images you have used to create your cover.
- All digital image files need to be saved as TIFF, JPG, EPS or PSD format, with a resolution of 300 DPI (dots per inch) at actual size.
- Full colour covers need to be saved in CMYK format.
- If supplying Photoshop files, please leave in layers so minor adjustments can be made by Friesens to make sure your artwork will fit the cover template.
- For areas that are to have spot UV coating or embossing, you can create a separate layer indicating so, or supply us with instructions as to which elements should have the effect applied.
- Using clear, precise instructions will eliminate the chance of your cover artwork being produced in the wrong way.
- Note that the cover size for any hard cover book is not the same size as the inside pages. The cover extends past the pages and includes a hinge area on either side of the spine. InDesign cover templates can be found on ConnectMe, or you can request one from your Customer Service Specialist. We can also supply you with Photoshop templates to help you create artwork at the perfect size.
- Endsheets are the same size as a double page spread in your yearbook.

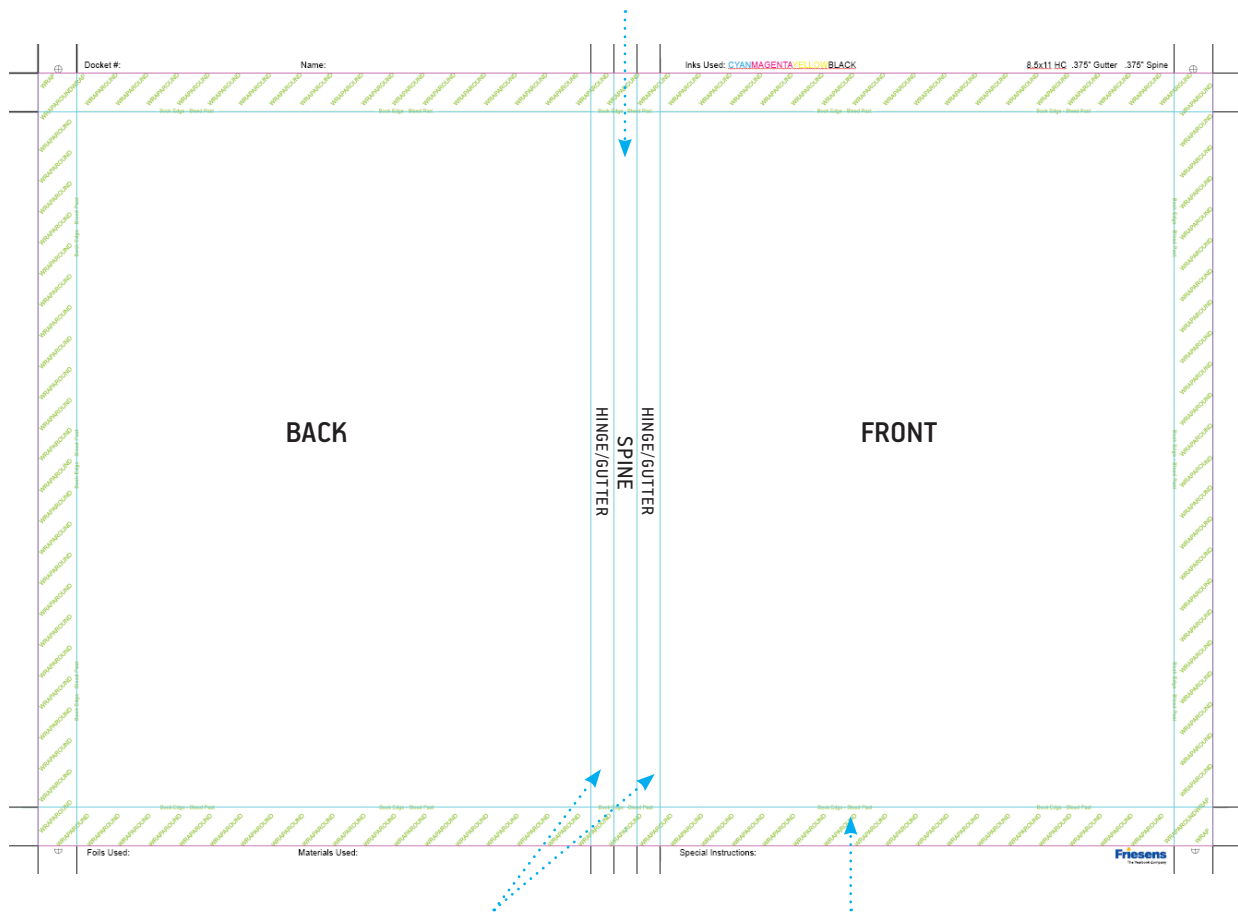
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## SAMPLE COVER TEMPLATE

### SPINE:

This is the area that will show when your book is on a bookshelf. Usually your school name and year can be placed here, as well as the book title if you wish. For an English book, the spine text should start at the top and read towards the bottom. Spine text runs the opposite way for a French book.



### HINGE/GUTTER AREA:

This is the area between the cover board and the spine. It gets “smashed” in during binding. Type and important elements should not be placed in the hinge area.

### WRAPAROUND AREA:

This area will be wrapped around the cover board to the inside and the endsheet will be glued over top. Anything that you would like to appear on the cover should not be in this area. Any images or background colours that are to bleed off the cover should fill this area.

The following pages show samples of cover options available to you. The samples are actual covers designed by schools and are not available as stock designs.