

# GRAPHIC DESIGN SPECIFICATIONS

## STANDARD DIARY RANGE

### Introduction

The following information is a guide to assist you in creating your customised diary components. 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 the following services which are free:

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

[www.Drive.Google.com](http://www.Drive.Google.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.**

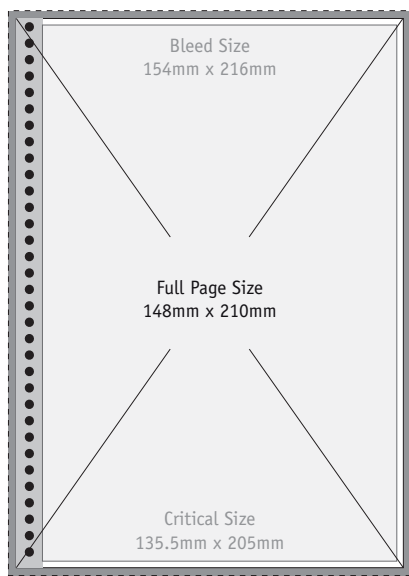
Additional changes or delays in approving the electronic proof may incur an artwork modification fee; we will tell you if this is necessary.

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## Page Sizes:

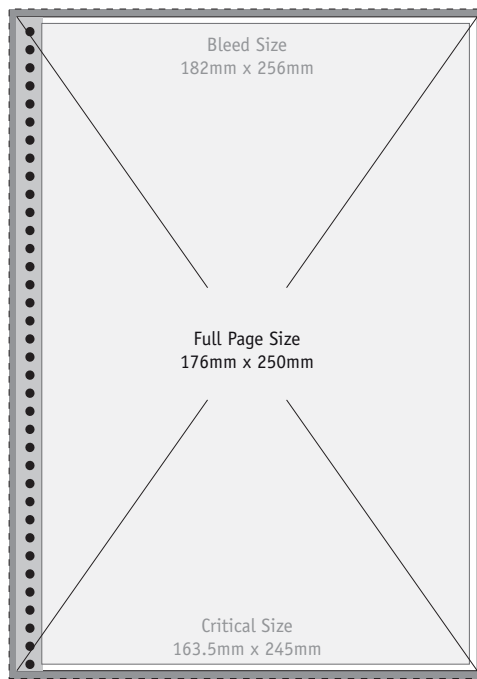
Below are images with the respective Trim and Bleed sizes - for a Right Hand Page, ie Front Cover. All diaries should allow for a 2.5mm margin with a 10mm gutter (inside edge).

### A5



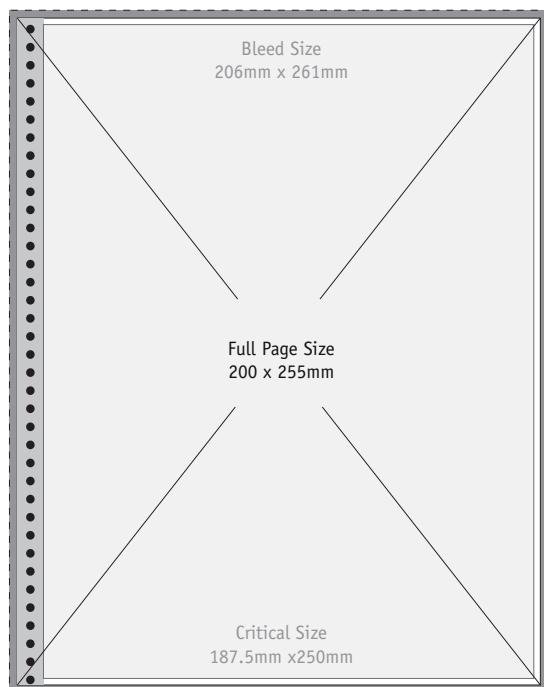
Student Diary

### B5



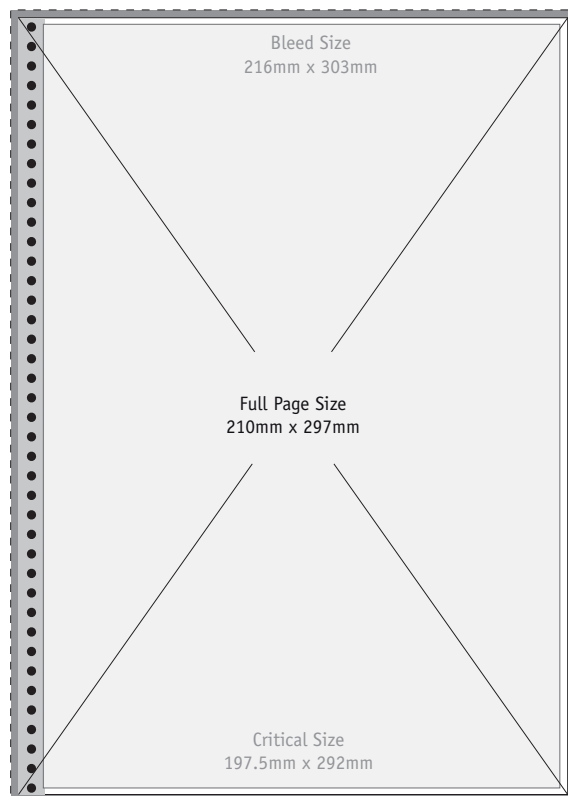
Student Diary

### 200 x 255mm



BSEM Student Diary

### A4



Staff Diary

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## Customised Pages:

<b>Page Set Up:</b>	Handy templates are available for all diary sizes on our website. Alternatively, you can find the exact sizes to create your pages above.
<b>Format:</b>	Word, PDF, InDesign, Illustrator, Photoshop
<b>Colour:</b>	A) Greyscale B) If print is to be in 1 Colour, please design pages as Greyscale C) 2 colour - Spot Colours D) CMYK
<b>Fonts:</b>	Verdana or Helvetica are recommended. 10pt minimum is recommended.
<b>Images/Charts/Maps:</b>	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.
<b>Page Numbering:</b>	Page numbers must be included at the bottom of each custom page.
<b>Tint:</b>	We do <u>not</u> 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.

## Front Cover - Spiral Bound Diary:

Artwork for your Custom Front Cover must be supplied in electronic format. If you cannot supply it in the format required please call us for assistance.

<b>Page Set Up:</b>	Design as per page size specifications.
<b>Resolution:</b>	300dpi
<b>Colour:</b>	CMYK (Full Colour)
<b>Bleed:</b>	3mm on all sides
<b>Trim Size:</b>	A5 (148 x 210mm) / B5 (176 x 250mm) / BSEM (200 x 255mm)
<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

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## Front Cover Logo - Hard Case Book Bound Diary:

**Page Set Up:** Simply send us your logo/text in EPS, TIFF, JPG or a Word Document even and we will do the rest! Please be sure to specify where you would like it placed, eg Top Middle.

Logos and text that is to be stamped should not be bigger than 5cm<sup>2</sup>.

**Year Stamp:** All diaries will have the year stamped on them in the top right hand corner, unless you specify otherwise.

## Inside Front Cover - Spiral Bound Diary:

**Page Set Up:** Design as per Front Cover. Can be colour

## Front End Paper - Hard Case Book Bound Diary:

**Page Set Up:** Design as per Front Cover. Greyscale  
(Unless specified as Colour on your Order)

**Trim Size:** A5 (296 x 210mm) / B5 (352 x 250mm)

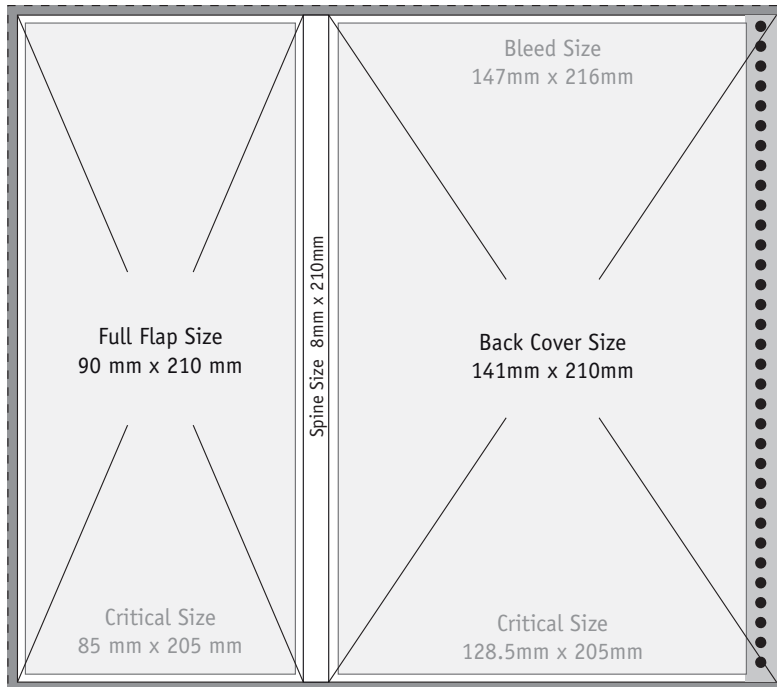
## Date Entries:

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.

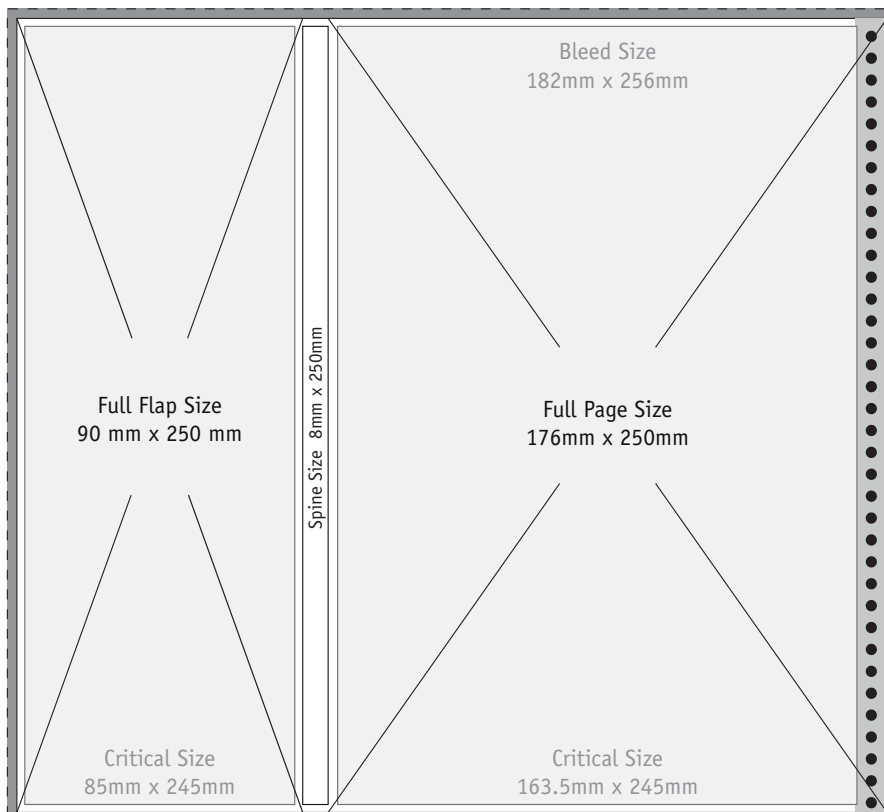
# GRAPHIC DESIGN SPECIFICATIONS

Back Cover - Spiral Bound Student Diaries & BSEM Diaries:  
Page Set Up: Design as specified below. Can be colour

## A5



## B5

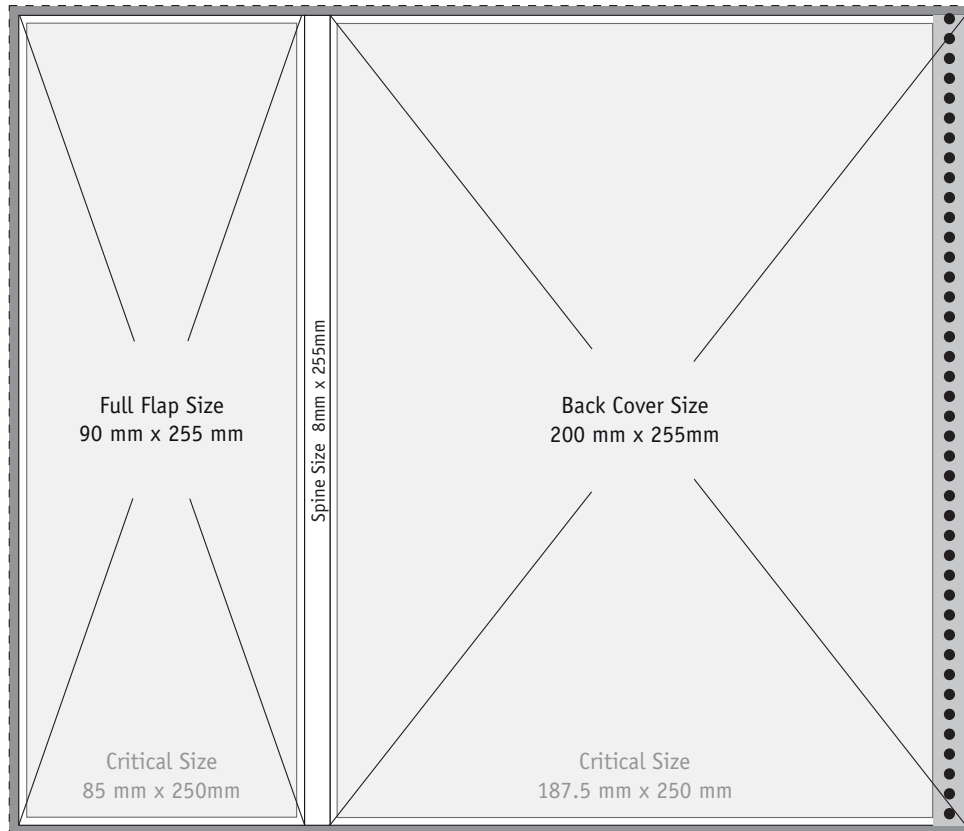


# GRAPHIC DESIGN SPECIFICATIONS

Back Cover - Spiral Bound BSEM Diaries:

Page Set Up: Design as specified below. Can be colour

200 x 255mm



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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 email you the final Print Ready PDFs for you to approve officially.

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 to the 30 September. If you have trouble filling in your custom pages, call us for suggestions.

### **Can I use Reference Pages as my custom pages?**

Yes. You may choose a selection of reference pages to fill your custom page section.

Please note: If your pages are being printed in greyscale the reference pages will be printed in greyscale also.

### **Do you have standard pages we can include in our customised school pages?**

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.