408,6 mm

BACK

FRONT

260 mm.

Spine 8,6 mm width. Space for design 6 mm max width.

FOR REFERENCE ONLY

DO NOT USE THIS DOCUMENT IN YOUR LAYOUT!

SAVE THE FILE WITH THE BLEEDS BUT NOT THE CROP, BLEED & REGISTRATION MARKS.

200 mm.

200 mm.

Bleed 5 mm.

XINDAO®

GENERAL COVER REQUIREMENTS WINTER CATALOGUE 2022:

Size: 408,6 x 260 mm (front: 200 x 260 mm, spine: 8,6 x 260 mm, backside: 200 x 260 mm.)
Images: Min. resolution 300 DPI at 100% use of EPS and/or TIFF preferred
Fonts: All fonts must be embedded (Use of True type is not possible)
            In case of Illustrator, all fonts must be converted to outline
Bleed: 5 mm
Colours: Must all be converted to CMYK colour space
General: No Crop marks
            We recommend the minimum use of transparent windows
            Stroke width not smaller than 0.2 pt.
            When using spine for txt or images, keep a margin of 2mm from front and back
            File size max 3 MB

COVER DELIVERY REQUIREMENTS:
Media
The custom cover can be emailed to marketing@xindao.nl

Document formats
As a "closed" document (preferred)
- Certified PDF, press optimized (version 1.3)
  All fonts must be imbedded or converted to outlines
As an "open" document
- InDesign package incl. font(s), illustration(s) and image(s)
Other version
- Adobe Illustrator
  Fonts in outline, images imbedded
  Others; Contact your distributor

GENERAL TIPS AND TRICKS:
When to use a layout program vs. an illustration or photo-editing program for your layout:
- Layout programs like InDesign, are better for projects with multiple pages and relatively more body text, especially if that body text goes through the whole project.
- Illustration and photo-editing programs, such as Adobe Illustrator and Photoshop, are better for projects that have only 1 or 2 pages, and are dominated by graphics and large type rather than body text.

LAYOUT FILE
- If you are working in an illustration program (such as Illustrator) or a photo editing program (such as Photoshop), we recommend that you
  - Create your document at the full bleed size
- If you are working in a layout program (such as QuarkXPress or Adobe InDesign) we recommend that you
  - Create your document at the trim size and include the specified amount of bleed for your product (5 mm.)

FILE RESOLUTION:
- Layout file resolution should be 300 dpi at 100% of the final output size.
- Image file resolution should be 300 dpi at 100% of the image's final output size.

CMYK VS. RGB
- Print uses the CMYK color system (Cyan, Magenta, Yellow, and Black) — not RGB (Red, Green and Blue), which is meant for screen displays.
- Create your document in CMYK mode.
- Keep in mind that many of the bright values produced by your monitor cannot be reproduced in print.
- How to make sure your document is CMYK in Adobe products:
  - **InDesign:**
    Go to the Edit Menu and choose "Color Settings"
    Make sure you are in Working Space: CMYK: "U.S. Web Coated (SWOP) v2." The RGB value will not affect your design.
    To change color settings:
    Go to the Edit Menu and choose "Convert to Profile"
    Change the Destination Space to CMYK: "U.S. Web Coated (SWOP) v2" and click OK.
  - **Photoshop:**
    Go to the Image Menu and choose "Color Mode"
    A check mark will appear next to current color mode
    Select CMYK Color
  - **Illustrator:**
    Go to the File Menu and choose "Document Color Mode"
    A check mark will appear next to current color mode
    Select CMYK Color

SPOT COLORS
- Spot colors are printing inks of colors that are specially mixed according to a recipe. They are chosen from color matching systems and swatch books. They are generally used as a complement to black or to achieve an exact color that CMYK process colors cannot provide.
- Spot colors are optional. As a designer, some factors to consider in deciding whether or not to use spot colors are:
  - Cost/budget — spot colors added to 4-color job will significantly raise the cost. Carefully choose and define all colors in your files as either CMYK or spot.
  - The practical limits of offset presses keep the possible number of color plates to 6 at most. When spot colors are used, a more typical run is a 2-color (black + spot) or a 5-color (CMYK + spot) job.
- Be sure that spot colors used in your graphics files are named exactly the same as in the layout file.