600,5 mm

BACK

FRONT

Spine 10,5 mm width. Space for design 8 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.

210 mm.

295 mm.

295 mm.

Bleed 5 mm.

xd connects

General cover requirements
Winter catalogue 2023

Size:	600,5 x 210mm (front: 295 x 210 mm, spine: 10,5 x 210 mm, backside: 295 x 210 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@xdconnects.com

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.