



CUSTOM COVER INSTRUCTION GUIDE

CHOOSING A COVER OPTION

OPTION 1

STOCK COVER OPTION

Easy. No design skills required.
Hassle-Free. No software needed.

If a stock cover is the option for you, choose a style from the Design Guide. Just select your cover choice and add your school title in Pictavo.

OPTION 2

Pictavo™ CUSTOM COVER OPTION

Moderate. Minimal design skills required. Place your background image or use one of the custom cover backgrounds in Pictavo, then add your school title and any additional text or images.
Hassle-Free. We provide the FREE software.
Convenient. Cover file can be easily exported.

Creating a **CUSTOM COVER?** Please read and follow the instructions inside this guide **before you get started** on your custom cover creation!

OPTION 3

ORIGINAL DESIGN CUSTOM COVER OPTION

Advanced. Design skills required.
Freedom. Create your custom cover with your own design style.
Guidelines. The instructions inside will help guide you to create and export your files successfully using **Photoshop®** or **InDesign®**.

For detailed instructions about:

Soft Saddle-Stapled Books	pgs 2 - 3
Soft Perfect-Bound Books	pgs 4 - 5
Hard Cover Books	pgs 6 - 7
Cover Terms and Submission Information	pg 8

AVAILABLE
ONLINE!

CUSTOM COVER TEMPLATES

Use for Custom Cover Setup

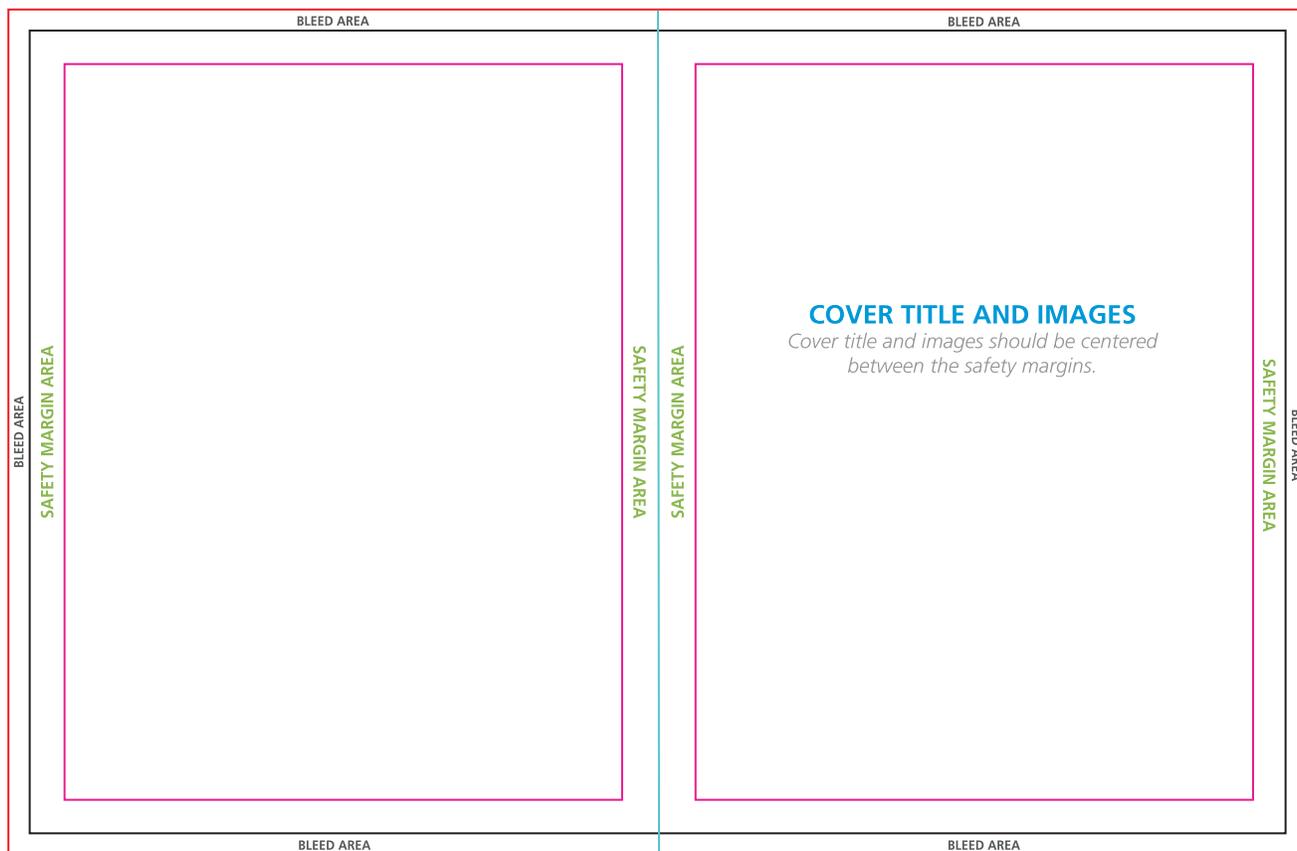
The following link takes you to downloadable templates for InDesign and Photoshop. Choose your template based on book size, binding type, paper weight, board thickness and page count.

www.Pictavo.com/cover-templates

SOFT SADDLE-STAPLED BOOKS

ORIGINAL DESIGN COVER OPTION

Creating your custom cover in a third-party design software such as **Photoshop®** or **InDesign®** is suggested only for those with advanced skills and previous experience using design software.



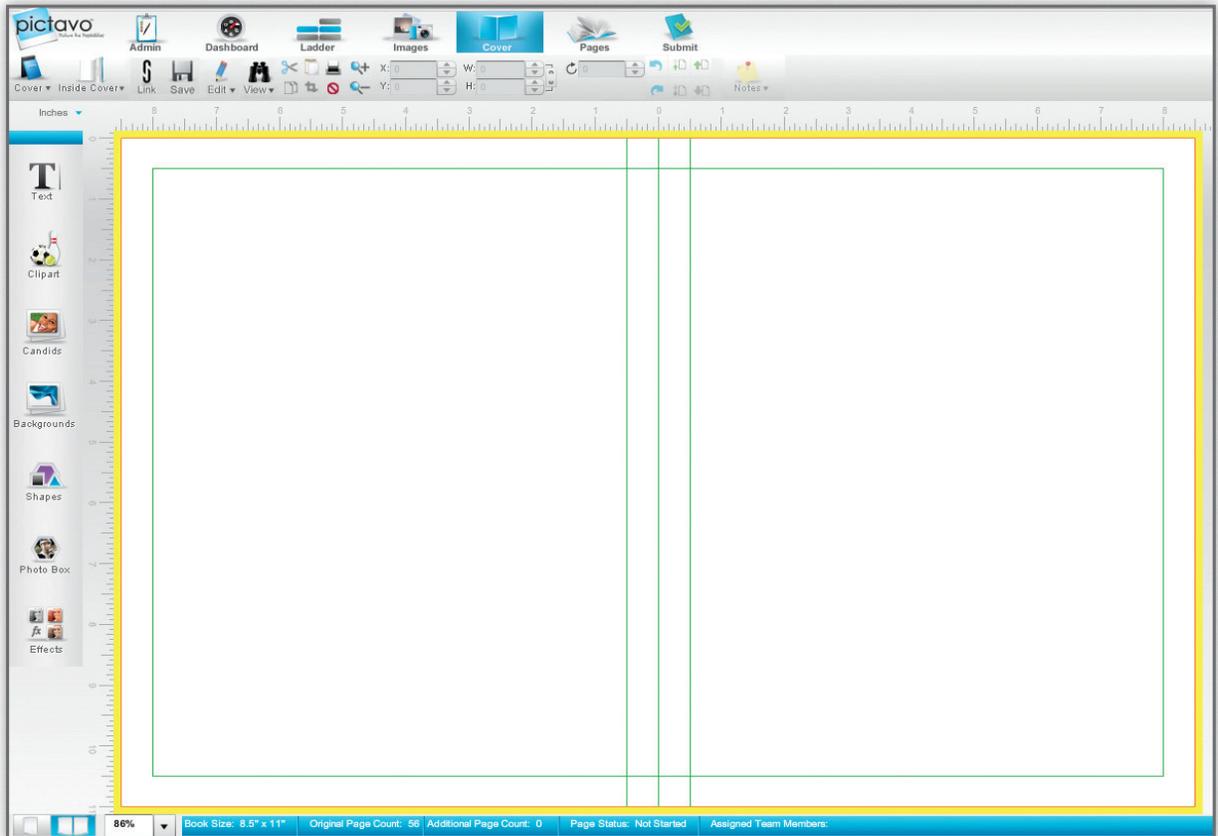
- Use the templates provided at www.Pictavo.com/cover-templates, making sure you (a) choose the correct size, binding and page count for the book you're creating and (b) make guides visible by being in NORMAL screen mode in InDesign or by going to VIEW, and selecting SHOW GUIDES in Photoshop.
- Use high resolution artwork (200-300 dpi/ppi at print size). To check artwork resolution and size, see IMAGE and IMAGE SIZE in Photoshop.
- Extend background art to the bleed edge. We recommend that any important images or text stay within the safety margins.
- Center title and front cover artwork between the safety margin guides on your front cover.

The table below shows the dimensions for soft saddle-stapled covers, if you prefer to use a program not supported in this guide. **Files from Microsoft Word, PowerPoint, Publisher cannot be accepted.*

8.5"x11" Soft Saddle-Stapled Template Dimensions			
Page Count	Trim Size	Additional Bleed	Output Size
4 - 76	17" x 11"	0.125"	17.25" x 11.25"
80 - 96	17" x 11"	0.25"	17.5" x 11.5"

PICTAVO DESIGN OPTION

Creating your custom cover in **Pictavo** is easy. Templates are provided and cover artwork is available to browse through and use. Just drag and drop the background of your choice, place any additional text and images you'd like, save your design and submit!

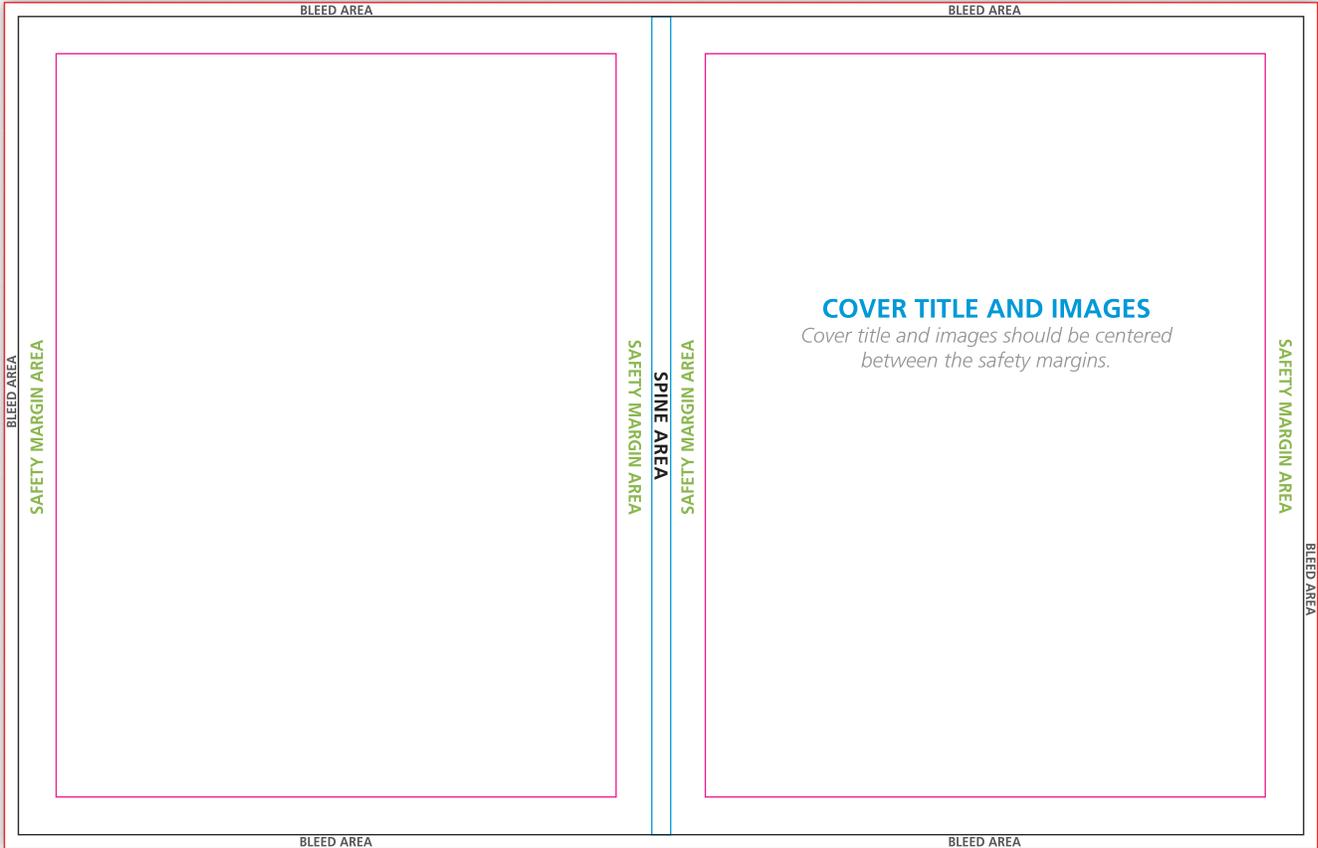


- Once the custom cover option is selected, Pictavo provides a template that has the correct specs based on your book settings. Settings that affect cover templates include book dimensions, page count and binding type.
- Upload your own custom cover background or choose one from the custom cover library provided. Use high resolution artwork (200-300 dpi/ppi at print size).
- Items meant to bleed (go all the way to the trim edge) should extend into the yellow bleed area.
- Center title and front cover artwork between the margin guides on your front cover.

SOFT PERFECT-BOUND BOOKS

ORIGINAL DESIGN COVER OPTION

Creating your custom cover in a third-party design software such as **Photoshop®** or **InDesign®** is suggested only for those with advanced skills and previous experience using design software.



- Use the templates provided at www.Pictavo.com/cover-templates, making sure you (a) choose the correct size, binding and page count for the book you're creating and (b) make guides visible by being in NORMAL screen mode in InDesign or by going to VIEW, and selecting SHOW GUIDES in Photoshop.
- Use high resolution artwork (200-300 dpi/ppi at print size). To check artwork resolution and size, see IMAGE and IMAGE SIZE in Photoshop.

- Extend background art to the bleed edge. We recommend that any important images or text stay within the safety margins.
- Center title and front cover artwork between the safety margin guides on your front cover.

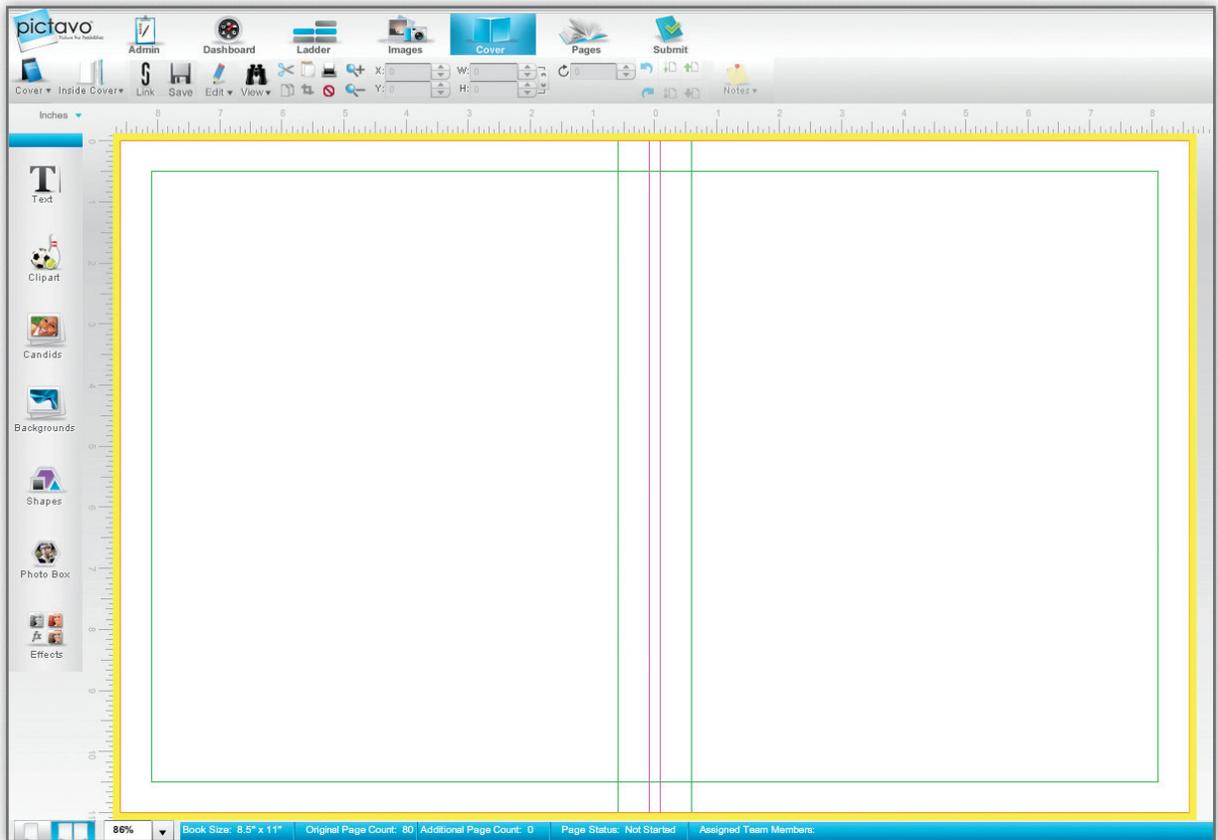
The table below shows the dimensions for soft perfect-bound covers, if you prefer to use a program not supported in this guide.

**Files from Microsoft Word, PowerPoint, Publisher cannot be accepted.*

8.5"x11" Soft Perfect Bound Cover Templates				
Pages	Spine	Trim Size	Add'l Bleed	Output
48 or less	0.125"	17.125" x 11"	0.125"	17.375" x 11.25"
52 - 76	0.1875"	17.1875" x 11"	0.125"	17.4375" x 11.25"
80 - 112	0.25"	17.25" x 11"	0.125"	17.5" x 11.25"
116 - 140	0.3125"	17.3125" x 11"	0.125"	17.5625" x 11.25"
144 - 176	0.375"	17.375" x 11"	0.125"	17.625" x 11.25"
180 - 208	0.4375"	17.4375" x 11"	0.125"	17.6875" x 11.25"
212 - 240	0.5"	17.5" x 11"	0.125"	17.75" x 11.25"
244 - 268	0.5625"	17.5625" x 11"	0.125"	17.8125" x 11.25"
272 - 288	0.625"	17.625" x 11"	0.125"	17.875" x 11.25"
292 - 312	0.6875"	17.6875" x 11"	0.125"	17.9375" x 11.25"

PICTAVO DESIGN OPTION

Creating your custom cover in **Pictavo** is easy. Templates are provided and cover artwork is available to browse through and use. Just drag and drop the background of your choice, place any additional text and images you'd like, save your design and submit!

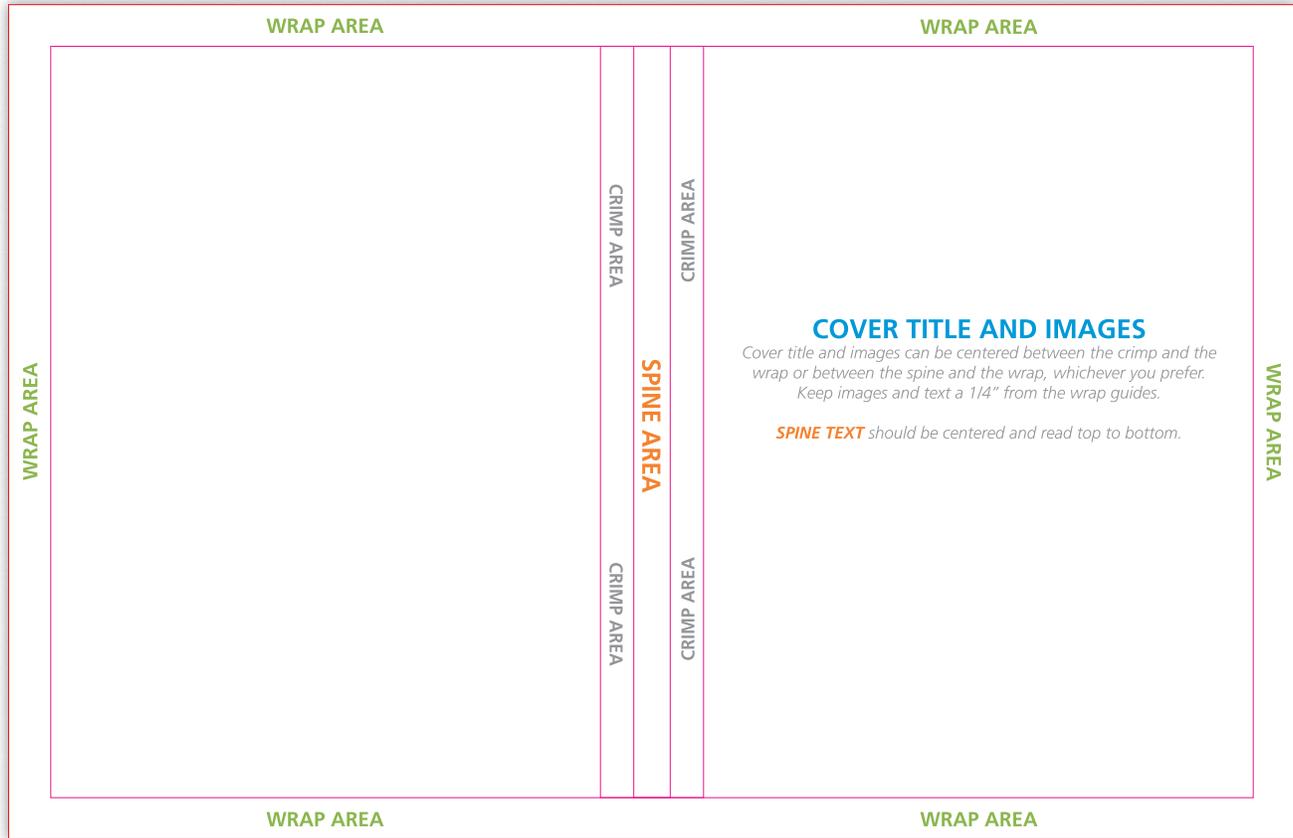


- Once the custom cover option is selected, Pictavo provides a template that has the correct specs based on your book settings. Settings that affect cover templates include book dimensions, page count and binding type.
- Upload your own custom cover background or choose one from the custom cover library provided. Use high resolution artwork (200-300 dpi/ppi at print size).
- Items meant to bleed (go all the way to the trim edge) should extend into the yellow bleed area.
- Center title and front cover artwork between the margin guides on your front cover.

HARD COVER & SMYTH SEWN BOOKS

ORIGINAL DESIGN COVER OPTION

Creating your custom cover in a third-party design software such as **Photoshop®** or **InDesign®** is suggested only for those with advanced skills and previous experience using design software.



- Use the templates provided at www.Pictavo.com/cover-templates, making sure you (a) choose the correct size, binding, paper weight, board thickness and page count for the book you're creating and (b) make guides visible by being in NORMAL screen mode in InDesign or by going to VIEW, and selecting SHOW GUIDES in Photoshop.
- Use high resolution artwork (200-300 dpi/ppi at print size). To check artwork resolution and size, see IMAGE and IMAGE SIZE in Photoshop.
- Spine text should read top to bottom. Spine text is not recommended for books under 80 pages.
- Center title and front cover artwork between either the spine and wrap or the crimp and wrap (whichever you prefer). Any important images or text you do not want trimmed off should not extend past the wrap lines.
- Extend background art to the outer wrap edge. Wrap area will wrap around the board during the production process and will not be visible on the final cover.
- InDesign users—place cover art on the 4C layer.

The tables below show the dimensions for hard covers, if you prefer to use a program not supported in this guide.

8.5"x11" Hard Cover Template Dimensions* (80-lb paper, 90-pt board)

*Templates for books with 100-lb interior paper and/or 120-pt cover board can be found at the link above.

Page Count	Spine Size	Wrap Amount (included in Dimensions)	Total Template Dimensions
24 - 60	0.3125"	0.625"	19.0625" x 12.5"
64 - 96	0.3750"	0.625"	19.1250" x 12.5"
100 - 160	0.5000"	0.625"	19.2500" x 12.5"
164 - 224	0.6250"	0.625"	19.3750" x 12.5"
228 - 288	0.7500"	0.625"	19.5000" x 12.5"
292 - 352	0.8750"	0.625"	19.6250" x 12.5"
356 - 416	1.0000"	0.625"	19.7500" x 12.5"
420 - 480	1.1250"	0.625"	19.8750" x 12.5"

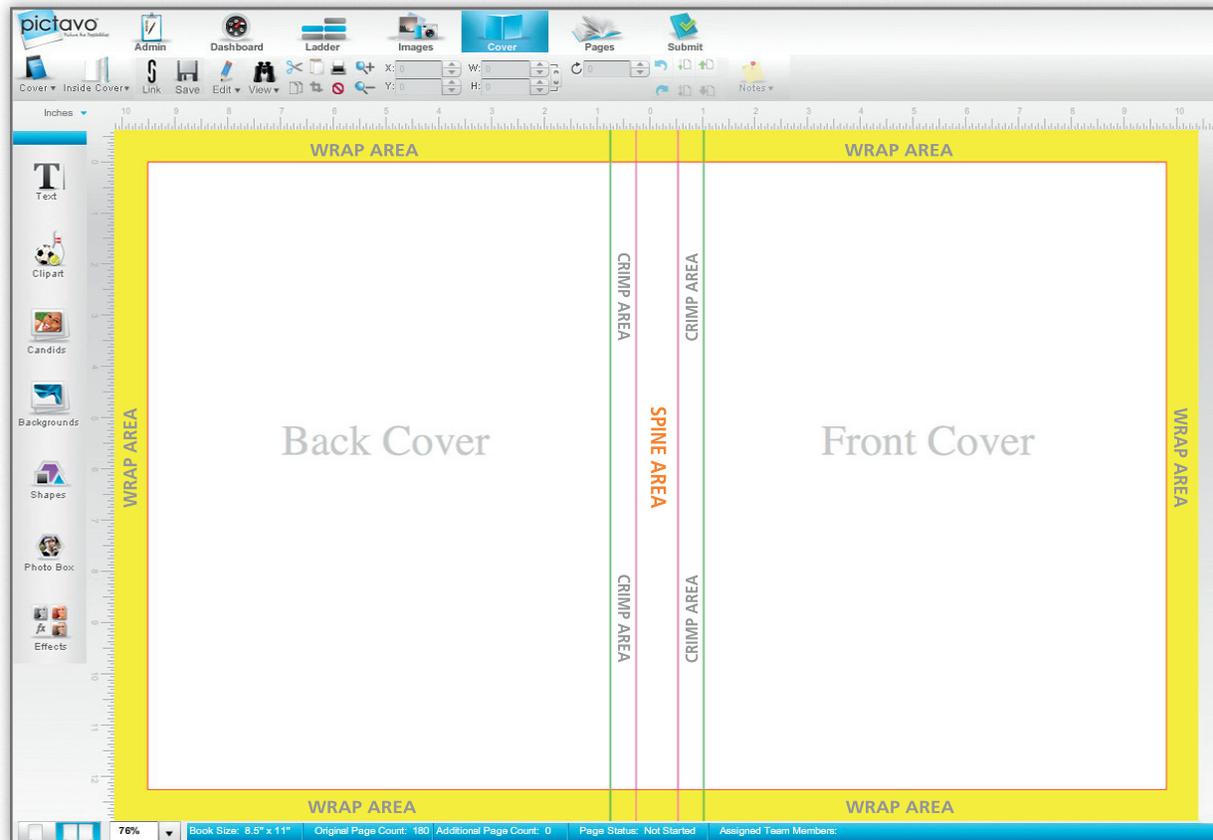
9"x12" Hard Cover Template Dimensions* (80-lb paper, 90-pt board)

*Templates for books with 100-lb interior paper and/or 120-pt cover board can be found at the link above.

Page Count	Spine Size	Wrap Amount (included in Dimensions)	Total Template Dimensions
24 - 60	0.3125"	0.625"	20.0625" x 13.5"
64 - 96	0.3750"	0.625"	20.1250" x 13.5"
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164 - 224	0.6250"	0.625"	20.3750" x 13.5"
228 - 288	0.7500"	0.625"	20.5000" x 13.5"
292 - 352	0.8750"	0.625"	20.6250" x 13.5"
356 - 416	1.0000"	0.625"	20.7500" x 13.5"
420 - 480	1.1250"	0.625"	20.8750" x 13.5"

PICTAVO DESIGN OPTION

Creating your custom cover in **Pictavo** is easy. Templates are provided and cover artwork is available to browse through and use. Just drag and drop the background of your choice, place any additional text and images you'd like, save your design and submit!



**Background art should fully extend into yellow WRAP AREA. This will wrap around the board during the production process and will not be seen on the final cover.*

- Once the custom cover option is selected, Pictavo provides a template that has the correct specs based on your book settings. Settings that affect cover templates include book dimensions, page count, binding type and paper weight.
- Upload your own custom cover background or choose one from the custom cover library provided. Use high resolution artwork (200-300 dpi/ppi at print size).
- When using spine text, text should be rotated 90° clockwise and read top to bottom.
- Center title and front cover artwork between either the spine and wrap or the crimp and wrap* (whichever you prefer).

COVER TERMS & SETUP INFORMATION PLEASE READ!

ALL COVERS

COVER TEMPLATES must be used for custom cover setup. See pages 2-7 for examples of templates.

IMAGE RESOLUTION Images submitted for custom cover printing must be at least 200 dpi unless low-resolution printing has been approved on your Custom Cover Form. If you choose to scan your pictures, the scan resolution must be set to at least 300 dpi for a scan at 100%. If you plan to enlarge a photo, the resolution of the scan must be increased to compensate for the enlargement. Take notice of the other scanner options before you scan your images. Images from the Web will have a low resolution of 72 dpi and will print poorly.

PERSONALIZATION is an option for both hard and soft covers. See the Design Guide for more details.

SOFT COVERS

BLEED means that color or images extend .125" (1/8") beyond template edges on all sides of the cover. Cover templates are preset with a bleed box or guides that indicate bleed.

INSIDE COVER PRINTING (on the inside front or inside back) of a soft cover is an extra charge. If you choose to print on either of the interior covers, set up your digital files as described on the previous pages. Also, please indicate if the inside cover is to be printed in color or black and white.

HARD COVERS

WRAP refers to the area of the hard cover that "wraps" around the hard cover boards when the covers are assembled. This area is generally .75" (3/4") within cover template edges and does not include the bleed. Images or artwork placed within the wrap area will not show on the front or back of the cover but are necessary for a full-bleed cover.

HARD COVERS CONT'D

FOILING, EMBOSSING, DEBOSSING, LENTICULAR, SPOT UV, DIE CUT AND CUSTOM ENDSHEET PRINTING require special setup and scheduling between you and your yearbook provider. Artwork should be provided electronically for best results. Foiling, embossing, debossing lenticular, spot UV, die cut are available for hard cover books, for an extra cost. Custom endsheets are available for hard cover books only. They should be sized to 17.25" x 11.25". Please discuss these options further with your yearbook provider.



SUBMITTING YOUR COVER

ORIGINAL DESIGN COVER SUBMISSION

IMPORTANT: All custom cover materials (printed hard copy, CD or USB Drive, etc.) should be submitted with the Custom Cover Form by February 1. This allows time for verification of size and correct template setup and for a proof to be sent. Please note that the hard copy proof will be used for image and text placement verification. However, your digital file will serve as the correct version of the document should there be any discrepancy between the hard copy and the digital file.

Late submission: Any late submission may add 2 weeks to production time. This may be longer if files are not submitted in the correct format.

WHEN SUBMITTING A COVER OUTSIDE OF PICTAVO, THE CUSTOM COVER FORM MUST BE COMPLETELY FILLED OUT AND INCLUDED IN ORDER TO START PRODUCTION OF YOUR COVER.

Templates vary according to cover type (soft saddle-stapled, soft perfect-bound or hard cover), page count, paper weight and board thickness. Choose the correct cover template using these criteria. Covers should be submitted either as 300 dpi PSD, JPEG or TIFF files (covers designed in Photoshop), as PDF files (using our export settings), or as an InDesign file (images and fonts used must also be submitted).

Covers submitted in other applications (e.g., Microsoft Publisher/Word) will NOT be accepted.

PROOFS Shipping charges will apply for all proofs. Additional proofs are billed at \$25 plus shipping charges.

COVER SETUP AND RESUBMISSION/ CORRECTION FEES

The fee for custom cover setup is \$75 per hour, with a minimum of \$50 (for extensive setup work only). Resubmission/ correction fees are \$25 per resubmission/ correction request. Extensive setup work would be any extra work beyond the scanning and placing of artwork into a template, such as detailed Photoshop work (modifying artwork/ images, creating artwork, layer effects, adjusting color, type effects, fixing bleeds, etc.). Cost estimates available upon request, after materials are submitted to the publisher.

PICTAVO™ CUSTOM COVERS: Approve and submit cover in Pictavo. See Pictavo Help for more information.

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