

Zookbinders

Albums are just the beginning...

Design Guide 2021

Table of Contents

General guidelines	3
Safety margin and trim	4 – 8
Safety margin and file sizes	9
Color correction	10
File naming	11
Cover cameo specs	12-15
Cover design for leather spine, acrylic and Reflectionz	16-17
Cover design for wraparound covers.....	18-19
Bon a Vie design	20-22
Cover design, Bon a Vie	23-25
Help and Support.....	26

General Guidelines

When submitting your own album designs to Zookbinders for Print & Bind service, the following criteria must be met to insure successful results:

- ✓ You MUST observe the proper safety margin to allow for trim
- ✓ Send only print-ready color corrected files
- ✓ Send only JPEG files at minimum 240 dpi
- ✓ Send sRGB color files for best printing results

Safety margins

To insure square corners and straight book blocks your prints will be trimmed once the book block is assembled. Zookbinders trims 1/4 inch off the sides and 1/8 inch off top and bottom of all Zook Books, Lustre Books and EZ books in all sizes. (See separate section for Bon a Vie trim)



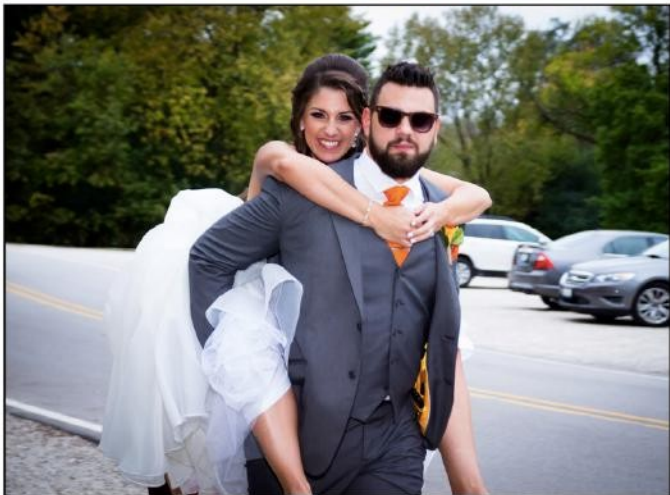
Safety margins

To avoid unwanted cropping on your design, it is necessary to leave an appropriate safety margin. Safety margins are those areas near the edges of your designs which should be free of heads, feet, elbows, or critical design elements. The designed spread below shows sufficient safety margins.



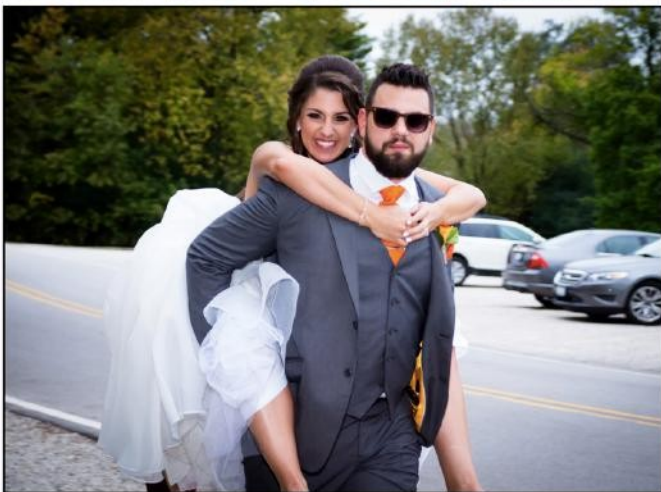
Safety margins

The spread below is an example of a poor design with insufficient safety margins.



Safety margins

The shaded area shows that portion of the image that will be cut off during album production leaving inset images aesthetically too close to the edge of the page on the left and cropping into the groomsmen on the right.



Safety margins

The shaded area on the image below shows what happens to the same design if a 6x6 duplicate album were to be made. This time both the inset images on the left, and the groomsman on the right are severely trimmed in to.



Safety margins & file sizes

The table below shows the required file size plus the recommended safety margins for Zook Book, Lustre Book and EZ Book sizes. 300 dpi is the recommended resolution, 240 is the minimum accepted resolution.

Album size	Spread size	Safety margin
12 x 12	24 x 12	1 inch
10 x 10	20 x 10	$\frac{3}{4}$ inch
8 x 8	16 x 8	$\frac{5}{8}$ inch
6 x 6	12 x 6	$\frac{1}{2}$ inch

Color Correction

Proper color correction, density and exposure are the responsibility of the photographer. Zookbinders will print your files without any manipulation or correction. For best results, we recommend the following best practices for file preparation:

- ✓ Prepare your images on a calibrated, high quality monitor.
- ✓ Use only sRGB color space.
- ✓ To reduce glare or color caste on your monitor, prepare your images in a room with neutral colored walls with subdued lighting that you can control.
- ✓ Contact our Customer Service Department to learn how to get test prints.

Pages and file naming

For ease of page sequencing in the album ordering process, file names should include a sequence number with leading zeros. For example:

001, 002, 003, 004

OR

001_joneswedding, 002_joneswedding, 0003_joneswedding

OR

001joneswedding, 002joneswedding, 003joneswedding

Do not use special characters such as parenthesis, ampersands and pound symbols.

Cover Images: Cameos

Zookbinders offers cameos in a variety of square and rectangle sizes for Zook Books and Lustre Books. For your convenience, there are only three sizes you will be asked to upload.

- ✓ Submit 6x6 images for all square cameos
- ✓ Submit 5x7 images for all rectangle cameos
- ✓ Submit 9x3 images for all panoramic cameos

These are the actual sizes of cameos on 12x12 albums. For 10x10 and 8x8 albums, cameos will be scaled down for you with the end result being cameo sizes that are proportionally in line with cameos on the 12x12 albums.

Covers: Cameo, actual sizes

Zook Books and Lustre Books

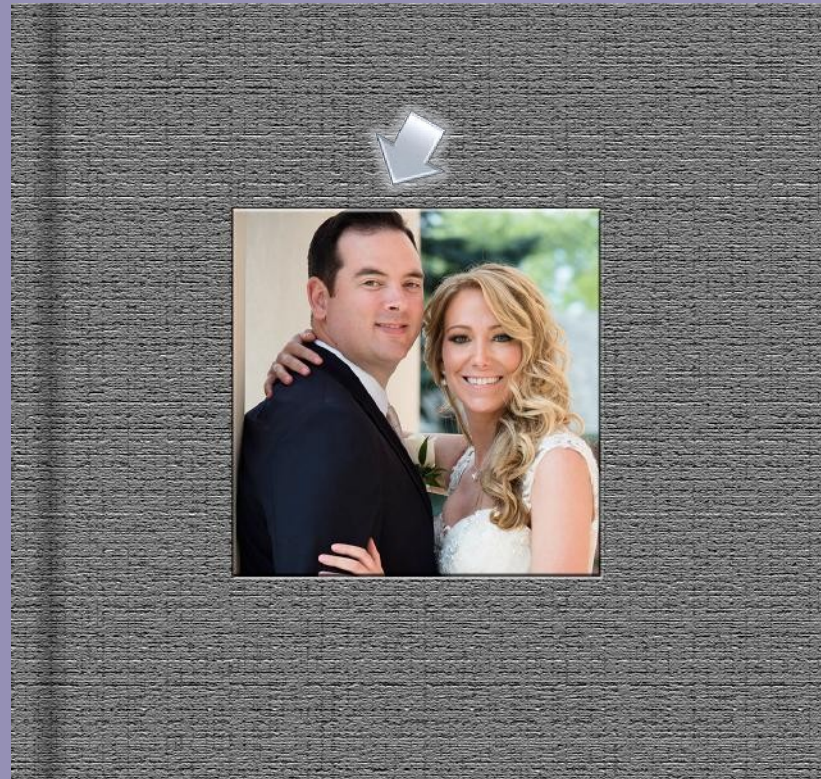
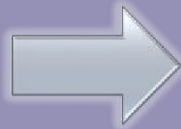
Album size	Square cameo (actual size)	Rectangle cameo (actual size)	Panoramic cameo (actual size)	Splash cameo sizes (actual size)	
8 x 8	5.3 x 5.3	3.33 x 4.67	2 x 6	2 x 2	Rectangle 1.86 x 2.66
	4 x 4	2.33 x 3.33			
10 x 10	6.67 x 6.67	4.17 x 5.88	2.5 x 7.5	2.5 x 2.5	Rectangle 2.33 x 3.33
	5 x 5	2.92 x 4.17			
12 x 12	8 x 8	5 x 7	3 x 9	3 x 3	Rectangle 2.8 x 4
	6 x 6	3.5 x 5			

Covers: Cameo, trim

Cameos are trimmed 1/8" off all four sides



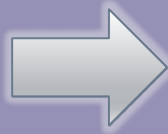
Cameo image cropped too tight



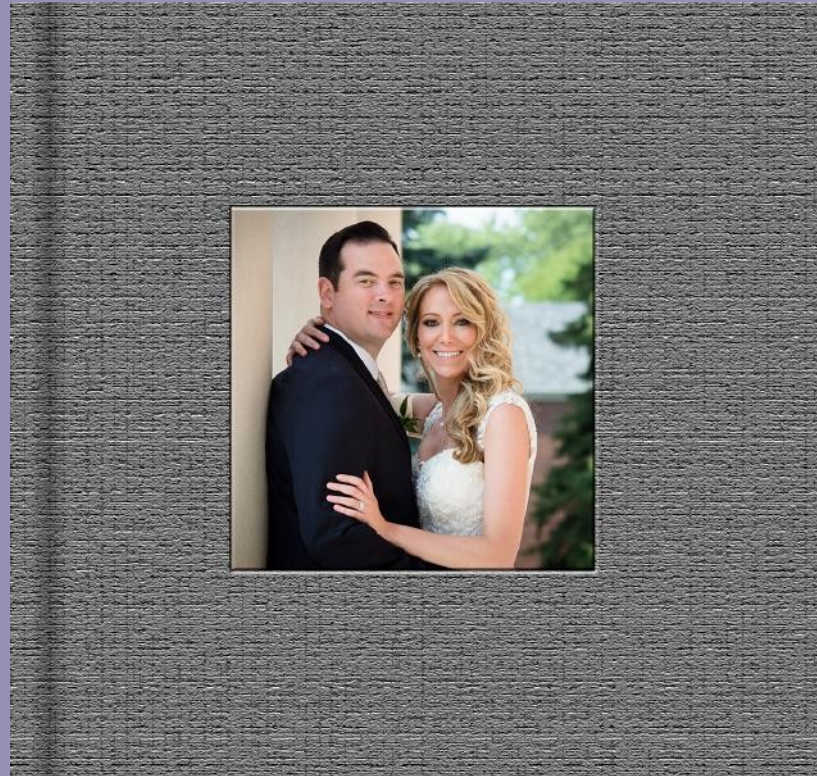
Trim cuts into groom's head

Covers: Cameo, trim

Cameos are trimmed 1/8" off all four sides



Properly cropped cameo image



Trim does not detract from cover

Covers: Leather spine, acrylic and Reflectionz covers

The chart below shows required cover image file sizes for Lustre Book leather spine with photo, leather spine with canvas and acrylic cover types and Zook Book acrylic and Reflectionz covers.

Lustre Books

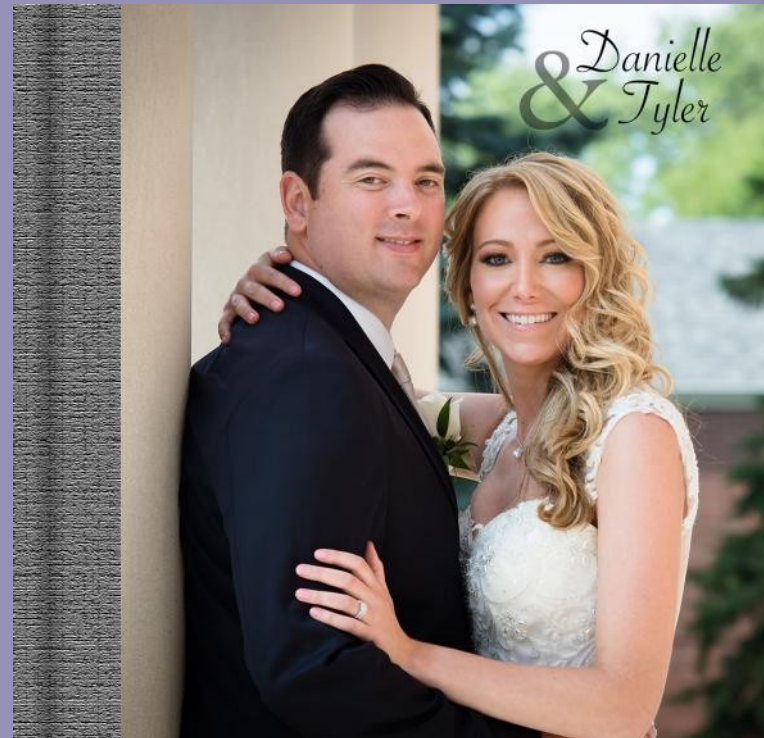
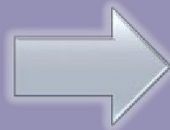
Album size	Cover image size (width x height)
8 x 8	6.8" x 8.5"
10x10	8.8" x 10.5"
12 x 12	10.8" x 12.5"

Zook Book Reflectionz and acrylic covers

Album size	Cover image size (width x height)
8x8	6" x 8"
10x10	8" x 10"
12x12	10" x 12"

Covers: Leather spine, acrylic and Reflectionz covers

Allow ½ inch safety margin on top, bottom and right sided for all leather spine, acrylic and Reflectionz covers.



Proper design for spine with photo cover allowing room for image wrap on top, bottom and right side.

Image wrap does not detract from cover

Covers: wrap around covers

Wrap around covers refer to cover images printed on photo paper and glued to Masonite cover boards. Designers must pay close attention to the following:

- ✓ File sizes change with page count to account for the correct spine thickness. (Refer to the *Design Your Cover* link in the Tools section on the Zookbinders website footer for all sizes).
- ✓ Outer $\frac{3}{4}$ " on all sides will be wrapped around Masonite and not appear on the cover.
- ✓ Observe $\frac{1}{2}$ " safety margin in addition to the $\frac{3}{4}$ " wrap to keep heads, feet and important design elements from being too close to the edge of your cover.
- ✓ Avoid putting heads or important design elements like text layers in the "pinch" or hinge area of your cover design.
- ✓ See website for video tutorial showing how to create wrap around covers in Photoshop.

“Pinch” or hinge area

Wrap area



Wrap area

Spine

19

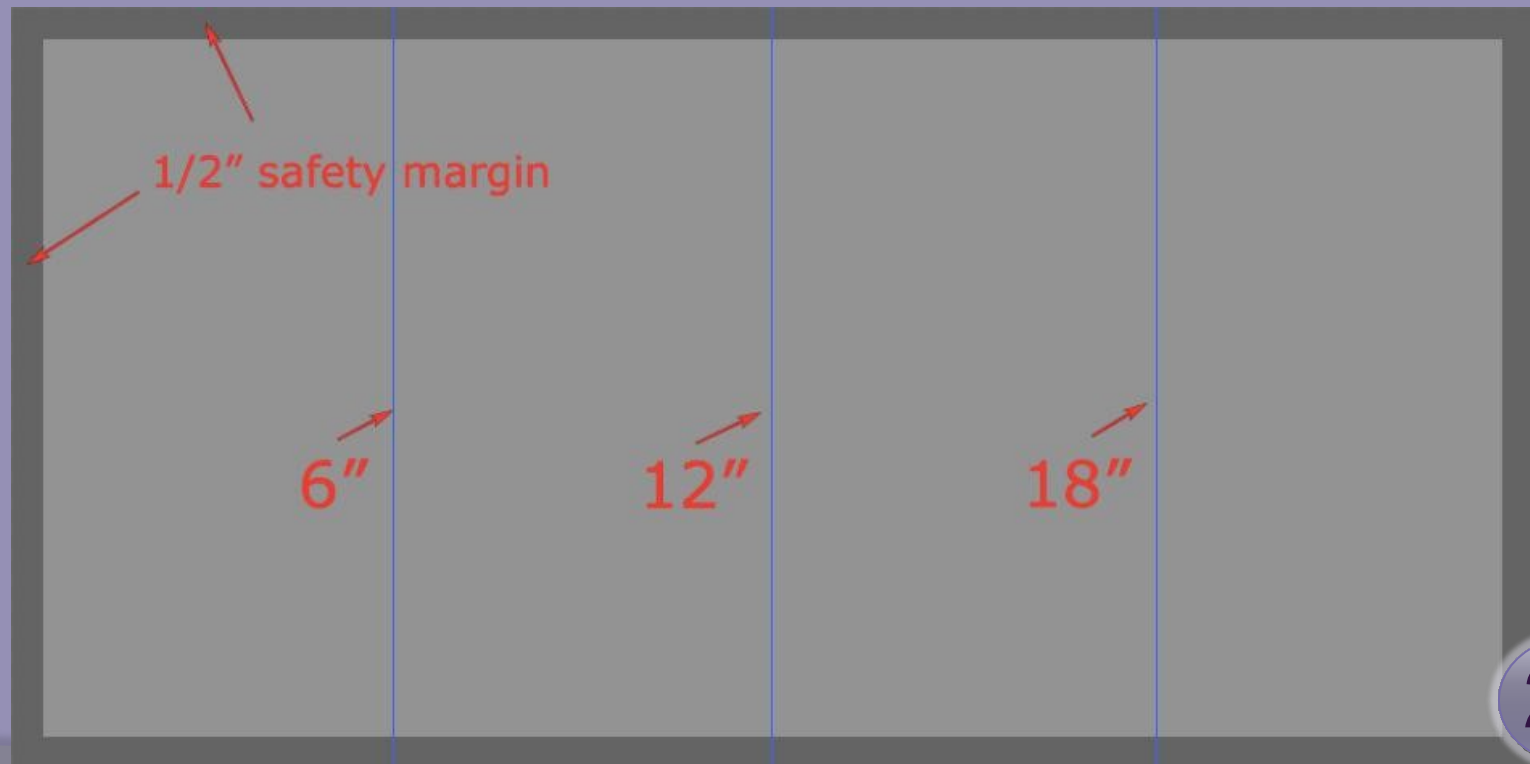
Bon a Vie Design

The Bon a Vie album is our French door style album that opens from the center. It has very little trim around the edges, however a ½” safety margin on all four sides is still recommended in the event that smaller replica albums are ordered. Text, graphics, frames and important image elements should be kept at least ½” from all four sides.



Bon a Vie Design

The Bon a Vie album binds from 5 to 35 spreads. For design purposes, remember that each spread has $\frac{1}{16}$ " splits at $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ of the way across the spread. For example, a 12x12 album would be made of 12x24 spreads with a cut at 6", the center opening at 12" and a cut at 18".



Bon a Vie Design

When creating your own Bon a Vie design, care should be taken to avoid faces being right on any of the splits. We recommend keeping borders of inset photos at least 1/4" away from splits.

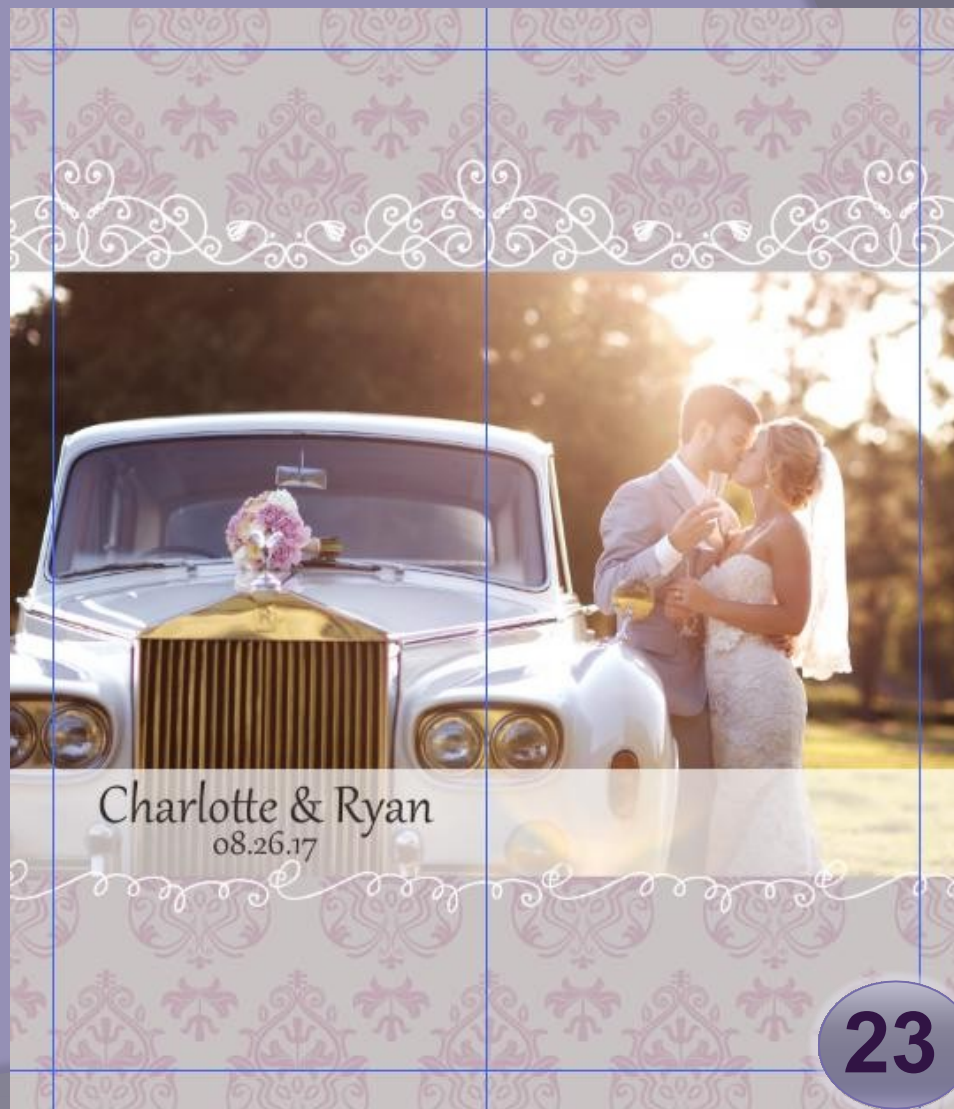


Bon a Vie Cover Design

Zookbinders

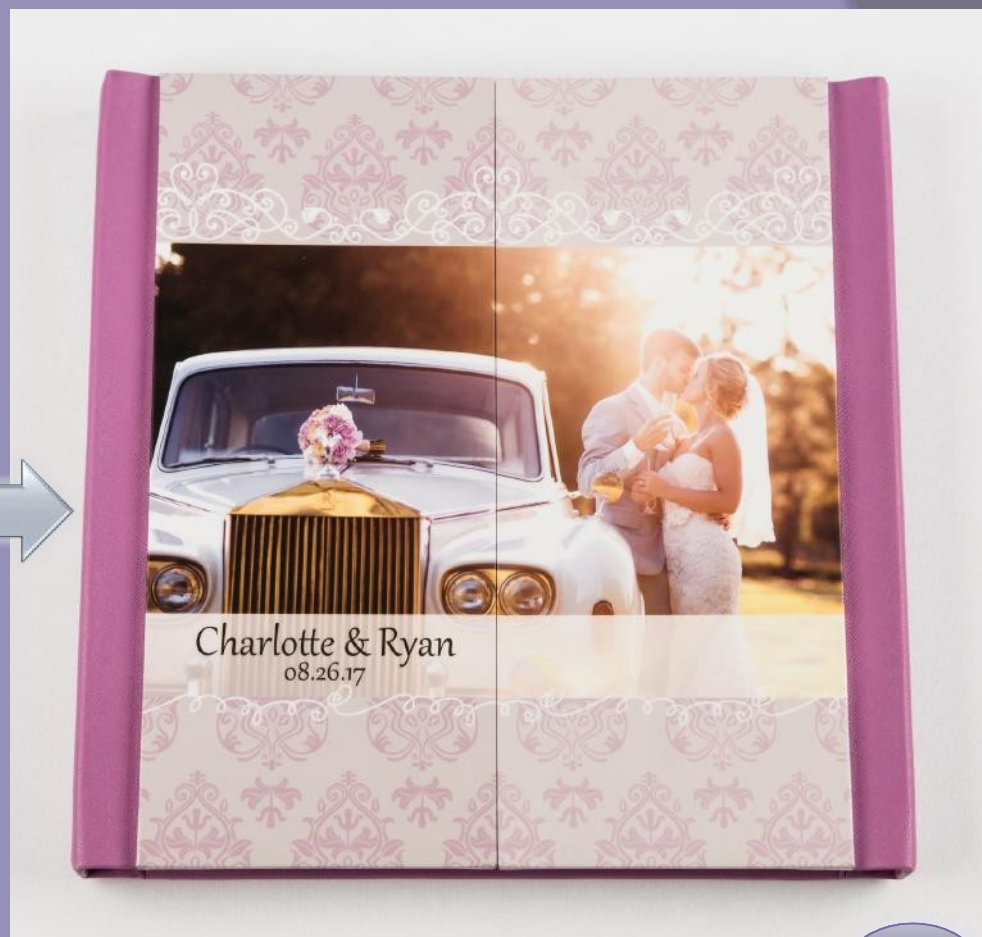
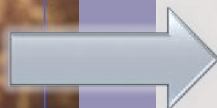
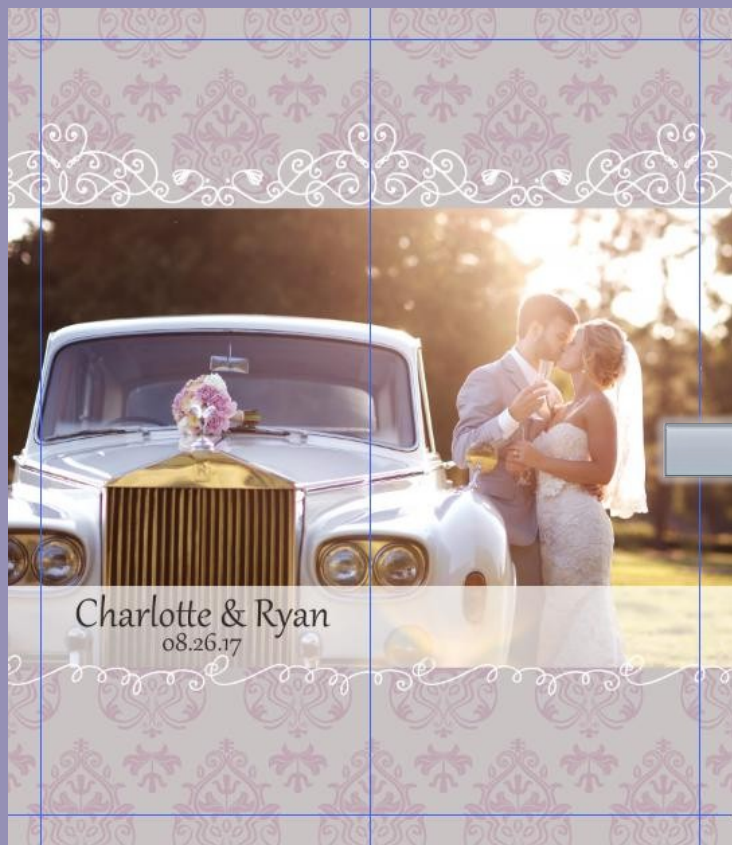
Albums are just the beginning...

Your cover image will wrap $\frac{1}{2}$ " on all four sides. Keeping text, graphics and important image elements at least $\frac{3}{4}$ " away from the edge means they'll be comfortably away from the edge of the cover. Two copies of your cover image are made in order to match up the left and right sides and still allow for the wrap in the center.



Bon a Vie Cover Design

Zookbinders
Albums are just the beginning...



Bon a Vie Cover Design

While it's okay to run text, graphics or bodies through the center line, it's highly advisable to avoid having face or the vertical leg of a letter or graphic right on the center line.



Additional help is available!

Help/FAQ at www.zookbinders.freshdesk.com/support/home

Online chat from 8:00am-4:30pm CST at www.zookbinders.com

Tel: 847-272-5745

