

Zookbinders

Design Guide 2024





Table of Contents

<u>General Guidelines</u>	3
<u>Safety Margin and Trim</u>	4 - 8
<u>Safety Margin and File Sizes</u>	9
<u>Color Correction</u>	10
<u>File Naming</u>	11
<u>Cover Cameo Specs</u>	12 - 15
<u>Cover Design for the Leather Spine and Acrylic Cover</u>	16 - 17
<u>Design for Wraparound Covers</u>	18 - 19
<u>Bon a' Vie: Design</u>	20 - 22
<u>Bon a' Vie: Cover</u>	23 - 25
<u>Help and Support</u>	26

General Guidelines

When submitting your own album designs to Zookbinders for Print & Bind service, the following criteria must be met to ensure 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 ensure square corners and straight book blocks, your prints will be trimmed once the book block is assembled. Zookbinders trim 1/4 inch off the sides and 1/8 inch off the 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 groomsman on the right.



Safety margins

The shaded area in 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 into.



Safety margins & file sizes

The table below shows the required file size plus the commended safety margins for Zook Book, Lustre Book, and EZ Book sizes. 300 dpi is the recommended resolution, and 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	3/4 inch
8 x 8	16 x 8	5/8 inch
6 x 6	12 x 6	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 a test print.

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/or 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

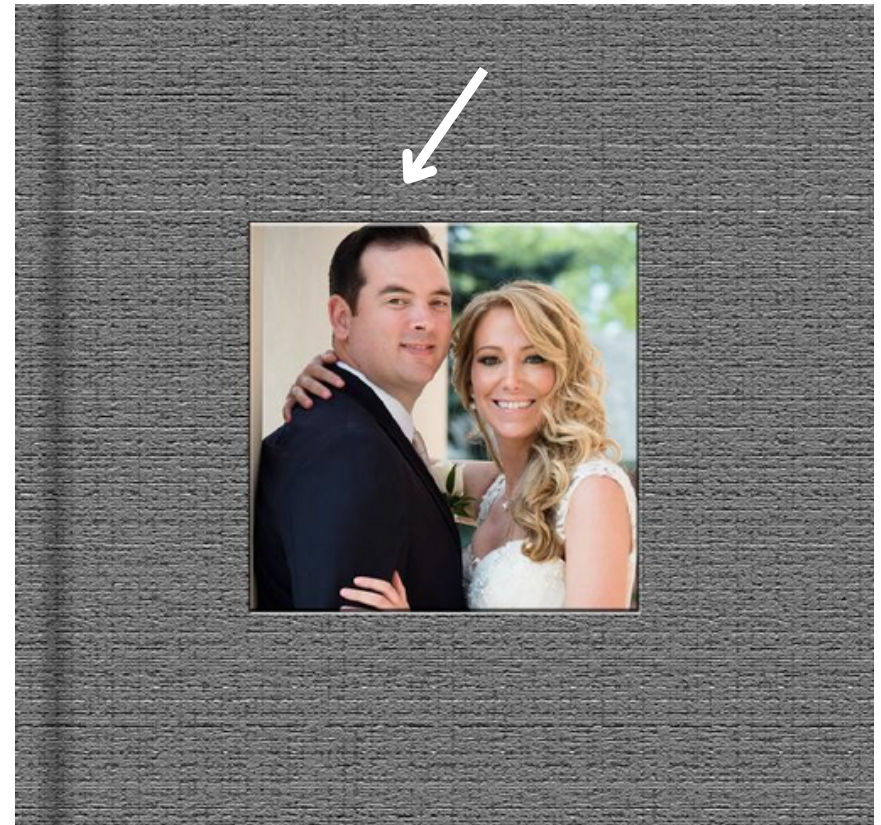
Album size	Square cameo (actual size)	Rectangle cameo (actual size)	Panoramic cameo (actual size)	Splash cameo sizes (actual size)	
8 x 8	5.3 x 5.3	3.33 x 4.67	2 x 6	2 x 2	Rectangle 1.86 x 2.66
	4 x 4	2.33 x 3.33			
10 x 10	6.67 x 6.67	4.17 x 5.88	2.5 x 7.5	2.5 x 2.5	Rectangle 2.33 x 3.33
	5 x 5	2.92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



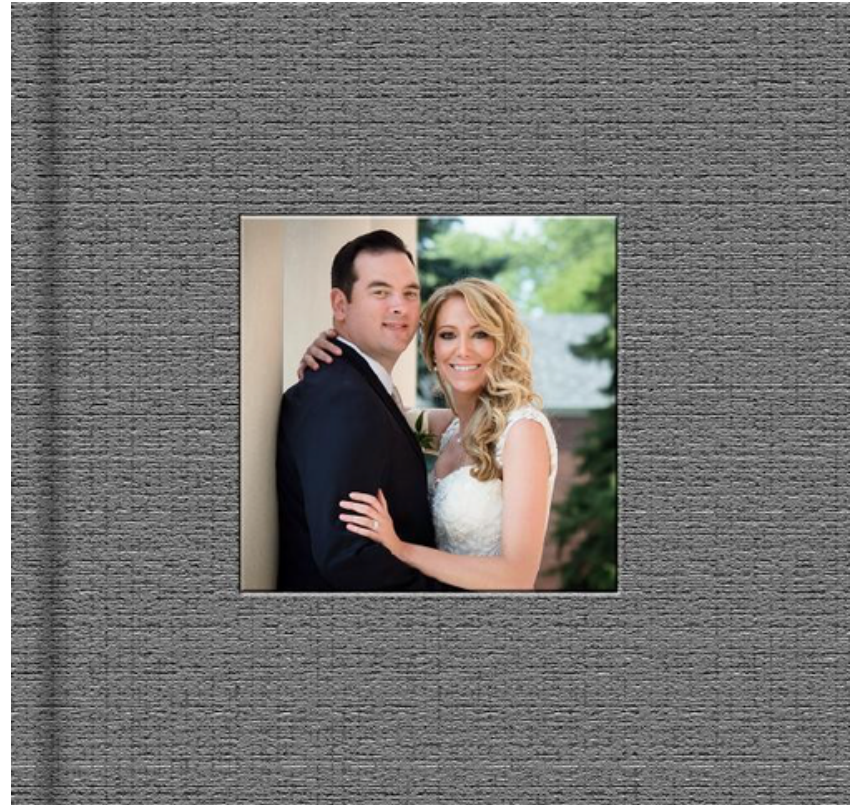
Trim cuts into groom's head

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 and Acrylic*

The chart below shows the required cover image file sizes for Lustre Book leather spine with photo, leather spine with canvas and acrylic cover types, and Zook Book acrylic 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 and Acrylic Covers	
Album size	Cover image size (width x height)
8 x 8	6" x 8"
10x10	8" x 10"
12 x 12	10" x 12"

Covers: *Leather spine and Acrylic*

Allow a $\frac{3}{4}$ inch safety margin on the top, bottom, and right-sided for all leather spine, and acrylic.



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



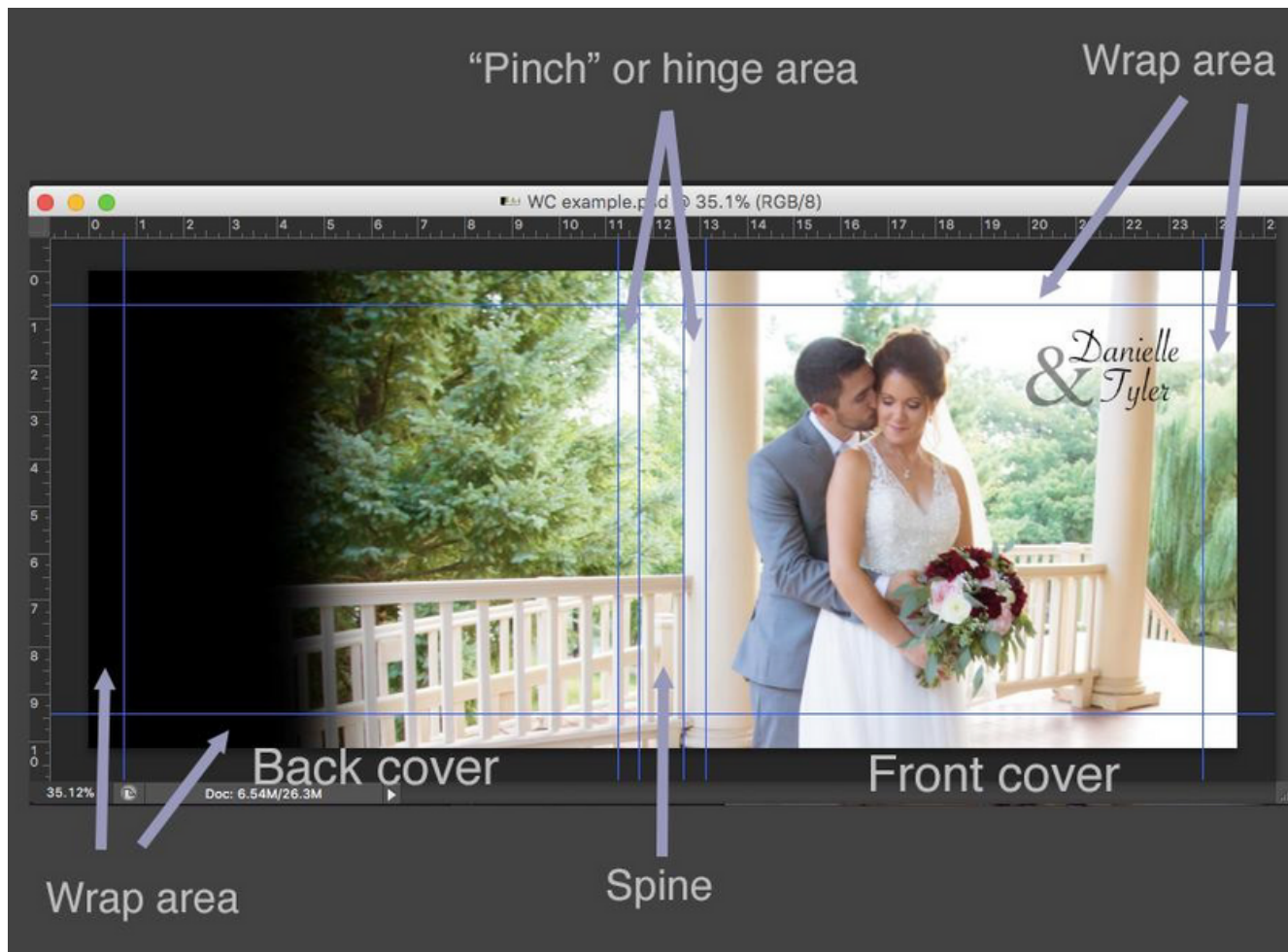
Image wrap does not detract from cover

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 the $\frac{1}{2}$ " 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 the website for a video tutorial showing how to create a wrap-around covers in Photoshop.

Covers: *Wrap-around covers*



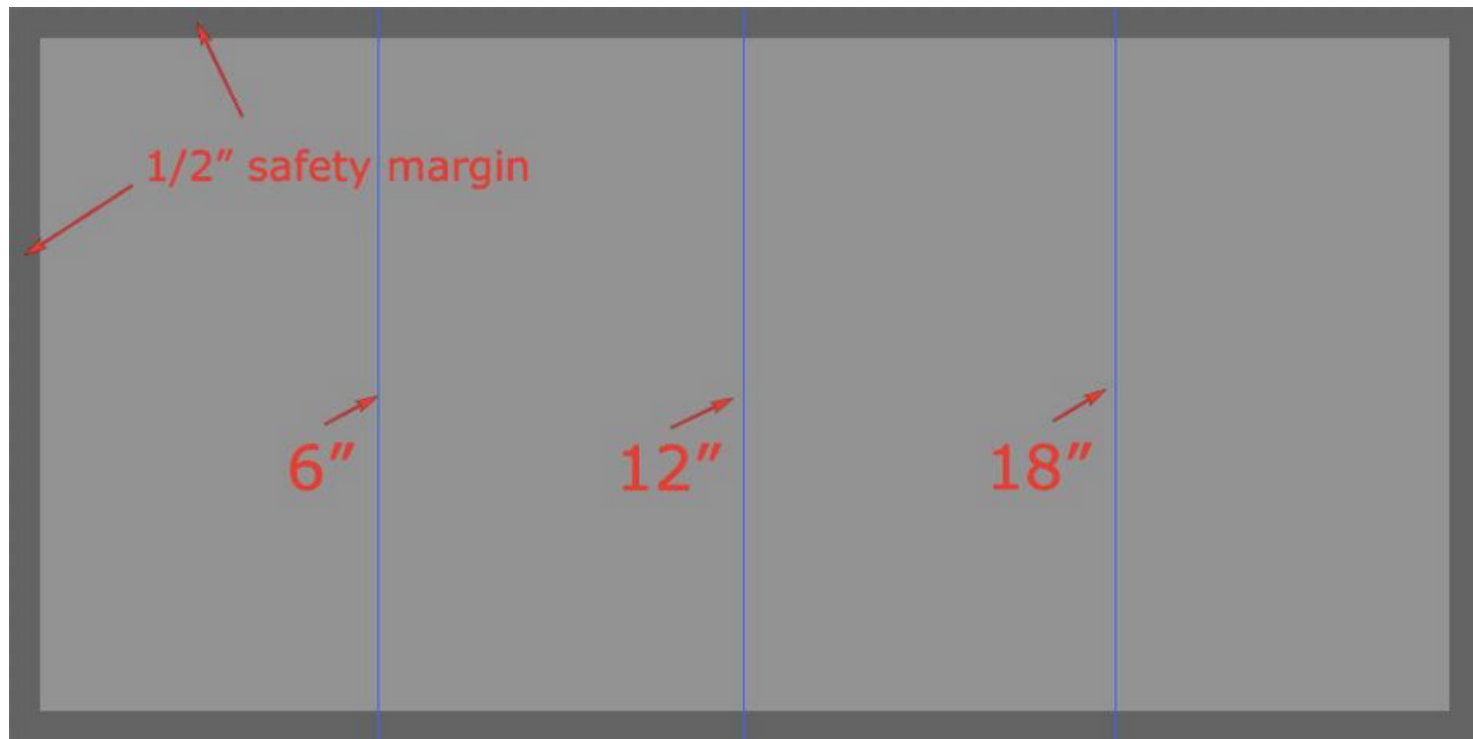
Bon a' Vie Design

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 if 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 1/16" splits at 1/4, 1/2, and 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 Design

Your cover image will wrap ½" on all four sides. Keeping text, graphics, and important image elements at least ¾" away from the edge means they'll be comfortably away from the edge of the cover. Two copies of your cover image are made to match up the left and right sides and still allow for the wrap in the center.

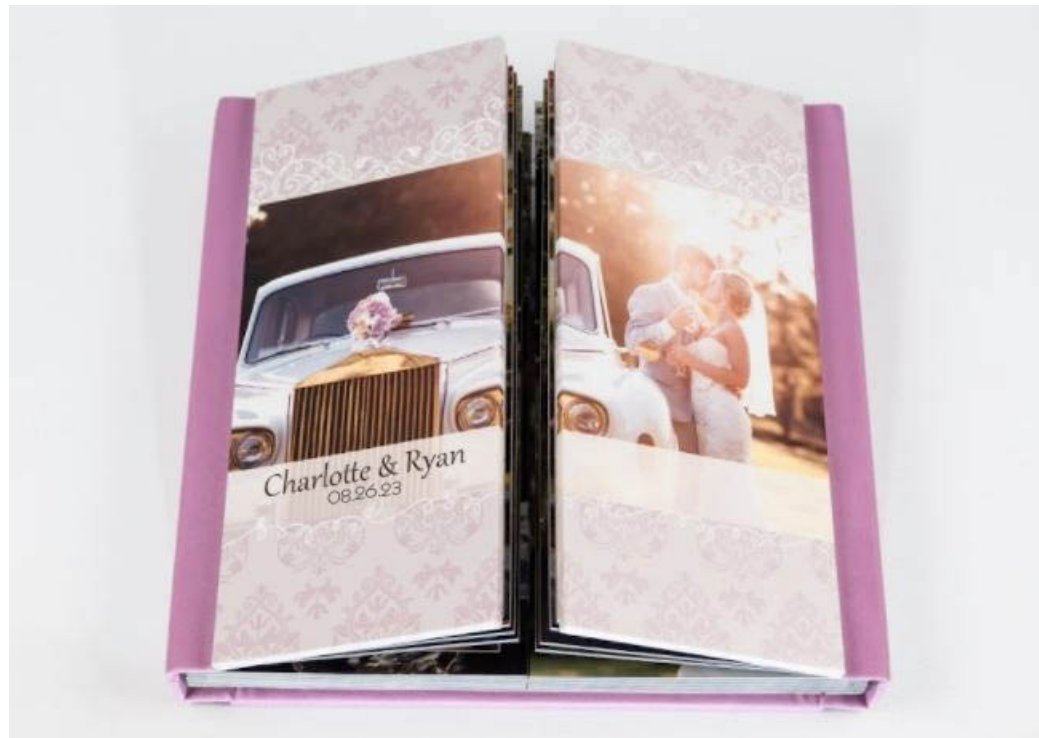


Bon a' Vie Design



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 8:00 AM -4:30 PM CST at

www.zookbinders.com Tel: [847-272-5745](tel:847-272-5745)