

Full Color Signature Series

PRINT-READY HANDBOOK PREPARATION & SUBMISSION MANUAL



INTRODUCTION

Thank you for choosing School Datebooks. This print-ready handbook preparation and submission manual explains the setup and submission process. For best results, follow these guidelines and submit file as a PDF. Our Full Color Signature Series product supports **BLEEDS**. If you'd like to take advantage of bleeds in your handbook, please refer to the specifications and guidelines on pages 2 and 4. Contact your Account Manager if you have any questions or concerns regarding this process.

PREPARING YOUR PRINT-READY FILES

- It is **very important** to use the correct page setup when submitting your text for print (see pages 2-3).
- Online templates are available, based on the size of the book you have ordered. For Microsoft Word templates, go to www.schooldatebooks.com and click "Resources". Adobe InDesign templates are also available; to find out more, please contact your Account Manager at 800.705.7526.

PROOFING YOUR HANDBOOK

- **PROOFING YOUR HANDBOOK IS ESSENTIAL.**
- Proof it once, twice, and a third time. We recommend having different people review and get "fresh eyes" on the layout.
- **WYSIWYG** – What You See Is What You Get! If it's on the layout you send to us, it will be in your handbook.
- Make sure any dates and years are correct and reflective of the upcoming school year.

SUBMITTING INFORMATION

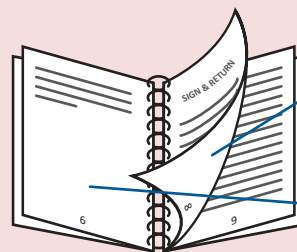
- 1** We prefer PDF files for print-ready information. However, if you prefer to send us native files, be sure to **PACKAGE** your InDesign files to include fonts, images, and any additional files. These can be submitted as a .ZIP or other compressed format to ensure all files are uploaded.
- 2** Login to the Zone™ to upload your print-ready handbook and any other book-related materials. Your order confirmation email included a link to your Zone site.
- 3** Upload your handbook by selecting **Start Handbook** under your order for this year, or click on the 'Handbook' icon. Follow the steps to upload all of your files and submit them to School Datebooks.
 - Once your files are submitted, School Datebooks will generate a proof. You will then have an opportunity to make sure everything is appearing as expected, and select any filler pages needed to fill out your contracted page count.

See Pages 2-3 for page setup details!

PRINT-READY HANDBOOK SUBMISSION CHECKLIST

Use the following checklist prior to uploading your document(s). Only submit final files. School Datebooks will not make changes or corrections to the documents.

- | | |
|---|---|
| <ul style="list-style-type: none">☐ Is your page setup (page size, margins, and bleeds if applicable) correct based on book size? Using incorrect page setup may result in your handbook content not fitting as expected.☐ We suggest exporting a print-ready PDF for submission. If you are uploading the native files, have you packaged your files to include all fonts, images, and additional files used?☐ Do you have a Table of Contents? If so, have your page numbers been checked for accuracy?☐ Has your school name changed and is this reflected throughout the document?☐ Have you checked your document for spelling or grammatical errors? | <ul style="list-style-type: none">☐ Do you have pages that will be torn out? If so, make sure that tear-out page is an odd-numbered page, followed by a blank, even-numbered page. |
|---|---|



Add a blank after the tear-out

You may need a blank here as well to get the tear-out onto its own sheet

Note:

- If you include copyrighted material, be sure you have approval to use it.

PAGE SETUP FOR FULL COLOR SIGNATURE SERIES PRINT-READY HANDBOOK

- Please note, anything extending into the inside margins could be affected by the page trim, binding, or 3-hole punches (big and midsize books).
- **If you have any items meant to bleed within your handbook, be sure your print-ready PDF is exported with .125" bleeds!**

ADOBE INDESIGN

Handbooks that include bleed need to be set up in InDesign.

SMALL BOOK (5.5" x 8.5")

Width	Units
5.5 in	Inches
Height	Orientation
8.5 in	 
Pages	Facing Pages
8	☒
Start #	Primary Text Frame
1	☐
Columns	Column Gutter
1	0.1667 in
▼ Margins	
Top	Bottom
0.375 in	0.375 in
Inside	Outside
0.4375 in	0.3125 in
▼ Bleed and Slug	
Bleed	
Top	Bottom
0.125 in	0.125 in
Inside	Outside
0.125 in	0.125 in
Slug	
Top	Bottom
0 in	0 in
Inside	Outside
0 in	0 in

MIDSIZE BOOK (6.625" x 9")

Width	Units
6.625 in	Inches
Height	Orientation
9 in	 
Pages	Facing Pages
8	☒
Start #	Primary Text Frame
1	☐
Columns	Column Gutter
1	0.1667 in
▼ Margins	
Top	Bottom
0.375 in	0.375 in
Inside	Outside
0.75 in	0.375 in
▼ Bleed and Slug	
Bleed	
Top	Bottom
0.125 in	0.125 in
Inside	Outside
0.125 in	0.125 in
Slug	
Top	Bottom
0 in	0 in
Inside	Outside
0 in	0 in

LARGE BOOK (8.5" x 11")

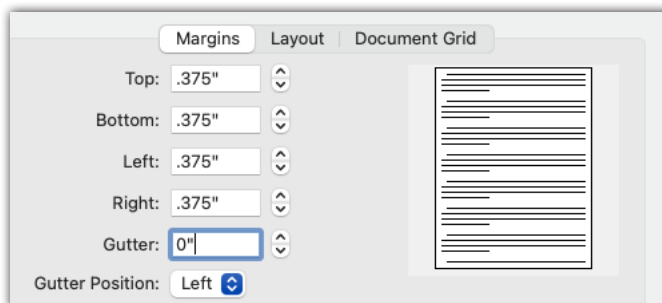
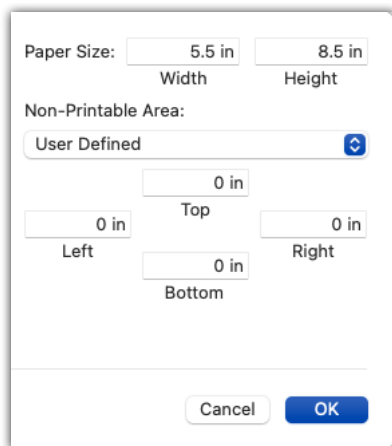
Width	Units
8.5 in	Inches
Height	Orientation
11 in	 
Pages	Facing Pages
1	☒
Start #	Primary Text Frame
1	☐
Columns	Column Gutter
1	0.1667 in
▼ Margins	
Top	Bottom
0.5 in	0.5 in
Inside	Outside
0.75 in	0.5 in
▼ Bleed and Slug	
Bleed	
Top	Bottom
0.125 in	0.125 in
Inside	Outside
0.125 in	0.125 in
Slug	
Top	Bottom
0 in	0 in
Inside	Outside
0 in	0 in

PAGE SETUP FOR FULL COLOR SIGNATURE SERIES PRINT-READY HANDBOOK

- Please note, anything extending into the inside margins could be affected by the page trim, binding, or 3-hole punches (big and midsize books).
- **Microsoft Word is not compatible with bleeds. If you'd like to include content outside the margin guide, set up your book in Adobe InDesign.**

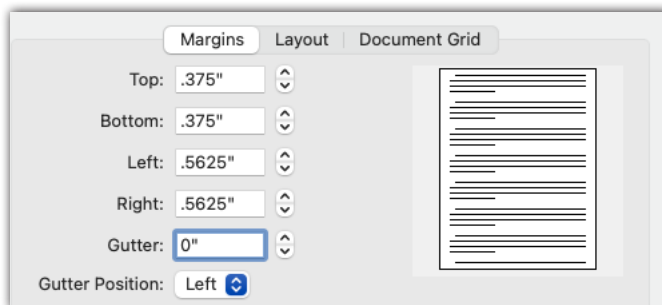
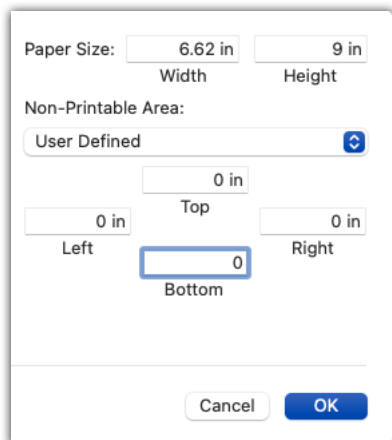
MICROSOFT WORD

SMALL BOOK (5.5" x 8.5")

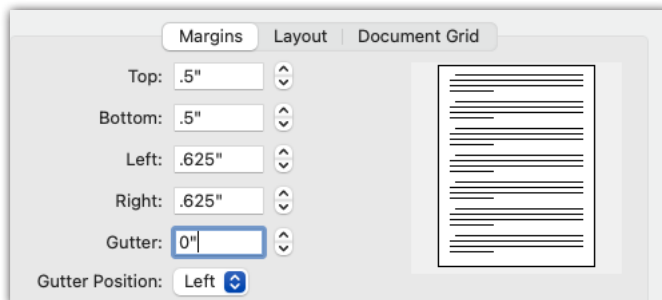
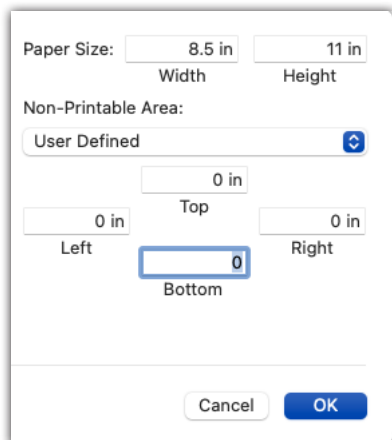


MIDSIZE BOOK (6.625" x 9")

NOTE: After you enter 6.625, Microsoft Word will display 6.62. The full 6.625 is stored internally.



LARGE BOOK (8.5" x 11")



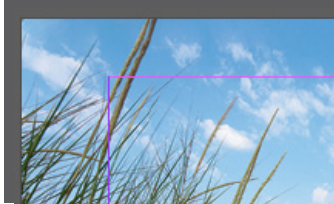
For all sizes, in the "Layout" tab, make sure the Header and Footer are set to zero. And be sure to apply the size and margins to the entire file!

Apply to: Whole document

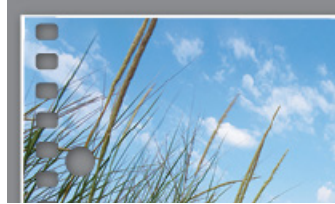
UNDERSTANDING BLEEDS

Books are not normally printed one page at a time, as on a desktop printer. Rather, multiple pages are printed on very large sheets or rolls of paper, which are then trimmed to the exact book size after the fact. Since the paper may be slightly out of alignment when it's trimmed, it's necessary for any content that's intended to run all the way to the page edge in the finished book to actually be printed extending past the page edge; otherwise, there could be little slivers of white paper showing around the edges.

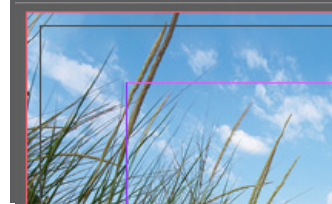
"Bleeds" is the printing jargon for the part of a design that's beyond the finished page edge.



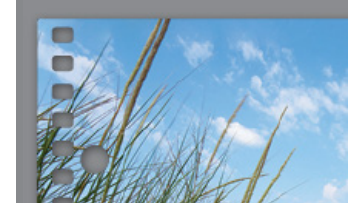
Running the content all the way to the edge of the page looks good in InDesign...



but manufacturing limitations mean it might not look the same in the finished product.



To avoid this, extend your design beyond the page edge and export with 1/8" bleeds...

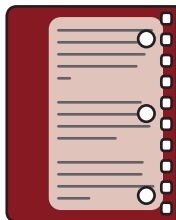


so the extra can get trimmed off after printing, ensuring the finished book will look right.

One of the challenging aspects of using bleeds in books is that the margins may not be the same all the way around. Our planners require a wider margin on the inside edge to leave room for the coil, as well as the hole punches for large or midsize books. This means that each page needs to be designed to fit either the right or left side of the spread; if it's placed on the wrong side, it won't fit:

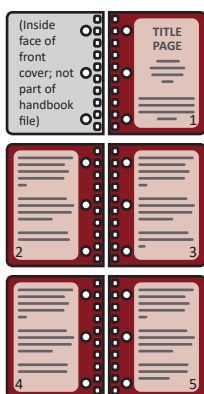


OK

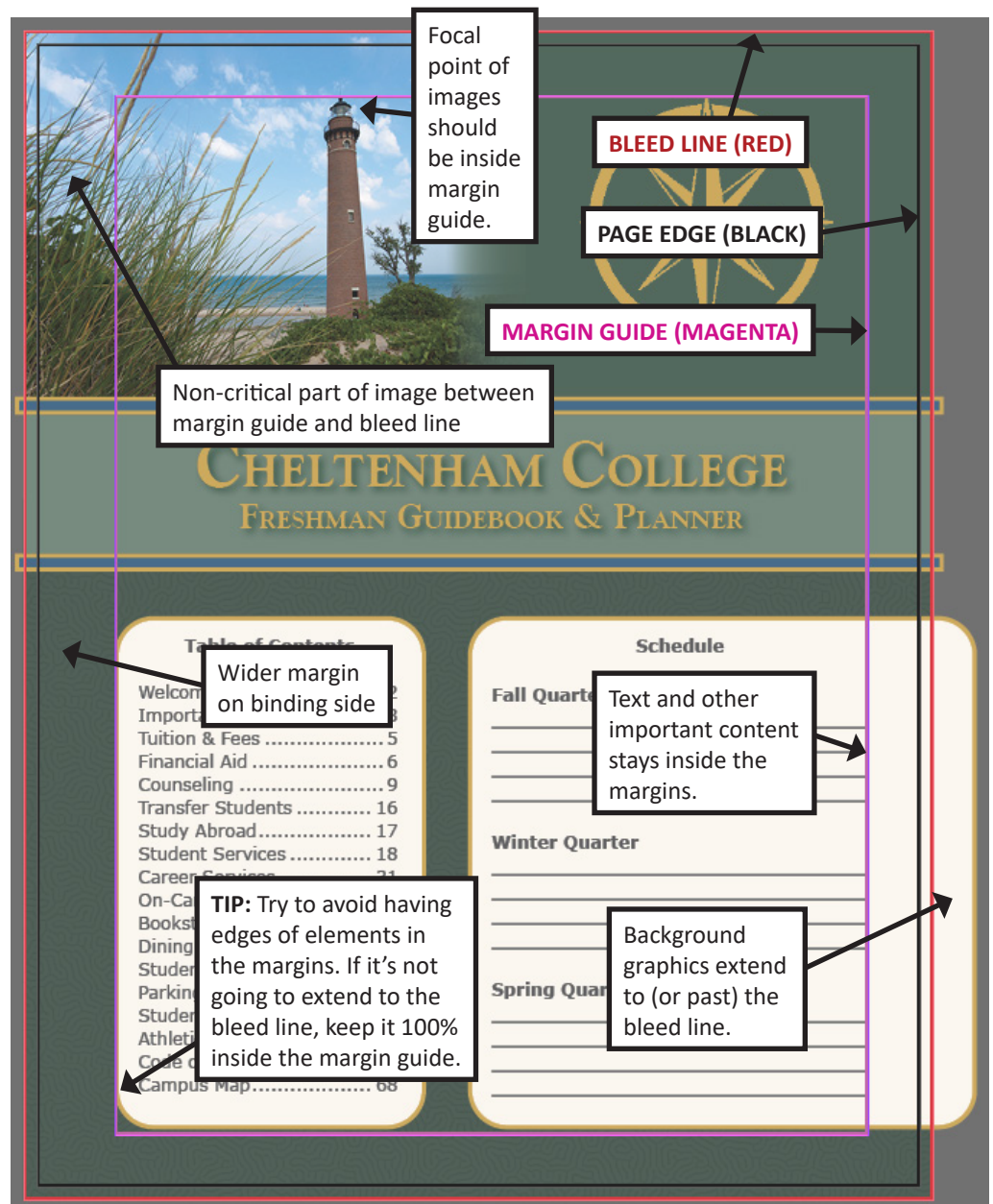


NOT OK

Just like in any book, the first page will appear on the right side of the spread, so its wider inside margin will be on the left. The next page will be the opposite, and so on.



If you can't adjust your file to fit, or it's just not a priority, let your Account Manager know; we can add a white border instead.

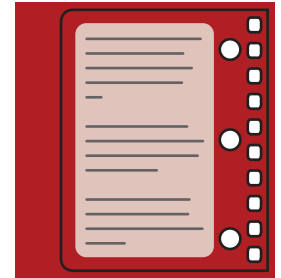


CANVA

Canva is not an ideal choice for setting up your handbook as it is not designed for bound books, so it doesn't support the wider inside margin we need to make room for the coil and hole punches. If you'd like to use Canva, here's what you'll need to do to make a usable file:

Since it won't be possible to set up the wider inside margin, the best bet is to set up your file the page slightly wider, and use the wider margin dimension on both sides. Just keep in mind when you're placing graphics that a sliver is going to get cut off on the side away from the coil.

This can be a little confusing to keep track of, although it does have the advantage that you can design every page to work on either side of the spread, so it doesn't matter so much if you have to rearrange or add pages after the fact.



All of our product sizes will be custom page sizes in Canva. They all have slightly different proportions (especially small-size books) so make sure you're setting up your file to fit the product you've ordered--they are not interchangeable, and a design with bleeds has to be exact!

SMALL BOOK

Custom size

Width: 5.625 Height: 8.5 Units: in [Create new design](#)

MIDSIZE BOOK

Custom size

Width: 7 Height: 9 Units: in [Create new design](#)

BIG BOOK

Custom size

Width: 8.75 Height: 11 Units: in [Create new design](#)

To set up the margins in your design, go to File > Settings. Canva's margins are the wrong width for our books and aren't adjustable, so keep "Show margins" turned off. Instead, add guides to show the actual margins:

< Add guides

12 Columns 3 Columns 3x3 Grid Custom

Columns Gap Margin

0 0.11 in 0.44 in

Rows Gap Margin

0 0 in 0.38 in

[Add guides](#)

[Cancel](#)

SMALL BOOK

< Add guides

12 Columns 3 Columns 3x3 Grid Custom

Columns Gap Margin

0 0.11 in 0.75 in

Rows Gap Margin

0 0 in 0.38 in

[Add guides](#)

[Cancel](#)

MIDSIZE BOOK

< Add guides

12 Columns 3 Columns 3x3 Grid Custom

Columns Gap Margin

0 0.11 in 0.75 in

Rows Gap Margin

0 0 in 0.5 in

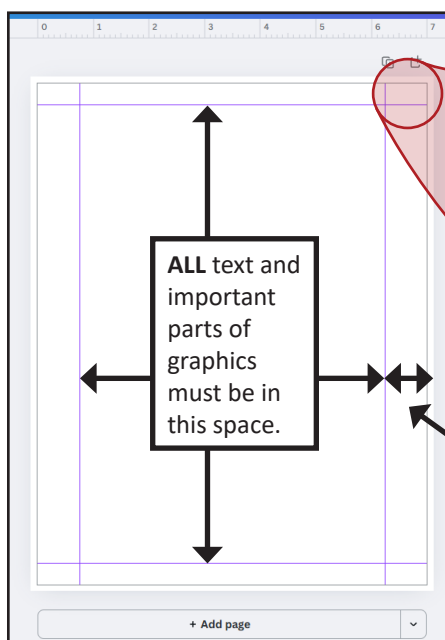
[Add guides](#)

[Cancel](#)

BIG BOOK

Always keep "Show print bleed" turned on, and make sure the bleeds are included when you export your design to PDF.

For more information on designing for bleeds, see "Understanding Bleeds" on the previous page.



ALL text and important parts of graphics must be in this space.

BLEED - Make sure this is included, or the design won't be the right size for your book! Anything that's outside the margin guides needs to extend all the way to the bleed line.

TOP MARGIN

SIDE MARGIN - Remember, you don't actually have this much space to work with! Part of it will be under the coil binding or will get cut off entirely, depending on which side it's on.

Backgrounds and non-critical parts of graphics can go here, but remember: on the binding side, part of it will be covered by the coil, and in big and midsize books, the hole punches will go right through it; on the other side, a wide stripe will get trimmed off.