BINDER DESIGN CHEAT SHEET

IMPORTANT BINDER TIPS

Every Binder Should:
◆ Define who you are.
◆ Entice the audience to look inside.
◆ Direct the audience to contact information.

Selecting a Product
◆ Review stock, coating, and imprint method samples before ordering.
◆ Test your ring mechanism to make sure it can hold the amount of materials you need.
◆ Achieve colorful backgrounds by printing ink on white stock or by allowing the stock color to act as the background.
◆ Imprint dark stocks with foil stamping, embossing, debossing, or metallic ink; printing other inks on dark stock can affect color reproduction. If you're printing on a non-paper material, try printing with white ink first to minimize the bleed-through effect.
◆ Increase the durability of binders made from paper stock with reinforced edges or lamination.
◆ Choose a clear view style if each of your binders requires a unique message or if you expect you'll need to quickly replace your design with a new one. The removable inserts make this simple and easy.
◆ Select a binder with pockets to allow the ability to add materials on-the-fly (even without a three-hole punch).

Imprint Methods
◆ Use PMS (spot) colors to produce designs with just one color or when exact color matching is required. Gradients are possible with certain binder types.
◆ Create a unique look with shiny metallic PMS inks against matte vinyl stock.
◆ Print four color process (CMYK) for designs with multiple colors (such as full-color photography).
◆ Set black CMYK areas to 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black in your design software for a richer black color.
◆ Use 30% more Cyan than Magenta for truest color in blue CMYK areas.
◆ Choose PMS ink for unique colors such as metallic and fluorescent hues.
◆ Select fonts more than 1 pt thick for foil stamped text or more than 2 pt thick for embossed/debossed text. Avoid serif fonts or font sizes smaller than 12 pt.

Layout
◆ Position artwork so that slits and opaque pockets don't obscure your design.
◆ Place important logos, text, or other elements on the right 2/3 of the front and back cover to increase their visibility.
◆ Provide at least 1/4" of space around your logo.

Branding and Legal
◆ Match binder colors, design, and messaging to the company's identity.
◆ Comply with font and image copyright policies.
◆ Include contact information.

Test Printing and Proofing
◆ Create a quick and easy test version if your binder has pockets. Print a reduced size copy of the design, cut it out, and fold it to check placement of elements.
◆ Review your .PDF proof to ensure all details are correct.
◆ Confirm the color, size, and layout of your four color process design by requesting a color digital proof (available with certain binder types).

More tips at: www.companyfolders.com/ibt

PRINT-READY CHECKLIST

File Setup
❑ Do NOT delete, modify, or move "Template" layer.
❑ If your product has slits, delete the slits that you DON'T want to appear on the final piece.
❑ Delete the "Instructions" layer prior to submitting artwork.
❑ Design in the "Your Art Here" layer of our template.
❑ Separate each spot coated, foil stamped, embossed, or debossed area into its own labeled, color-coded layer.
❑ Save file as: **.AI, .EPS, .PDF, .PSD, .INDD, or .TIF.**

Layout
❑ Avoid placing logos or text near or on pocket slits.
❑ Keep important elements at least 1/8" away from the binder's edge.
❑ Place design elements at least .25" away from the binder's rivets.
❑ Extend four color process, PMS printed, foil stamped, or spot coated design elements that touch the cut line to 1/8" bleed zone.
❑ If a design uses colored stock, don't simulate that color in the template; leave the background plain white.

Photo Images
❑ Ensure that raster images are 300 DPI at the size they will be printed.
❑ Embed images, or package them with the primary artwork file.
❑ Save images as .PSD, .TIF, or .JPG.

Writing
❑ Proofread all copy for grammar, spelling, and clarity.
❑ Convert fonts to outlines, or gather fonts using "Package" (Illustrator) or "Collect for Output" (InDesign). Send with art file.
❑ Include fonts if your final print file is in .PSD format.

Four Color Process
❑ Set design file and all images to CMYK mode.
❑ Convert all RGB or spot colors to CMYK.

PMS Printing
❑ Make sure all graphics are vector format.
❑ Verify all colors are PMS (spot) colors.

Foil Stamping
❑ Ensure all graphics are vector format.
❑ Make elements at least 1 pt thick, spaced 1 pt or more apart.
❑ Do not place elements on fold or cut lines.
❑ Separate each foil color onto its own labeled, color-coded layer.
❑ Apply a spot color at 100% to represent each foil color (100% Magenta for first color, 100% Yellow for second, etc.).

Embossing and Debossing
❑ Make sure all graphics are vector format.
❑ Make elements at least 2 pt thick, spaced 2 pt or more apart.
❑ Do not place elements on fold or cut lines.
❑ Separate each emboss or deboss onto its own labeled, color-coded layer when combining imprint methods.
❑ Apply a spot color at 100% to represent each emboss or deboss. (100% Magenta for embossed, 100% Yellow for debossed.)

More checklist details at: www.companyfolders.com/prcb

COMPANY FOLDERS