HARDCOVER Specification Guide

fastback | POWIS

BLEED AREA
COVER EDGE
SAFE AREA

FLEX AREA

SPINE

BACK

FRONT

FLEX AREA
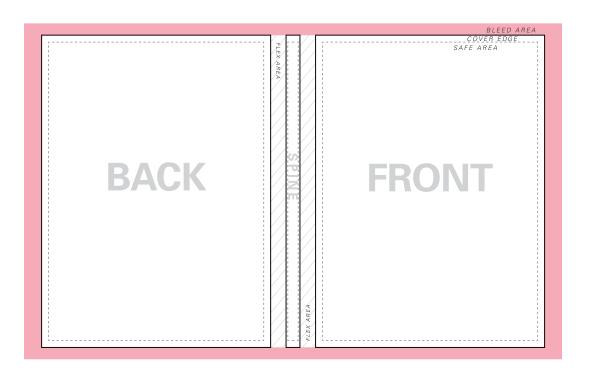
Bleed Area

Extend all colors and graphics to the full edge of the bleed area - it will make sure you don't end up with white edges on your book cover when it is wrapped.

Safe Area

Keep all the key elements of your design, including text, logos, and iconography within the this area to insure it is not wrapped around the edge of your hardcover.

DO

- Edit and save in CMYK
- Use **300 DPI** or High Resolution images
- Use Vector graphics
- Convert all text into Graphic Form/Outlines
  - Illustrator: Type>Create Outlines

Cover Edge

This is the edge of the hardcover, where we aim to wrap the design. Your background still needs to run to the edges of the bleed area.

Flex Area

This is the flexible material between the cover and the spine. This area can be covered with graphics, but should not include key elements such as text or icons.

DON'T

- Add print or crop marks
- Use graphics taken from websites
- Save as multi-page PDF