



# Book Creation Guide



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## File Creation

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Formatting

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# Formatting

## Interior Text and Styling

Once you have your text and images compiled into one file, use Styles and Headings to create a consistent look for text and section headings. Use Page Breaks instead of hard returns or paragraph breaks to ensure your formatting is preserved during the creation of your print-ready PDF file. Apply your own spacing rules to styles to maintain a consistent look throughout your book. The use of styles allows you to simultaneously edit all text assigned that style rather than editing line-by-line.

## Interior Color Options

The need for color printing should be considered early in the formatting process. Is your work text-only? If so, you can take advantage of our **White or Cream, 60# Uncoated Standard Black & White** products to reduce manufacturing costs. For high contrast, grayscale images, Lulu offers a **White, 80# Coated Standard Black & White**. Our **White, 60# Uncoated Standard Color** products allow you to incorporate exciting elements such as colored fonts, highlights, charts, graphs, small photos, or low pigment/saturation color blocks into your printed work without the premium cost.

If you want the highest quality color printing, the **Premium Color** option gives you the quality you need for high resolution photos and Full Bleed page coverage. Available on **White, 80# Coated and Uncoated paper**, you can control your price point while exhibiting beautiful graphics and vibrant colors.

## Image Resolution Comparison



**72 PPI**



**150 PPI**



**300 PPI**

*The standard resolution for most graphics when appearing digitally.*

*Minimum resolution for simple graphics intended for print.*

*Ideal resolution for complex or detailed graphics intended for print.*

## Photo and Graphic Resolution

**Pixels per inch (PPI)** is used to describe the pixel density of a screen (computer monitor, smartphone, etc.). **Dots per inch (DPI)** refers to the print resolution of an image by counting the number of dots per printed inch. The more dot's the higher the quality of the print (more sharpness and detail). Most print-ready file formats know how to handle the conversion between the PPI and DPI. PDFs allow you to have print-ready files with multiple PPI values, but it's a good idea to consider the desired results before inserting just any image size.

72 PPI is the standard resolution for most screens. This may be adequate for digital images, but text and details of the graphic could end up looking distorted or fuzzy in print. As a general rule, we recommend a minimum of **150 PPI** for simple graphics, and **300 PPI** for complex or detailed graphics.

## Document Color Setup

RGB is an additive process, meaning it adds red, green and blue together in varying amounts to produce other colors while CMYK is a subtractive process that uses different amounts of cyan, magenta, yellow and black to remove reflected colors from paper to create other colors we can see. The two processes have different ranges of color, with RGB providing a wider array of possibilities thus making it used in electronic devices like computer monitors. Printing uses CMYK.

Therefore, we've been told to convert RGB colors to CMYK before sending our files to print. No harm will be done if you stick to this old habit, but advances in printing workflows have eliminated it as a necessity.

### Why are the Adobe InDesign templates setup in RGB?

Modern workflows, like our process at Lulu, allow printers to use color profiles that automatically match CMYK ink to RGB values to produce results that are similar. Following these few simple guidelines will ensure the best color in your book:

1. If you're starting from scratch, setup your document as an RGB file.
2. We recommend using the sRGB color space in your RGB document color profile and applying the sRGB color space to any RGB images or links before you make your print-ready PDF.
3. If you've already created or converted your file to CMYK and converted any images to CMYK, keep it in CMYK and do not switch back to RGB. Changing color space settings after finalizing your file may result in undesirable color variance.
4. Solid blacks will print solid at 100% with no other colors added. If you do add colors to improve the richness of the black, TAC (total area coverage) should never exceed 270%.
5. Avoid very light color builds of less than 20%. Below 20% tint variation is very difficult to control on a consistent basis.
6. If you are printing a color book that includes black & white images, the black & white images should have the color space set to grayscale.

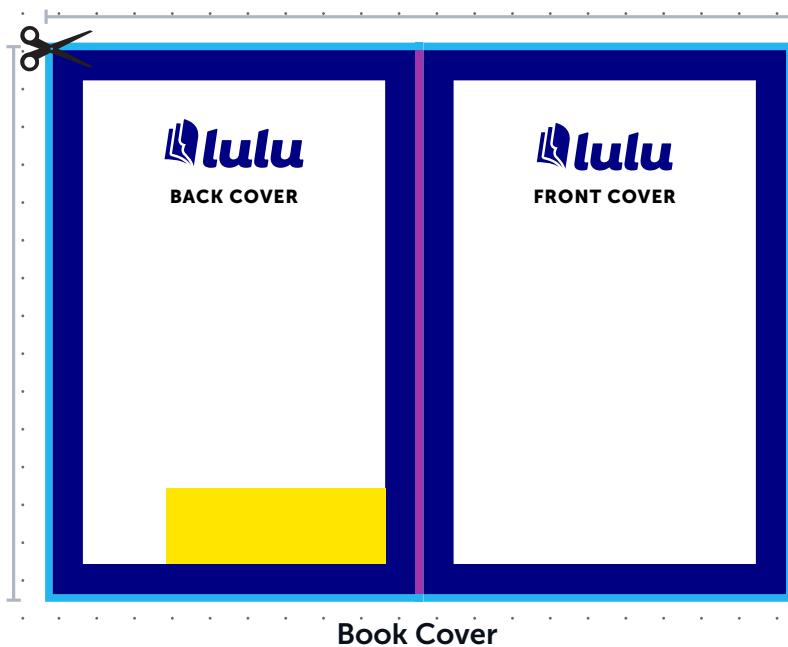
7. The gamma of a grayscale image should be between 2.2 and 2.4.
8. Use only high resolution photos (300 DPI or higher) and ensure they are consistent with the document color space whether using RGB or CMYK.
9. Use Premium Color Interior printing and 80# Premium Paper when printing any book that contains photos or graphics where heavy ink coverage is used and a vibrant, colorful printed book is desired.

### Lulu Printer Color Space Profiles:

 **RGB:** sRGB IEC61966–2.1  
 **CMYK:** Coated GRACoL 2006



# Anatomy of a Book



# Formatting Terms

## Total Document Size

The total dimensions of the file with bleed included.

## Spine Area

The spine width varies based on the number of pages included in your book. Use the appropriate formula or table to determine spine width for Paperback and Hardcover books. Coil Bound and Saddle Stitch books are not glued at the spine, so do not require special calculations.

## Safety Margin

We recommend maintaining a border between the trimmed edge and important content (e.g. text, images, pages numbers) to prevent unintended trimming.

## Bleed Area

A border is trimmed from the printed book pages during manufacturing. Images, text, or other elements that are intended to extend to the edge of the page must fill the bleed area. If a file is uploaded without a bleed margin, Lulu must add a 0.125 in margin on all sides to allow proper trimming and binding. See "*File Dimension and Full Bleed*" section (page 11).

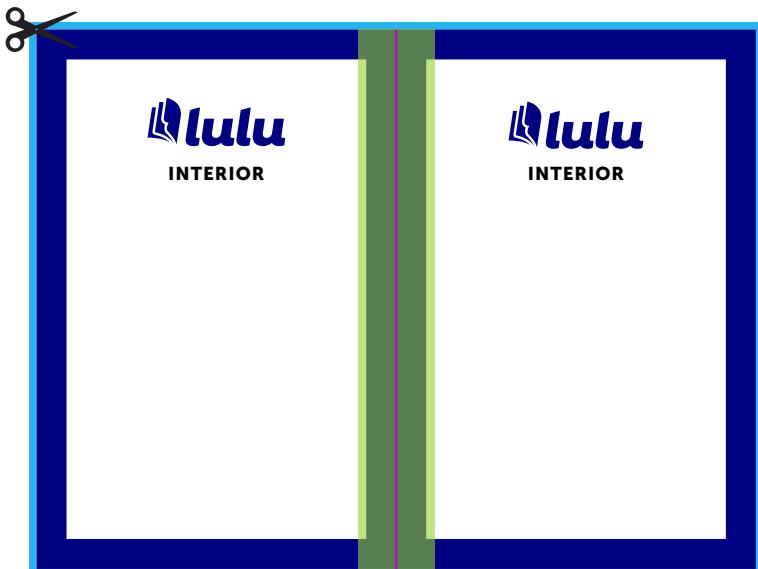
## Barcode Area (Optional)

The recommended area in which your ISBN is placed. Books not intended for Global Distribution do not require a barcode or ISBN. *Lulu does not generate or insert your barcode or ISBN for you.*

## Gutter Area (Shown on page 10)

Inner margin for interior pages, allowing for the curve of the page. See "*Gutter Additions*" section (page 10).

## Gutter Area



## Gutter Additions

This refers to an extra bit of space on the binding side of facing pages to account for the portion of the page inserted and glued into the book binding. Coil Bound books do not require a gutter. If your book includes more than 150 pages, we recommend adding a gutter Margin to your work. If you are creating a Paperback or Hardcover, reference the gutter additions table:

Page Count	Add to Interior Margin	Recommended Interior Margin	Recommended Interior Margin (Full Bleed)
<b>Less than 60</b>	0 in or 0 mm	0.5 in or 13 mm	0.625 in or 16 mm
<b>61 to 150</b>	0.125 in or 3 mm	0.625 in or 16 mm	0.75 in or 19 mm
<b>151 to 400</b>	0.5 in or 13 mm	1 in or 25 mm	1.125 in or 29 mm
<b>400 to 600</b>	0.625 in or 16 mm	1.125 in or 29 mm	1.25 in or 32 mm
<b>Over 600</b>	0.75 in or 19 mm	1.25 in or 32 mm	1.375 in or 35 mm

## When to Use Full Bleed Dimensions



### Not Needed

If work is mostly text or has distinct white margins around the body, then Full Bleed dimensions aren't necessary.

### Yes

When graphics or content extends over the edge of the page, Full Bleed dimensions should be used when preparing your file.

### Yes

It's important to prepare the print file with Full Bleed dimensions for accents and graphics intended to extend to the page edge.

## File Dimension and Full Bleed

When books are manufactured, the files are printed then trimmed to specification. All book files are printed **0.125 in (3mm) larger on all sides** than the final trim size in order to account for the final trimming process. For accents at the edge of pages, backgrounds and fills, the best results come from trimming over the page assets.

If your formatted file does not include imagery that extends to the edge of the page, you can prepare your file at the book's final trim size and our system will **automatically add a trim border**.

If your formatted file includes graphics, fills, or content that extends to the edge of the page, use the chart below to determine the ideal interior file dimensions.

**Note:** If one page of the interior needs to be Full Bleed, then all pages of the interior will use the same dimensions.

Trim Name	Trim Size	Interior File Dimensions - No Bleed	Interior File Dimensions - With Bleed
<b>Pocketbook</b>	4.25 in x 6.875 in 108 mm x 175 mm	4.25 in x 6.875 in 108 mm x 175 mm	4.5 in x 7.125 in 114 mm x 181 mm
<b>Digest</b>	5.5 in x 8.5 in 140 mm x 216 mm	5.5 in x 8.5 in 140 mm x 216 mm	5.75 in x 8.75 in 146 mm x 222 mm
<b>A5</b>	5.83 in x 8.27 in 148 mm x 210 mm	5.83 in x 8.27 in 148 mm x 210 mm	6.08 in x 8.52 in 154 mm x 216 mm
<b>Royal</b>	6.14 in x 9.21 in 156 mm x 234 mm	6.14 in x 9.21 in 156 mm x 234 mm	6.39 in x 9.46 in 162 mm x 240 mm
<b>US Trade</b>	6 in x 9 in 152 mm x 229 mm	6 in x 9 in 152 mm x 229 mm	6.25 in x 9.25 in 159 mm x 235 mm
<b>Comic Book</b>	6.63 in x 10.25 in 168 mm x 260 mm	6.63 in x 10.25 in 168 mm x 260 mm	6.88 in x 10.5 in 175 mm x 267 mm
<b>Executive</b>	7 in x 10 in 178 mm x 254 mm	7 in x 10 in 178 mm x 254 mm	7.25 in x 10.25 in 184 mm x 260 mm
<b>Crown Quarto</b>	7.44 in x 9.68 in 189 mm x 246 mm	7.44 in x 9.68 in 189 mm x 246 mm	7.69 in x 9.93 in 195 mm x 252 mm
<b>Small Square</b>	7.5 in x 7.5 in 191 mm x 191 mm	7.5 in x 7.5 in 191 mm x 191 mm	7.75 in x 7.75 in 197 mm x 197 mm
<b>A4</b>	8.27 in x 11.69 in 210 mm x 297 mm	8.27 in x 11.69 in 210 mm x 297 mm	8.52 in x 11.94 in 216 mm x 303 mm
<b>Square</b>	8.5 in x 8.5 in 216 mm x 216 mm	8.5 in x 8.5 in 216 mm x 216 mm	8.75 in x 8.75 in 222 mm x 222 mm
<b>US Letter</b>	8.5 in x 11 in 216 mm x 279 mm	8.5 in x 11 in 216 mm x 279 mm	8.75 in x 11.25 in 222 mm x 286 mm
<b>Small Landscape</b>	9 in x 7 in 229 mm x 178 mm	9 in x 7 in 229 mm x 178 mm	9.25 in x 7.25 in 235 mm x 184 mm
<b>US Letter Landscape</b>	11 in x 8.5 in 279 mm x 216 mm	11 in x 8.5 in 279 mm x 216 mm	11.25 in x 8.75 in 235 mm x 184 mm
<b>A4 Landscape</b>	11.69 in x 8.27 in 210 mm x 297 mm	11.69 in x 8.27 in 210 mm x 297 mm	11.94 in x 8.52 in 303 mm x 216 mm
<b>Calendar</b>	11 in x 8.5 in 279 mm x 216 mm	11 in x 8.5 in 279 mm x 216 mm	11.25 in x 8.75 in 286 mm x 222 mm

# Cover Layout

## Lulu Generated Cover

Our system inserts the information you provide to create a compelling book cover complete with the title, subtitle, contributor(s), and description. This is a great, quick option when you are short on time or simply need proof copies.

## Create & Upload Your Own Cover

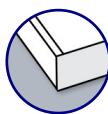
Once you have uploaded your interior file, we will generate a cover template you can download that is custom crafted to your book's specifications. By creating your own cover, you have full control over the content.

## Spine Width Guide

Your cover spine width is determined by the type of book you make and the total page count. Paperback covers require a minimum of 32 interior pages and use a formula to find the spine width. Hardcover books require a minimum of 24 interior pages and use a table with page ranges.

**Note:** Lulu provides a cover template after uploading your interior PDF with the spine size included.

## Spine Width Calculations



### Paperback Covers

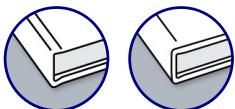
Use the formula to calculate the spine width dimension in inches or millimeters.

IMPERIAL

$$\text{Spine Width in Inches} = (\# \text{ of Interior Pages} / 444) + 0.06 \text{ in}$$

METRIC

$$\text{Spine Width in Millimeters} = (\# \text{ of Interior Pages} / 17.48) + 1.524 \text{ mm}$$



## Hardcover Covers

Use the table to determine the spine width dimension.

Page Count	Spine Width (inches)	Spine Width (mm)
<b>0-23</b>	N/A	N/A
<b>*24-84</b>	0.25 in	6 mm
<b>85-140</b>	0.5 in	13 mm
<b>141-168</b>	0.625 in	16 mm
<b>169-194</b>	0.688 in	17 mm
<b>195-222</b>	0.75 in	19 mm
<b>223-250</b>	0.813 in	21 mm
<b>251-278</b>	0.875 in	22 mm
<b>279-306</b>	0.938 in	24 mm
<b>307-334</b>	1 in	25 mm
<b>335-360</b>	1.063 in	27 mm
<b>361-388</b>	1.125 in	29 mm
<b>389-416</b>	1.188 in	30 mm
<b>417-444</b>	1.25 in	32 mm
<b>445-472</b>	1.313 in	33 mm
<b>473-500</b>	1.375 in	35 mm
<b>501-528</b>	1.438 in	37 mm
<b>529-556</b>	1.5 in	38 mm
<b>557-582</b>	1.563 in	40 mm
<b>583-610</b>	1.625 in	41 mm
<b>611-638</b>	1.688 in	43 mm
<b>639-666</b>	1.75 in	44 mm
<b>667-694</b>	1.813 in	46 mm
<b>695-722</b>	1.875 in	48 mm
<b>723-750</b>	1.938 in	49 mm
<b>751-778</b>	2 in	51 mm
<b>779-799</b>	2.063 in	52 mm
<b>800</b>	2.125 in	54 mm

## Adjusting the Spine Width

Lulu offers templates in different formats that allows cover creation in the software you're most comfortable with. Below is a brief description on how to adjust the spine width using Adobe InDesign or Adobe Photoshop. The templates are available in PDF and PNG formats as well. Every cover template spine guide is preset to the minimum width dimension. Keep this in mind when adjusting your spine.



### Adobe InDesign

Use the page tool to adjust the spine page width.

1. Locate the **Page Tool** from the tools panel and select it.
2. In the pages panel, click on the spine page (page 2 of the spread). The page will appear highlighted in the pages panel. Specify the following settings in the Liquid Layout control panel (Window > Interactive > Liquid Layout):
  - Liquid Page Rule: **Object-based**
  - Object Constraints: Resize with Page: **Width**
3. After determining your spine dimensions by using the formula (Paperback) or the calculator table (Hardcover) found in this PDF, resize the page with the Height and Width widgets in the control bar. The entire cover should update automatically and is now ready for your artwork.

**Note:** The document must be setup with facing pages checked for the front cover page to automatically shuffle.



### Watch & Learn on YouTube

- [Interior and Cover File Setup Using Adobe InDesign](#)
- [Interior and Cover File Setup Using Affinity Publisher](#)
- [Cover File Setup Using Adobe Photoshop](#)



## Adobe Photoshop

Adjust the canvas size, revise the spine width, and position the cover guides.

1. Subtract the existing minimum spine width dimension listed on the front cover from the spine dimension found by using the formula (Paperback) or the calculator table (Hardcover) in this PDF and add that value to the canvas size. Go to **Image > Canvas Size** and enter in the revised total width dimension.
2. Use the path selection tool to select the spine shape layer in the guides folder and enter in the correct width dimension found using the formula or spine calculator table.
3. Center align the spine guide, right align the front cover guide, and left align the back cover guide to the document spread. Make sure guide layers are positioned correctly and there are no issues.

## Designing For The Spine

Spine placement can shift slightly during production. To allow for small amounts of variance, we encourage authors to follow these guidelines when creating your cover and in particular when preparing your spine.

1. Do not include text that fills the entire width of the spine. Any shifting will cause text from the spine to run over onto the front or back cover. Leave at least 0.125 in between the spine text and the edge of the spine on both sides of the text.
2. Do not include text on projects of 80 pages or fewer. For books with a low page count, the slightest shift of spine placement will cause your spine text to run over on the front or back cover.
3. Omit any images or solid colors/stark contrast that run right up to and stop at the spine on either the front or back cover. Keep the spine the same color/graphic as the rest of the cover.
4. If your spine will be a different color from the rest of the cover, design the cover to intentionally include the spine color or graphic wrapping around the front and back covers.

# Trimming & Variance

There are tolerances that should be considered when designing both your interior and cover. When building your file, please follow the guidelines below to ensure your project is printed correctly. Our trimming tolerance is 0.125 in toward the front and back cover. Designing your content with sufficient margins and variance in mind will help you avoid issues with spine text alignment and any cut off text around the edges of your content.

## Trim Edge

This is the edge of the final printed book.

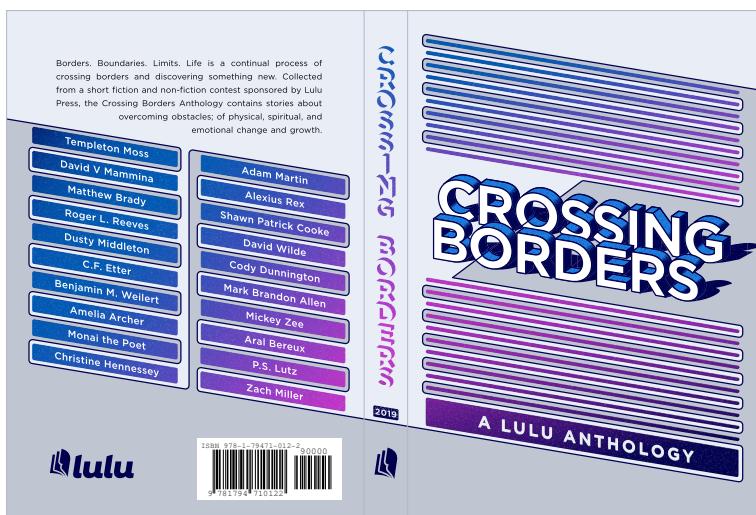
## Bleed Edge

Images should be pushed out to the Bleed Edge, 0.125 in past the trim edge on every side.

## Safety Margin

Text and other important elements should be placed within the Safety Margin which is 0.5 in inside the Trim Edge. This will ensure that no text is cut off due to variation in the trimming process.

## Trim Variance Cover Examples (pages 18-20)



Back Cover

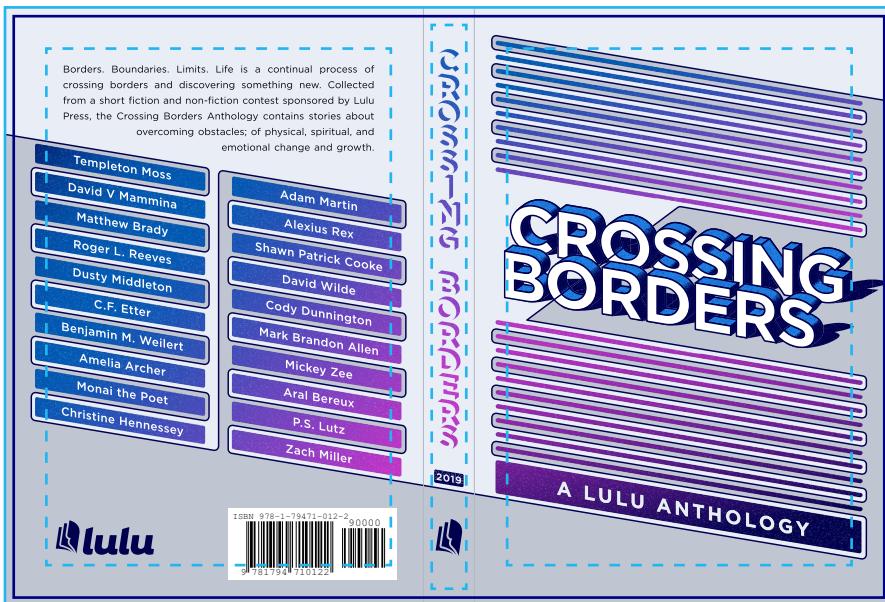
Spine

Front Cover

(A5 Paperback)

## Correct

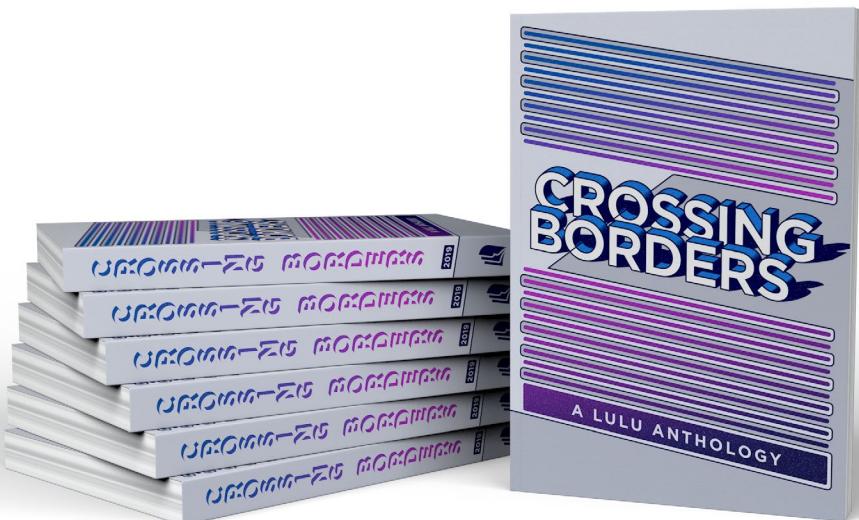
The background image has been extended 0.125 in past the Trim Edge and both the text and important artwork are within the Safety Margin.



Back Cover

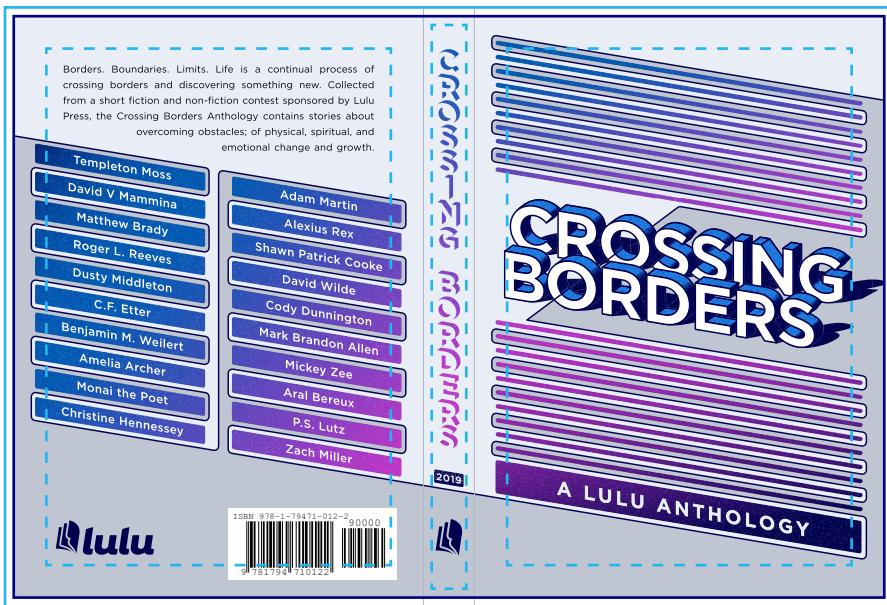
Spine

Front Cover

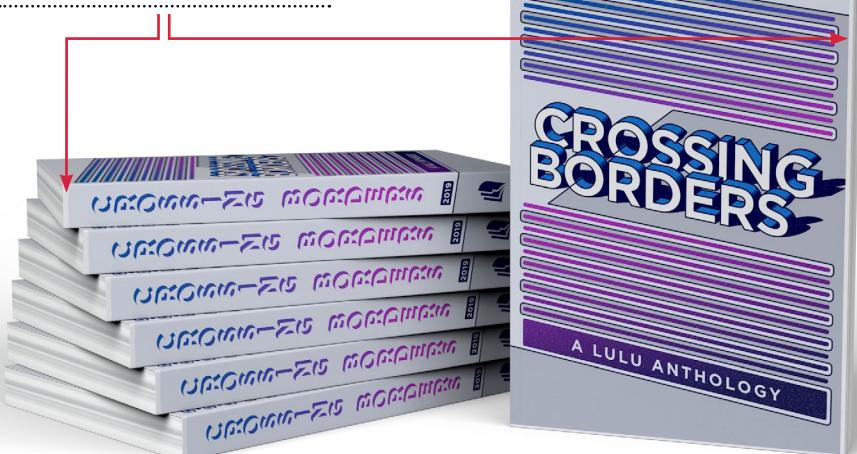


## Incorrect

The background image has not been extended to the Bleed Edge. This could result in strips of white around the edges of the cover.

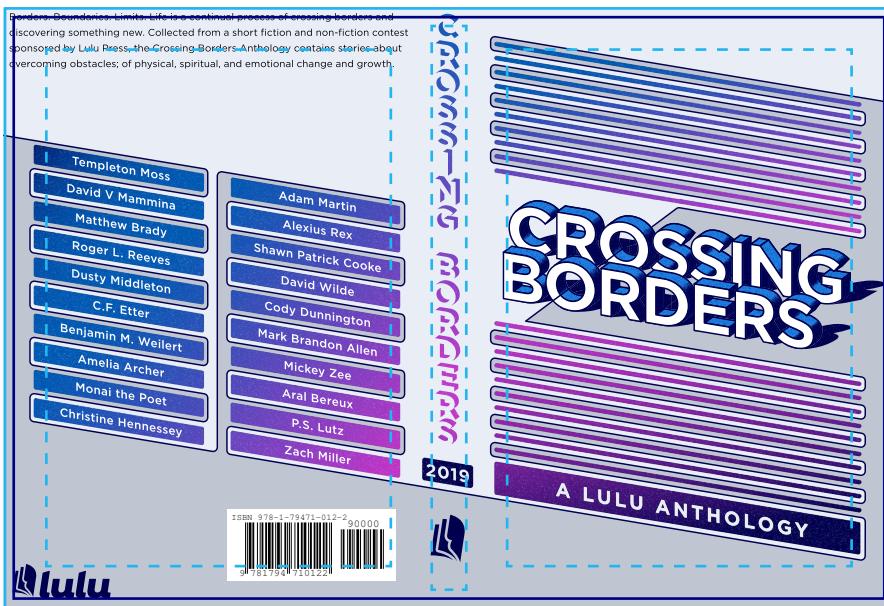


## Incorrect Formatting Result



## Incorrect

The back cover text and spine text has not been kept within the Safety Margin. This could result in text being cut off due to tolerances during trimming.



Back Cover

Spine

Front Cover

## Incorrect Formatting Result





## File Submission

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File Preparation

Proofing

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# File Preparation

When you upload your interior file to Lulu's system, we scan and analyze how suitable your work is for print. If it's just a little off, we will make a few slight adjustments. Sometimes our system determines a big change is required. If this is the case, we'll alert you. We strongly recommend you **download and review your print ready** files before completing the publishing process.



## Using Lulu's PDF Job Options

When creating a PDF with Adobe Products, we recommend using Lulu's Adobe Job Options. Job Options files apply settings when exporting your PDF based on our printer requirements. The Job Options files (a single page setting for Interior files and a spread page setting for Cover files) are included in Lulu's design bundles found on the Product page.

Job Options files should automatically install when you open the file. If they do not, you can manually install the files:



### Adobe InDesign

1. Go to: Choose File > Adobe PDF Presets > Define.
2. Click Load and select the .joboptions file.
3. Export your file, select Lulu's settings from the 'Adobe PDF Preset' drop-down list to export as a PDF using the Job Options settings.



### Adobe Photoshop

1. Go to: Edit > Adobe PDF Presets.
2. Click Load and select the .joboptions file.
3. Use 'Save as Photoshop PDF' and select the .joboptions settings from the drop-down menu.



### Adobe Acrobat Distiller

1. Go to: Settings > Add Adobe PDF Settings.
2. Navigate to the .joboptions file and click OK.
3. The new settings will be available in the 'Default Settings' drop-down list. Make sure to select them before importing your Postscript (.PS) file.

## Interior File Specifications

When creating your book with Lulu, you must provide a single page PDF containing all interior elements. This includes the title and copyright pages, as well as any blank pages you wish to include.

- Single page, portrait oriented layout
- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are properly embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended book size—include bleed dimensions (0.125 in) with your PDF page size:

**Example:** 6 x 9 in book requires a PDF with pages sized 6.25 x 9.25 in to meet Full Bleed print requirements

- Allow a minimum 0.50 in Safety Margin for all content
- Allow a minimum 0.20 in Gutter Margin for inner edge of all pages
- Do NOT include trim, bleed, or margin lines
- Do NOT use any security / password file protection

## Cover File Specifications

Your cover must be a single page integrated spread PDF (back cover, spine and front cover) that includes all cover content. Lulu will provide a cover template with exact spine dimensions included after you upload your interior PDF. We strongly recommend utilizing this template to ensure your cover PDF prints and trims correctly.

## **Specifications:**

- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are properly embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended book size—*see page 13 for spine width calculation*
- Include bleed dimensions (0.125 in) with your PDF page size
- Allow a 0.5 in Safety Margin for all content
- Do NOT include trim, bleed, or margin lines
- Do NOT use any security / password file protection

## **Magazine and Comic Book Covers**

If you are creating a Magazine or Comic Book product, you will have the option to print on the inside front and back cover. This printing requires a two-page cover file. Please refer to the Magazine and Comic Book cover template for more information.

# **Proofing**

Perhaps one of the most important (and often overlooked) steps of the publishing process is the final proof approval. This means you have uploaded, printed, and received a physical copy of your work as a reader would receive it. Proofing your printed material is critical in troubleshooting and identifying mistakes. Some issues you may discover while proofing include:

## **Human Error**

Sometimes when working under a deadline, you do not have time to fully review your completed file before going to print. Upon receiving your proof copy, you may notice typos or formatting issues. The best solution is to edit the interior file, re-upload and order a new proof copy.

## **File Error**

Low image resolution, transparencies, and unembedded fonts are common issues that may not be obvious when viewing your manuscript on a screen. While our system will detect and repair many of these issues, some may slip through. If you discover an error in your printed book that does not appear in your electronic file, please [contact us](#) for assistance.

## **Printing Variance**

All manufacturers strive to produce 100% accurate products. However, as with any mechanical process, there are tolerances that should be taken into account. Our trimming tolerance is 0.125 in toward the front and back cover. Designing your content with sufficient margins and variance in mind will help you avoid issues with spine text alignment and any cut off text around the edges of your content.

## **Production or Shipping Error**

Our goal is to print, bind and deliver the highest quality books possible; however, due to the nature of bespoke book production, we cannot guarantee 100% perfection for every book. If your book is bent, ripped, torn, or exhibits other manufacturing or shipping damage, please [contact us](#) for assistance.

