

# World Trade Press Custom Book Cover Design Notes & Cover Layout Sheet (2-pages)

**Book Title:** POCKET World Atlas, Trade & Logistics Edition, Foil Stamp Cover

## Dimensions

1. For short to medium print runs (up to 2,000 units), foil stamping is done on an existing bound book.
2. Standard pricing includes foil stamping on the front cover, however, we can also do a second imprint on the back cover for an additional charge.
  - a) Front Cover bound book gross dimensions: 5.25" X 7.25"
  - b) Front Cover maximum foil stamp image area: 4.5" x 6.75".

## Foil Stamping of Book Covers

3. Foil stamping is done on a hot foil stamping machine, one book at a time.
4. Foil stamping requires making a plate, which is reusable for future jobs so long as nothing changes.
5. Standard foil stamping jobs are one-color (typically gold or silver foil, but a full range of colors is available).
6. Foil stamping does not work well with very small type, crowded type or narrow lines. We recommend:
  - a) 9 point or larger type when using a serif font,
  - b) 8 point or larger type when using a sans serif font,
  - c) Minimum of 0.5 point line weight, and
  - d) No screen tints.

## Bleeds

7. Due to the nature of foil stamping a pre-bound book, bleeds are not available. If bleeds are required, the cover must be foil stamped prior to binding. Speak with your sales representative. (Minimums apply.)

## Your Book Cover Design Must Include

8. There are no restrictions on copy for world atlas covers.

## Design Tips

9. Our foil stamp printer is one of the best. That said, please note that there can be some slight variation (usually 1/32" to 1/16" or less) in the final placement of the image on the book. Therefore, for best results:
  - a) Do not place editorial copy within 1/4" of an edge line.
  - b) Don't create design elements that depend upon tolerances of less than 1/16".
10. A standard foil imprint job consists of the following elements:
  - a) The words "World Atlas",
  - b) A globe or world map in outline,
  - c) Client logo,
  - d) Client name, and
  - e) Client tag line and/or web URL.
11. These books are kept by clients for years, therefore, don't use editorial copy that will unnecessarily date the book.

## Format for Presentation

12. Artwork may be presented as:
  - a) Composite digital art in a computer file, or
  - b) Design elements (logo, etc.) in a computer file.In this case World Trade Press will compose the design elements for a small production fee.
13. If you supply digital art:
  - a) Acceptable professional graphics programs are: InDesign, Quark, Adobe Illustrator, Photoshop, Pagemaker, etc.
  - b) Files in PowerPoint are NOT acceptable.
  - c) Include all fonts in a fonts folder or outline all fonts.
  - d) No screen tints or photos.

## World Trade Press Logo

14. The World Trade Press logo is not a required design element on client foil stamp cover jobs.

## Top 3 Problems with Foil Stamp Book Cover Artwork

15. Type is too small or too thin.
16. Type and other design elements are too cramped to allow for foil stamping.
17. Low resolution (fuzzy) logo images.

## Contact Information

18. For further information, please contact your sales representative, or  
Cyndi Colzani, Chief Graphic Designer at +1 (707) 778-1124 x 212 (ccolzani@worldtradepress.com).

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