wemaketapes&discs

DESIGN TEMPLATES
A USER GUIDE

This is a basic guide to using our templates. If you have any questions please contact us at 888.271.DISC (3472) or csr@wemaketapes.com

THE TEMPLATE

WHAT'S AVAILABLE

We have templates available in most professional-level desktop publishing software. Here is a list of file formats we can accept:
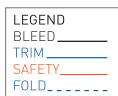
Layout files:
  Adobe Indesign (versions up to CS5)
  Adobe Illustrator (versions up to CS5)
  Quark Express (versions up to 8.1)

We also have available templates in .pdf and .eps

Photoshop users: Open the .pdf version of the template in Photoshop. The rasterize generic PDF dialog box will open. Set crop to Media Box, Resolution to 300 pixels / inch, Mode to CMYK color and Bit Depth to 8 bit. The template will open on its own layer. DO NOT design on this layer. Create new layers as needed for you design.
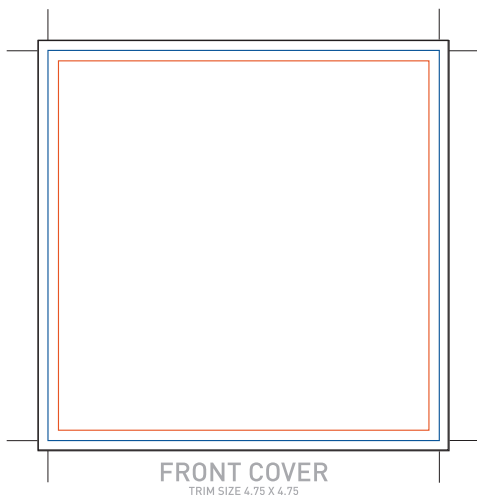
WHAT ARE TEMPLATES ARE MADE OF

LEGEND
BLEED
TRIM
SAFETY
FOLD

Our information
for questions

We Make Tapes & Discs
615.244.4236   888.868.8852
www.wemaketapes.com
graphics@wemaketapes.com

Our templates included a legend to show the bleed, trim and safety lines.

Crop makes used in production to indicate the trim size of the printed piece.

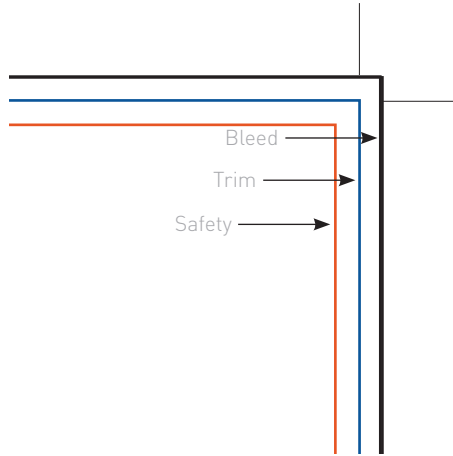**FRONT COVER**
TRIM SIZE 4.75 X 4.75

Information about the specific template. Show the label of the panel as well as the trim size.

THE DESIGN

THE RULES

The blue guides show where the piece will be trimmed to final size. The black guides show the 1/8" of bleed where needed. The orange guides show the type safe area. Any elements that can not be trimmed must be within the safety guides.

Bleed

Trim

Safety

THE BLEED

It's important to include bleed where bleed is needed. Printed pieces are cut to size in stacks and sometimes do not get cut exactly on the trim lines. Bleed is background image/color extending beyond the trim lines to be cut off. This will prevent any blank paper from showing along the cut edges. This same rule applies to the safety lines. Any text or images that are inside the safety lines will not be cut off if the print is cut slightly inside the time lines.
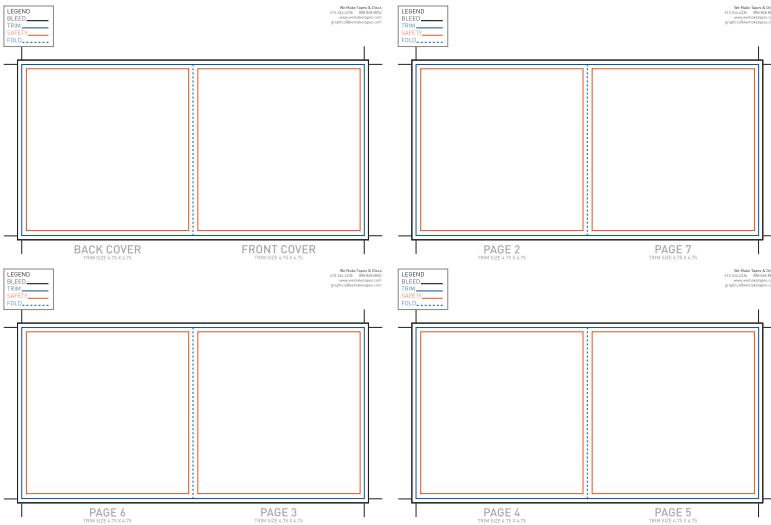
The examples below show the front cover with bleed and then after it has been trimmed.

WISHING FOR SLOW DAYS
amy lane

WISHING FOR SLOW DAYS
amy lane

THE LAYOUT

Our stapled booklet templates are arranged in printer's spreads. Each page of the document has 2 booklet pages side by side. The pages are not in numerical order (reader's spread). The pages are numbered so that when printed, trimmed and staples they will be in the correct order. Do not rearrange the order of the booklet pages, by doing so your finished booklet will not be printed correctly.

The example below is the 4 spreads for an 8 page booklet.

BACK COVER TRIM SIZE 4.75 X 4.75	**FRONT COVER** TRIM SIZE 4.75 X 4.75
PAGE 2 TRIM SIZE 4.75 X 4.75	**PAGE 7** TRIM SIZE 4.75 X 4.75
PAGE 6 TRIM SIZE 4.75 X 4.75	**PAGE 3** TRIM SIZE 4.75 X 4.75
PAGE 4 TRIM SIZE 4.75 X 4.75	**PAGE 5** TRIM SIZE 4.75 X 4.75

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THE DISC

Because the disc label is printed directly onto the disc surface and does not get trimmed the art does not need bleed.

Unlike white paper, a disc has distinctly different surfaces. Depending on how many discs you order, you discs will be printed either by inkjet (duplication) or off-set (replication) onto the surface of the disc. Because of the different printing methods, inks, and surface materials, the end result can be slightly different even under the best of circumstances.

If you use the same image or similar colors on your disc as on your packaging they will probably not match; if an exact match is critical to your design we recommend altering your disc design to use a contrasting or complimentary colors rather than identical colors or images so a color match is not necessary.

THE FINAL STEPS
SAVING
We recommend that you name your files with a unique name. We receive a large number of files every day. Files with names like CD cover.indd are more likely to be confused with other files. A file with a name like lane_book.indd is going to be easy to keep track of. Please use file extensions name (this includes Mac users too.) It makes it easier for us to be sure what application was used.

Please make sure that you include all linked images as well as fonts that were used in the design of your project. If we do not have these items, we can't proof or print your project. This can cause a delay in proofing and printing you project.