



## SELF-DESIGN

### Design Guidelines

**WELCOME!** This overview was written to guide you step-by-step through properly formatting your student planner cover. If you have any questions, don't hesitate to contact your sales representative or call our office at 1-800-682-0970.

**DEADLINE:** Unless prior arrangements have been made with your sales rep, **materials are due by April 1st.** Please check your order confirmation to verify your due date. Contact your sales rep for potential financial and delivery implications if your materials will be late.

**OVERVIEW:** Self Design covers are full color designs created by you. **Want to use last year's artwork? Skip to step 5.** Otherwise, format your cover art as follows.

### 1. SET UP YOUR DOCUMENT

- Use the dimensions below to create your artwork in the design program of your choice. We recommend Adobe Illustrator, Photoshop, or InDesign.
- Be sure to use the correct dimensions for your planner model.

#### Mid Size: 5<sup>5</sup>/<sub>8</sub>" x 8<sup>7</sup>/<sub>8</sub>"



**TRIM LINE**  
5.71" x 8.3"  
This is the final planner size after trimming.

**BUFFER ZONE**  
6.02" x 8.62"  
Extend the background color/design all the way to the edge of this area.

**Buffer Zone: 6.02" x 8.62"**

Extend background color/design all the way to the edge of this area.

Includes a .157" bleed.

**Safe Area: 4.96" x 7.83"**

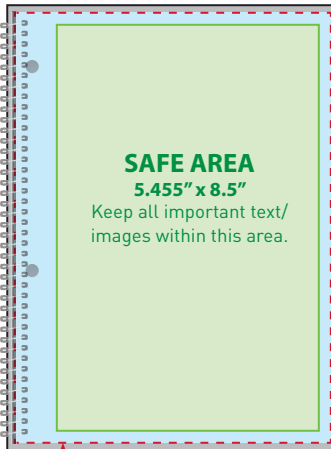
Keep all important text/images within this area.

**Trim Line: 5.71" x 8.3"**

This is the final planner size after trimming.

**NOTE: These dimensions have changed from the previous year**

#### Eco Size: 6<sup>5</sup>/<sub>8</sub>" x 9"



**TRIM LINE**  
6.625" x 9"  
This is the final planner size after trimming

**BUFFER ZONE**  
6.94" x 9.32"  
Extend the background color/design all the way to the edge of this area.

**Buffer Zone: 6.94" x 9.32"**

Extend background images all the way to the edge of this area.

Includes a .157" bleed.

**Safe Area: 5.455" x 8.5"**

Keep all important text/images within this area.

**Trim Line: 6.625" x 9"**

This is the final planner size after trimming.

#### Full Size: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"



**TRIM LINE**  
8.31" x 10.83"  
This is the final planner size after trimming.

**BUFFER ZONE**  
8.62" x 11.14"  
Extend the background color/design all the way to the edge of this area.

**Buffer Zone: 8.62" x 11.14"**

Extend background images all the way to the edge of this area.

Includes a .157" bleed.

**Safe Area: 7.13" x 10.35"**

Keep all important text/images within this area.

**Trim Line: 8.31" x 10.83"**

This is the final planner size after trimming.

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## 2. CREATE YOUR ARTWORK

When creating your artwork there are just a few rules to follow:

### COLOR

All images and text must be CMYK color mode. DO NOT use RGB color mode, as it produces unexpected results when printed.



**RIGHT:** CMYK Color



**WRONG:** RGB COLOR  
(produces unexpected results when printed)

### RESOLUTION

Image resolution must be between 300 and 600 DPI. Lower resolution images will print blurry. **TIP:** *Avoid using artwork pulled off of websites as they are usually very low resolution.*



**RIGHT:** 300 - 600 DPI



**WRONG:** Under 300 DPI

### FONTS

We recommend choosing a font that is easy to read and sized to at least 10 pts. Use a limited amount of text as the more text you have, the smaller the text will be. Avoid using fonts that are difficult to read.



**RIGHT:** Easy to Read



**WRONG:** Difficult to Read

## 3. SAVE YOUR FILE

- Proofread your file carefully for spelling and copy errors. You alone are responsible for the accuracy of the content.
- Make sure your logo and text falls within the margins. Text and images outside of the Safe Area may get cut off. If your background image does not extend to the Buffer Zone, you may get white strips around the edges. **TIP:** *Print out a copy at 100% and measure if you aren't sure.*
- When you are satisfied with your design, **save a copy as a .pdf, .jpg or .tiff.**

## 4. SEND YOUR DESIGN

To ensure the highest quality, digital files are **REQUIRED.**

Submit your file as follows:

- **Email or send your digital file (required):** Email your file to [Production@StudentPlannerUSA.com](mailto:Production@StudentPlannerUSA.com) or mail a CD to the address below. Reference your name, school name, zip code and the name of the font(s) used in your logo.

THE STUDENT PLANNER | Attn: Production  
1355 S. Colorado Blvd, STE C400 | Denver, CO 80222

### Checklist:

- I set up my file correctly and my text/images fit within the Safe Area in green referenced on page 1.
- My background image extends to the edge of the Buffer Zone.
- My images are at least 300 DPI and all images/text are CMYK colors (not RGB).
- All of my text is easy to read.
- I have proofread all content in my artwork and verify it is correct and print-ready.
- My school has the rights to print our school mascot/artwork.
- I have submitted a .pdf, .jpg or .tiff file.

## 5. FILL OUT & FAX TO 1-888-550-5643

- I would like the same design as last year with the year updated to 2012-2013
- I am emailing my files, OR
- I am mailing my files on a CD

NAME: \_\_\_\_\_  
 SCHOOL NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY / STATE / ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_

*I am authorized to submit files for this school, and my school has the right to print our school mascot/artwork.*

Signature \_\_\_\_\_ Date \_\_\_\_\_