Calendar Creation Guide

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When you use Lulu to create a calendar, you have two paths to choose from:

1. Create and upload a custom PDF using Lulu's specifications
2. Use Lulu's online tool to create a calendar with just your images

Your custom PDF must meet our specifications, including print-ready image size and scale. We recommend using our Calendar Template to match our specifications.

The online tool allows you to upload images and events, then select a theme to create your calendar.

Calendar Specifications

Lulu offers a 12-month or 18-month calendar, bound by a white wire-o coil ring. The standard calendar hangs with the photo and month on 2 different pages separated by the coil.

Calendar Product Specs

- US Letter Landscape – 11 x 8.5 in (closed), 11 in x 17 in (open)
- 100# unlaminated white cover stock
- 100# white gloss interior text stock
- White wire-o binding covers 0.375 in at the top of calendar grid pages and the bottom of image pages
- Hole punched in image 0.25 in from the top trim edge

Note: Adobe PDF Export Preset file is included with calendar template files.

Anatomy of a Calendar

Calendar Image

Calendar Grid

Formatting Terms

Total Document Size

The total dimensions of the file with bleed included.

Safety Margin

We recommend maintaining a border between the trimmed edge and important content (e.g., text, images) to prevent content from being trimmed away.

Live Area

Within the live area, text and images are safe from cropping.

Bleed Area

A border is trimmed from the final calendar during printing. Imagery or design elements that are intended to extend beyond the edge of the page should fill the bleed area to prevent white space in the final product.

Image Specifications

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 automatically 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.

The image frame is 11.25 in wide x 8.75 in high (bleed included) or 3375 pixels x 2625 pixels. To ensure high-quality printing, image resolution needs to be between 300 PPI and 600 PPI.

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.

The two processes have different ranges of color, with RGB providing a wider array of possibilities, thus making it the preferred method for electronic devices like computer monitors. Printing uses CMYK.

Why Are the Adobe InDesign Templates Set Up in RGB?

Lulu automatically matches CMYK ink to RGB values to produce similar results. Following these few simple guidelines will ensure the best color for your calendar:

1. If you're starting from scratch, set up your document as an RGB file.
2. Use the sRGB color space in your RGB document color profile and apply 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 add colors to improve the richness of the black, total area coverage (TAC) should never exceed 270%.
5. Avoid very light color builds of less than 20%. Tint variation below 20% is very difficult to control.
6. If you are printing a calendar 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 (300-600 DPI) and ensure they are consistent with the document color space, whether using RGB or CMYK.

Lulu Printer Color Space Profiles:
RGB: sRGB IEC61966–2.1
CMYK: Coated GRACoL 2006

Calendar Creator Tool

For creators who don't want to design their own files, we offer an easy-to-use online tool. Just go to your Lulu account, create a new project, and select the Calendar Product.

This tool allows you to upload images for each month and add or upload events to your calendar, using one of four predefined themes.

Upload Images

The image you upload will fill the entire upper page (image frame) of each monthly spread. You should upload your images at the exact size whenever possible, at a photo-quality resolution.

The image frame is 11.25 in wide x 8.75 in high (bleed included) or 3375 pixels x 2625 pixels. To ensure high-quality printing, image resolution needs to be between 300 PPI and 600 PPI.

Add Events

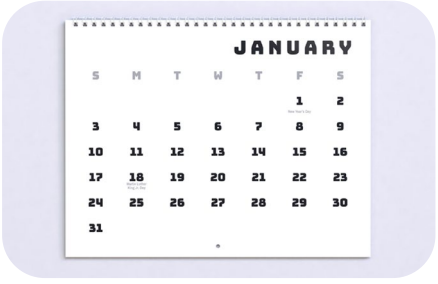
Add custom events by selecting a date and adding the information to appear on the calendar grid. Once events are added, they can be revised or deleted from the events list.

We also accept ICS uploads for your events. If you use an online calendar or scheduling tool like Google Calendar or iCalendar, you can export your events to an ICS file. Upload your events and they will populate the event list, where they can be revised or deleted.

Select a Theme

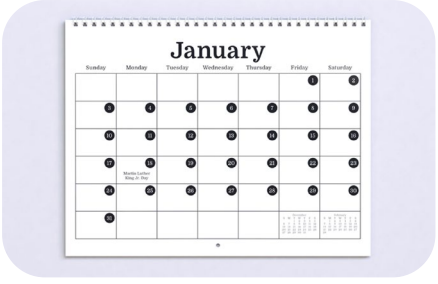
Select one of our four basic calendar themes. We'll add the events and images using this theme to create a calendar. Once we've created the calendar file, use the Previewer to review your calendar carefully.

Standard Grid



Large Print

Stylish



Emphasis

Upload Your Own

Create and upload a custom PDF. This route gives you complete control over the calendar design, but it must meet our specifications, including print-ready image size and scale.

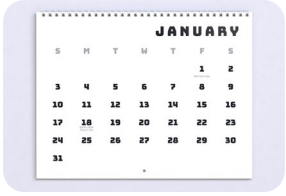
Calendar Template Bundles

Calendar templates come packaged as 12-month or 18-month template downloads. The Adobe InDesign files offer the most versatility as the files come setup with the correct page count, placeholder links for images, calendar grids, a custom events layer, and a positioning layer that includes calendar guides and specifications. Template files for Adobe Photoshop are included, as well as reference PDF and PNG files.

Calendar Grid Themes

There are three optional calendar grid themes to choose from in Adobe InDesign, allowing you to customize the Lulu themes or start completely from scratch.

Theme 1



Theme 2

Theme 3

Calendar Print File

When designing your PDF, your Calendar file must use this page pattern:

- Page 1 - Front Cover
- Page 2 - Image for the first month
- Page 3 - Calendar grid for first month
- Page 4 - Image for the second month
- Page 5 - Calendar grid for the second month

Continue the image and calendar grid page pattern for the remaining months:

- Pages 6 thru 25 (12 Months)
- Pages 6 thru 37 (18 Months)
- Last Page - Back Cover

File Preparation

When you upload your calendar file to Lulu, we scan and analyze how suitable your images are for print. If we determine that a change is required, 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. You can find the Job Options files included in Lulu's calendar template bundles.

Install the "Lulu-Calendar-Print-PDF.joboptions" in your Adobe Acrobat Pro or load as a PDF export preset in Adobe InDesign.

Job Options files may 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.

Calendar Tutorial

Watch & Learn on YouTube

- Creating a Calendar using Lulu

Troubleshooting

File Error

Low image resolution, transparencies, and unembedded fonts are common issues that may not be obvious when viewing your calendar on a screen. If you discover an error in your printed calendar that does not appear in your electronic file, please contact us for assistance.

Printing Variance

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 any cut-off text around the edges of your calendar.