



# Book Creation Guide



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## **File Creation**

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Interior Formatting

Cover Layout

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# Interior Formatting

To publish and print your book, you will need an interior file in PDF format. This file must contain ALL the contents for your book (excluding the cover) and must be formatted, styled, and designed by you prior to uploading.

We recommend using Microsoft Word for simple designs (novels, memoirs, poetry) and Adobe InDesign for complex projects (photo books, workbooks, textbooks). Please refer to your chosen page layout software for specific details about using that software.

## Text and Styling

Use the **Styles** options in Word or InDesign (or your chosen tool) to define how your text will look. Using **Styles** ensures consistent text throughout your file.

Likewise, use formatting options (like **Page Breaks** in Word) to control where your content is on the page. Avoid using inline formatting (like hard returns or paragraph breaks) as these may cause a shift in content when exporting your PDF.

## Color Options

Lulu offers a variety of ink and paper options for your project.

### Ink

- Standard Black & White
- Premium Black & White
- Standard Color
- Premium Color

### Paper

- 60# Uncoated White
- 60# Uncoated Cream
- 80# Coated White

Carefully review the options to determine the best for your project.

- 60# Uncoated Paper with Black & White ink is ideal for projects with few or no graphics, like novels, nonfiction, and memoir.

- For high contrast, grayscale images, 80# Coated White with Premium Black & White ink will provide quality printing at a reasonable cost.
- 60# Uncoated White paper with Standard Color allows 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.
- Premium Color is perfect for high-resolution photos and Full Bleed page coverage. On 80# Coated White paper, you can exhibit beautiful graphics and vibrant colors.

## Photo and Graphic Resolution

**Pixels per inch (PPI)** are 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 dots, 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.

### Image Resolution Comparison



**72 PPI**

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



**150 PPI**

*Minimum resolution for simple graphics intended for print.*



**300 PPI**

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

## Document Color Setup

RGB is an additive process, meaning it adds red, green and blue together in varying amounts to produce other colors. 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.

Printing uses CMYK, while RGB is used to display colors on screens.

Luckily, advances in printing workflows have eliminated the necessity of converting from RGB to CMYK. For most projects, either color space will print without issue.

### Why are the Adobe InDesign templates set up 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, 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.
4. Solid blacks will print solid at 100% with no other colors added. If you add color to improve the richness of the black, TAC (total area coverage) should never exceed 270%.
5. Tint variation is difficult to control in light color (20% or less) designs.
6. Black & white images should have the color space set to grayscale.

7. The gamma value 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, using RGB or CMYK.
9. Use Premium Color ink and 80# White Uncoated paper when printing any book with heavy ink coverage.

### Lulu Printer Color Space Profiles:

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



# Anatomy of a Book



Book Cover



Book Interior

## 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 formula or table to determine spine width for Paperback and Hardcover books. Coil Bound and Saddle Stitch books do not require spine calculations.

### **Safety Margin**

The border between the trimmed edge and important content (e.g. text, images, page numbers) to prevent unintended trimming.

### **Bleed Area**

To give books a smooth edge, the pages are printed oversized and trimmed down. This extra paper that is trimmed away is called 'bleed.' Lulu requires a 0.125 in/3.175 mm bleed margin for all files. See "File Dimension and Full Bleed" section (page 11) for more information.

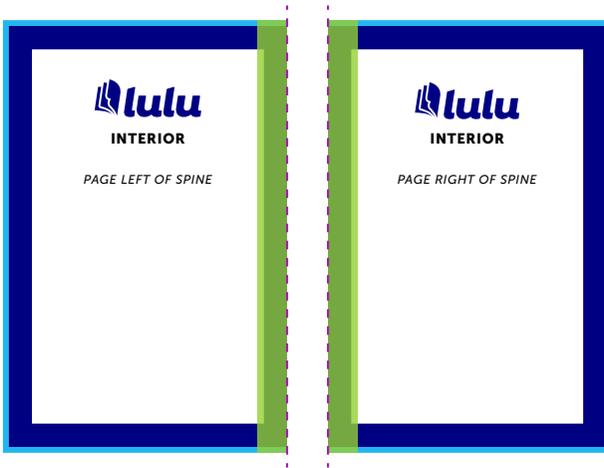
### **Barcode Area** *(Optional)*

Space reserved for your ISBN barcode. 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)*

The gutter is the point where your pages meet. To make books easier to read, the page margins in the gutter should be larger than the page margins on the other three sides of the page. See "Gutter Additions" section (page 10) for more information.

## Gutter Area



## Gutter

The gutter is simply an increased page margin on the binding side of facing pages to account for the portion of the page inserted and glued into the bookbinding. If your book includes over 60 pages, we recommend adding a gutter to your pages.

Coil Bound and Saddle Stitch books do not require a gutter.

If you are creating a Paperback or Hardcover book, reference the gutter table:

Page Count	Add to Inside Safety Margin*	Recommended Total Inside Margin*
<b>Less than 60</b>	0 in or 0 mm	0.5 in or 13 mm
<b>61 to 150</b>	0.125 in or 3 mm	0.625 in or 16 mm
<b>151 to 400</b>	0.5 in or 13 mm	1 in or 25 mm
<b>400 to 600</b>	0.625 in or 16 mm	1.125 in or 29 mm
<b>Over 600</b>	0.75 in or 19 mm	1.25 in or 32 mm

*\*Only add gutter to the page margin of side facing spine*

## When to Use Full Bleed



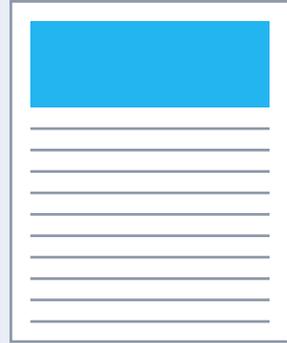
**Yes**

*If your file includes accents and graphics intended to extend to the page edge.*



**Yes**

*When graphics or content extend over the edge of the page.*



**Not Needed**

*If your file has distinct white margins around the body.*

## Bleed Margin

When manufacturing your book, we print the interior pages oversized. Then all the pages are trimmed to a uniform size. The paper trimmed away is called the 'bleed.'

We print all book files with a bleed margin of **0.125 in/3.175 mm on all sides** so we can trim the pages to a uniform size.

If your file does not include graphics, fills, or content 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** the 0.125 in/3.175 mm bleed.

If your formatted file includes graphics, fills, or content that extends to the edge of the page, use the chart on page 12 to determine your interior file 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

Pick from our book cover templates to create a 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. Use that template to create a cover for your book.

After completing your cover, export it as a flattened, font embedded PDF to upload to Lulu.

## Spine Width Guide

The width of your spine is determined by your page count. Paperback books require a minimum of 32 interior pages and hardcover books require a minimum of 24 interior pages.

After uploading your interior file, we provide a customized cover template with the spine area sized to match your book's page count. If you plan to design your own cover or commission a cover from a graphic designer, use the cover template created after uploading your interior file to get the exact spine measurements.

## Spine Width Calculations

If you prefer to create your cover before uploading your interior file, you must determine the spine size based on your page count and adjust the cover templates we provide in our design bundles.



## Paperback Covers

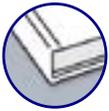
Use the formula to calculate the spine width.

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.

Page Count	Spine Width (inches)	Spine Width (mm)
0-23	N/A	N/A
*24-84	0.25 in	6 mm
85-140	0.5 in	13 mm
141-168	0.625 in	16 mm
169-194	0.688 in	17 mm
195-222	0.75 in	19 mm
223-250	0.813 in	21 mm
251-278	0.875 in	22 mm
279-306	0.938 in	24 mm
307-334	1 in	25 mm
335-360	1.063 in	27 mm
361-388	1.125 in	29 mm
389-416	1.188 in	30 mm
417-444	1.25 in	32 mm
445-472	1.313 in	33 mm
473-500	1.375 in	35 mm
501-528	1.438 in	37 mm
529-556	1.5 in	38 mm
557-582	1.563 in	40 mm

Page Count	Spine Width (inches)	Spine Width (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

If you intend to create your spine without using the custom template we provide, you will need to adjust the spine width yourself. The following instructions using Adobe InDesign and Adobe Photoshop detail how to adjust your spine width.



### 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.



### 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 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.
2. Use the path selection tool to select the spine shape layer in the guides folder and enter the correct width found using the formula or 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.

**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

## Designing for the Spine

When your book cover is trimmed, it may cause slight variance in the spine's position. To allow for this variance, follow these guidelines:

1. Do not include text that fills the entire width of the spine. Any variance will cause text from the spine to run over onto the front or back cover. Leave at least 0.125 in/3.175 mm between the spine text and the edge of the spine on both sides of the text.
2. If your book is 80 pages or fewer, do not include spine text. For books with a low page count, the slightest shift of spine placement will cause your spine text to run over onto the front or back cover.
3. 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 include the spine color or graphic wrapping around the front and back covers.

## Trimming & Variance

There are tolerances to consider when designing both your interior and cover. When building your files, follow the guidelines below to ensure your project is printed correctly.

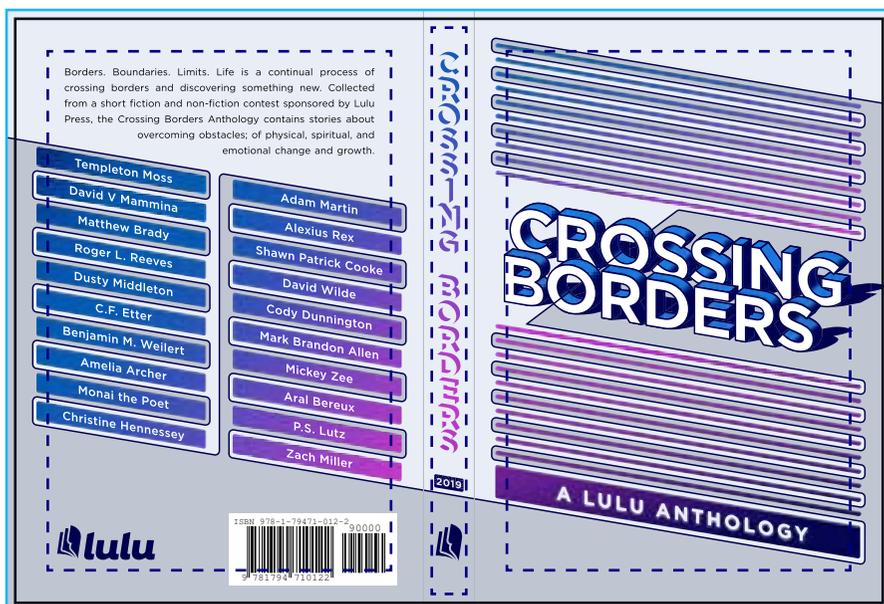
Our trimming tolerance is 0.125 in/3.175 mm toward the front and back cover.

The templates we provide for your interior and cover include a 0.5 in/12.7 mm safety margin. This is in part to help you avoid issues with spine text alignment on the cover and cut off text/images in the interior file.

Back Cover

Spine

Front Cover



(A5 Paperback)

### Trim Edge

This is the edge of the final printed book cover.

### Bleed Edge

Images should be pushed out to the Bleed Edge, 0.125 in/3.175 mm past the Trim Edge on every side.

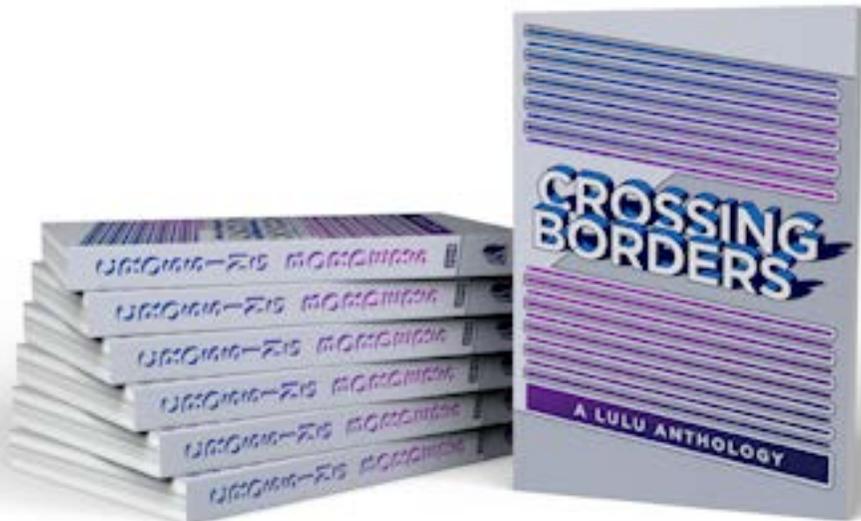
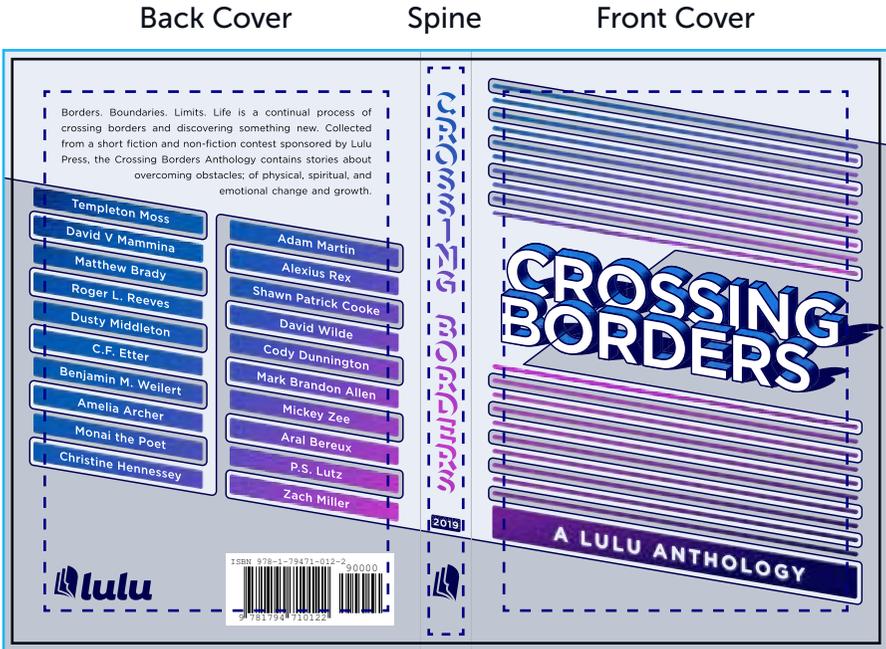
### Safety Margin

The Safety Margin is 0.5 in/12.7 mm inside the Trim Edge. Text and other important elements should be placed within the Safety Margin.

### Trim Variance Cover Examples (pages 19-21)

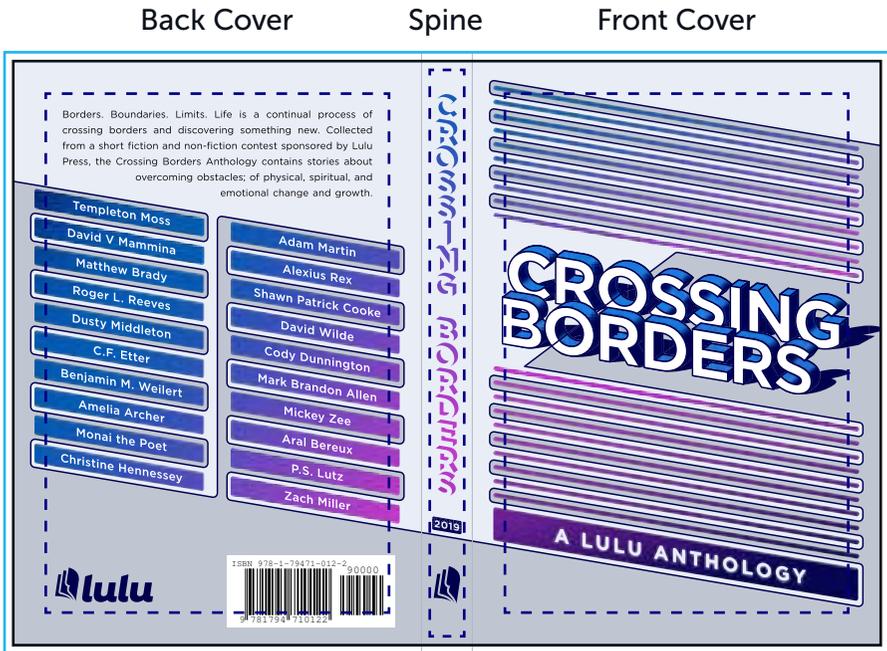
## Correct

The background image has been extended 0.125 in/3.175 mm past the Trim Edge and both the text and important artwork are within the Safety Margin.



## Incorrect

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

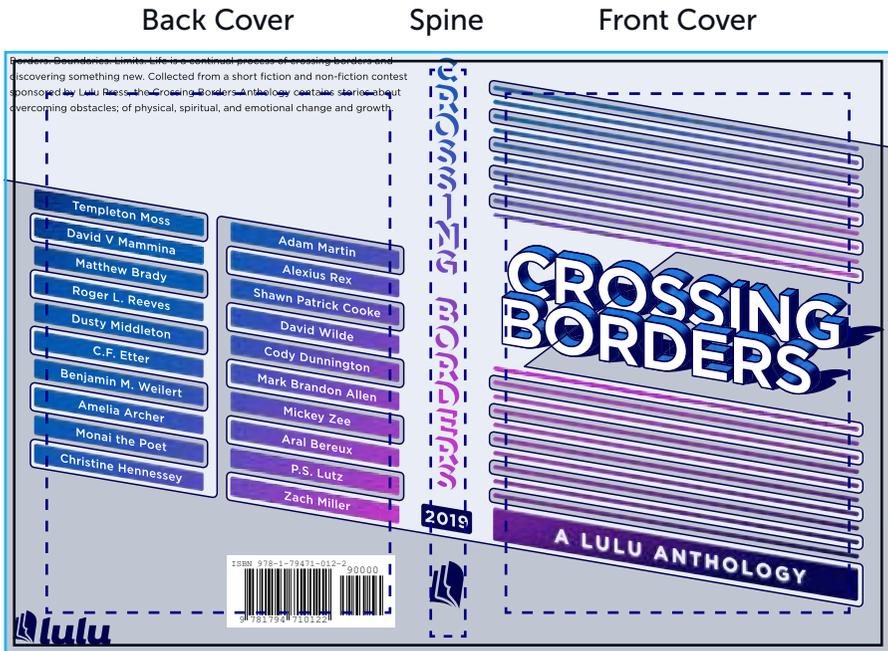


## Incorrect Formatting Result

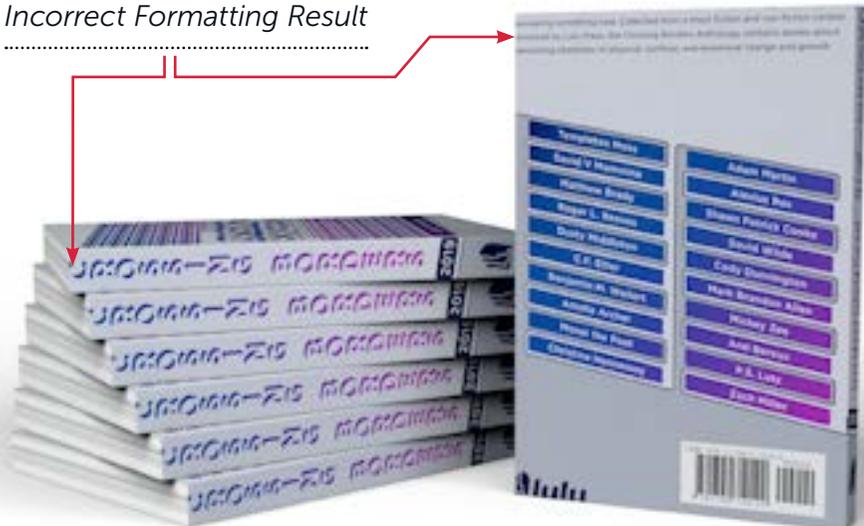


## Incorrect

The back cover text and spine text have not been kept within the Safety Margin. This could cause text being cut off because of variance during trimming.



## Incorrect Formatting Result





OS

## **File Submission**

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File Preparation

Proofing

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# File Preparation

When you upload your interior file to Lulu, we scan and analyze it to ensure it will print correctly. 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

Job Options files apply settings based on our printer requirements. When creating a PDF with Adobe Products, use Lulu's Adobe Job Options to export a print-ready PDF optimized for our printers.

Lulu's design bundles (found on the Product page) include the Job Options files (a single page setting for Interior files and a spread page setting for Cover files).

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

### Specifications:

- Single page, portrait oriented layout
- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended trim size:
  - Trim Size = 6 x 9 in/152.4 x 228.6 mm
  - Page Size = 6.25 x 9.25 in/158.75 x 234.95 mm
- A minimum 0.5 in/12.7 mm Safety Margin
- A minimum 0.2 in/2.08 mm Gutter Margin
- 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 using 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 embedded
- Transparent layers and vector objects are flattened
- Spine sized to match intended book size—see page 13 for spine width calculation
- Include 0.125 in/3.175 mm Bleed Margin
- A minimum 0.5 in/12.7 mm Safety Margin
- 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, you will be able 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**

Once you've completed the publishing process, we strongly recommend purchasing a single copy to review before making the book available for sale. Proofing your printed material is critical in troubleshooting and identifying mistakes. Some issues you may discover while proofing include:

### **Human Error**

Formatting inconsistencies and typos can slip through the editing and design process. Your proof copy is an opportunity to look for those kinds of errors and correct them. 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. Our system will detect and repair many of these issues, but 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 help.

## Printing Variance

Our trimming tolerance is 0.125 in/3.175 mm 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 cut off text/images around the edges of your page.

