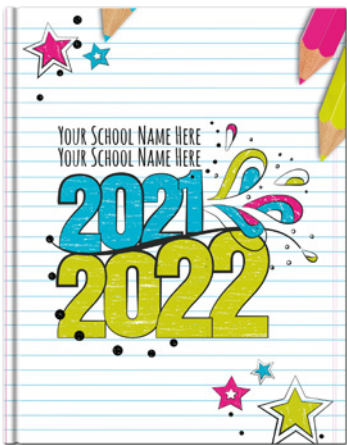


# YEARBOOK COVER OVERVIEW

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2021-2022



## PICTAVO STOCK COVER

A ready-to-go, professionally-designed cover! Each collection includes two stock cover options.

### SCHOOL NAME AND YEAR

Each design accommodates your school name. The font and color are specific to the design and cannot be changed. The year is also part of the design.

### WHERE TO FIND ARTWORK

Select Pictavo's Art icon on the left navigation, click on the Covers folder.

### COVER TEMPLATE

Pictavo knows your book specs, taking out the guess work for you.

### SUBMISSION

Pictavo



## PICTAVO CUSTOM COVER

You create your own design using Pictavo's pre-designed art pieces: cover backgrounds, snippets, accents, shapes and photo boxes.

### SCHOOL NAME AND YEAR

Creative freedom to add your school name and in most cases, year, on each cover background. Fonts and colors are customizable.

### WHERE TO FIND ARTWORK

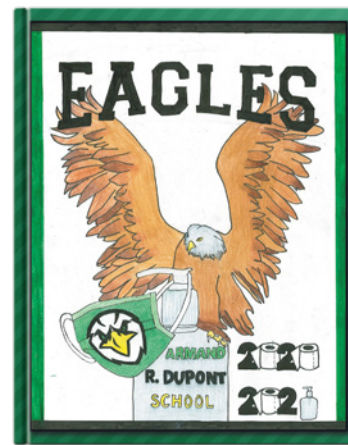
Start by browsing the Custom Cover art library. Add art elements of your choosing from the snippets, accents or shapes libraries. Change colors. Add text. The possibilities are endless!

### COVER TEMPLATE

Pictavo knows your book specs, taking out the guess work for you.

### SUBMISSION

Pictavo



## YOUR CUSTOM COVER

A unique design created for or by someone from your school. It may be hand-drawn artwork or digitally created using a design program such as Adobe® Photoshop®, Illustrator® or InDesign®.

### SCHOOL NAME AND YEAR

Added during the design process.

### WHERE TO FIND ARTWORK

The creative mind has endless possibilities! Just be sure you don't use copyrighted images.

### COVER TEMPLATE

Must use a cover template specific to your book size, binding type, number of pages and design program.

Templates are available for download **at [www.Pictavo.com/cover-templates](http://www.Pictavo.com/cover-templates)**.

### SUBMISSION

**Pictavo** – Scan original artwork and place as an image OR upload a file. Resolution must be 300 DPI or higher at final print size.

**Electronic** – File types accepted: PSD, JPEG, TIFF, PDF or a packaged InDesign file. This submission option must include the Custom & Specialty Cover Design Form. \*Microsoft Word, PowerPoint or Publisher files not accepted.

# COVER OPTIONS AT-A-GLANCE

# SELECTING A COVER TEMPLATE

## FOR CUSTOM COVERS SUBMITTED OUTSIDE OF PICTAVO

Project Specifications			
School Name:	High School Demo	Number of Pages:	60
School Number:	1	Number of Books:	175
Project Number:	2	Binding Type:	Soft Saddle Stapled
Cover Due:	2/1/2022	Cover Type:	Cover submitted outside of Pictavo
Pages Due:	4/15/2022	Personalization:	Names printed in foil
Book Size:	8.5 in x 11 in	Inside Cover Printing:	Full Color

Project Specifications tab in the Adviser Center

## STEP 1

### CHECK PROJECT SPECIFICATIONS SECTION

Locate your project specifications in Pictavo's Adviser Center to view the details necessary in selecting the appropriate cover template:

#### BOOK SIZE

#### NUMBER OF PAGES

#### BINDING TYPE

#### COVER TYPE

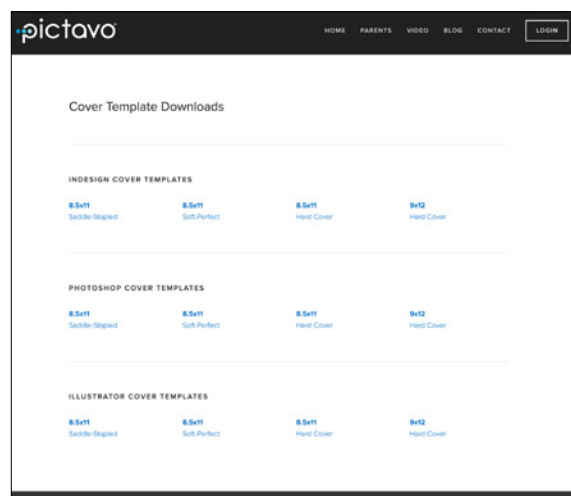
Ensure the description reads Custom Cover submitted Outside of Pictavo. If not, contact your yearbook provider.

#### PAPER WEIGHT

Hard cover & Smyth binding ONLY

#### BOARD WEIGHT

Hard cover & Smyth binding ONLY



Cover template downloads, [www.pictavo.com/cover-templates](http://www.pictavo.com/cover-templates)

## STEP 2

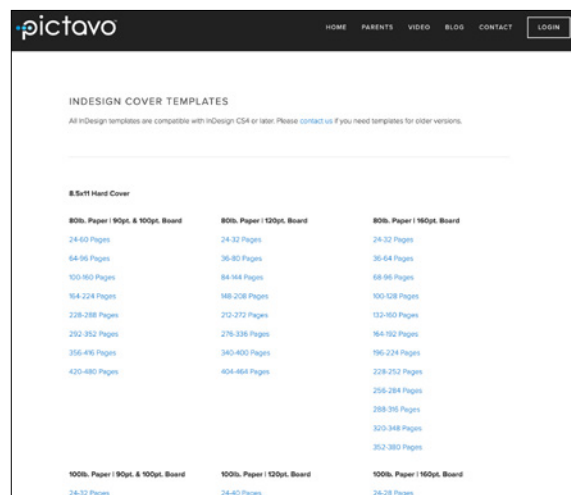
### GO TO [WWW.PICTAVO.COM/COVER-TEMPLATES](http://WWW.PICTAVO.COM/COVER-TEMPLATES)

Cover templates are categorized by design program: Adobe® InDesign®, Photoshop® or Illustrator®. Be sure to select from the design category you'll be using. Find the cover template matching the project specifications from step one.

## STEP 3

### DOWNLOAD TEMPLATE

Click on the appropriate template to automatically download it onto your system.



Style and page range options available per size and program used

# UNDERSTANDING A COVER TEMPLATE

## FOR CUSTOM COVERS SUBMITTED OUTSIDE OF PICTAVO

### COMPONENTS OF A TEMPLATE

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#### **BLEED AREA**

Items meant to extend all the way to the trim edge (i.e., bleed) should extend into the outermost area of the template called the Bleed Area. Items in the bleed area will be trimmed off during production.

#### **SAFETY MARGIN AREA**

Elements not intended to bleed off the cover (e.g., cover title and images) should be placed inside the Safety Margin Area.

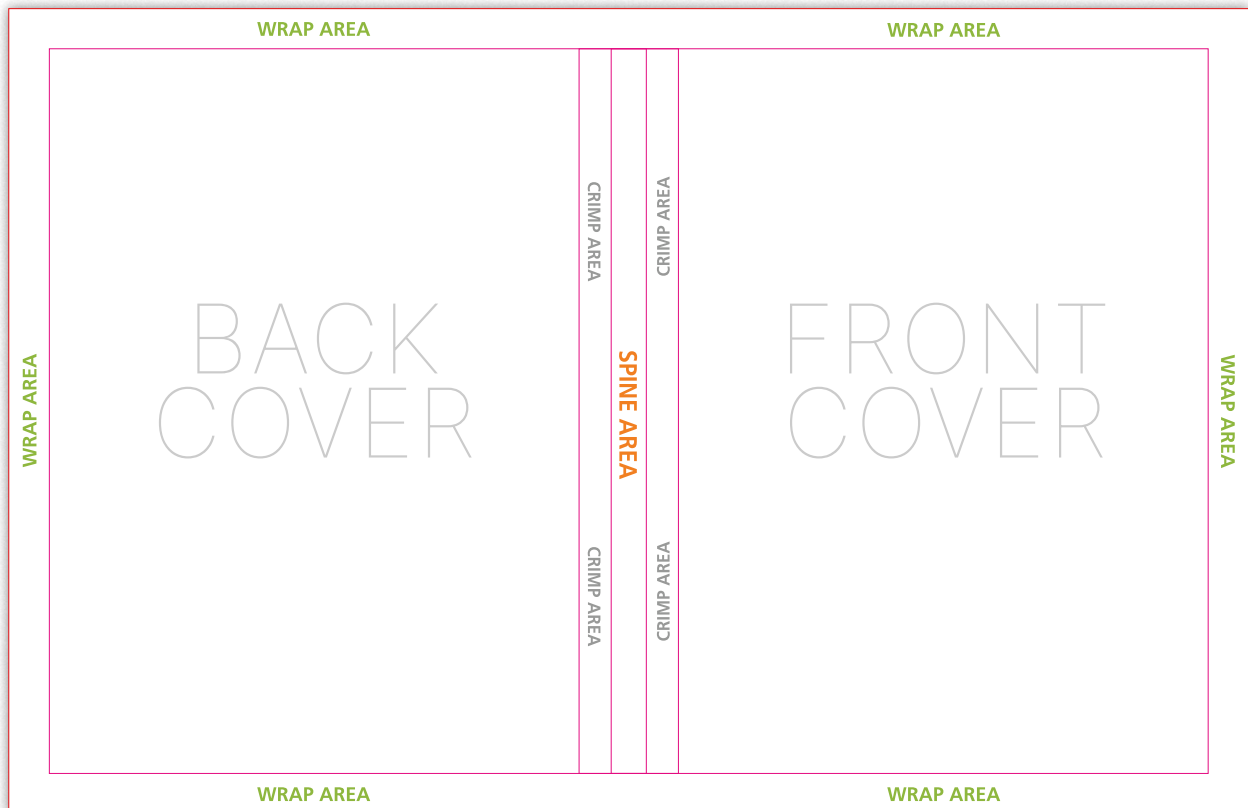
#### **WRAP AREA**

This area folds over the binders board and will be covered by the endsheet. Keep images and text 1/4" from the inside Wrap Area line. If design elements are intended to extend into the wrap area (similar to a bleed) they should extend to the outer Wrap Area line.

#### **CRIMP AREA**

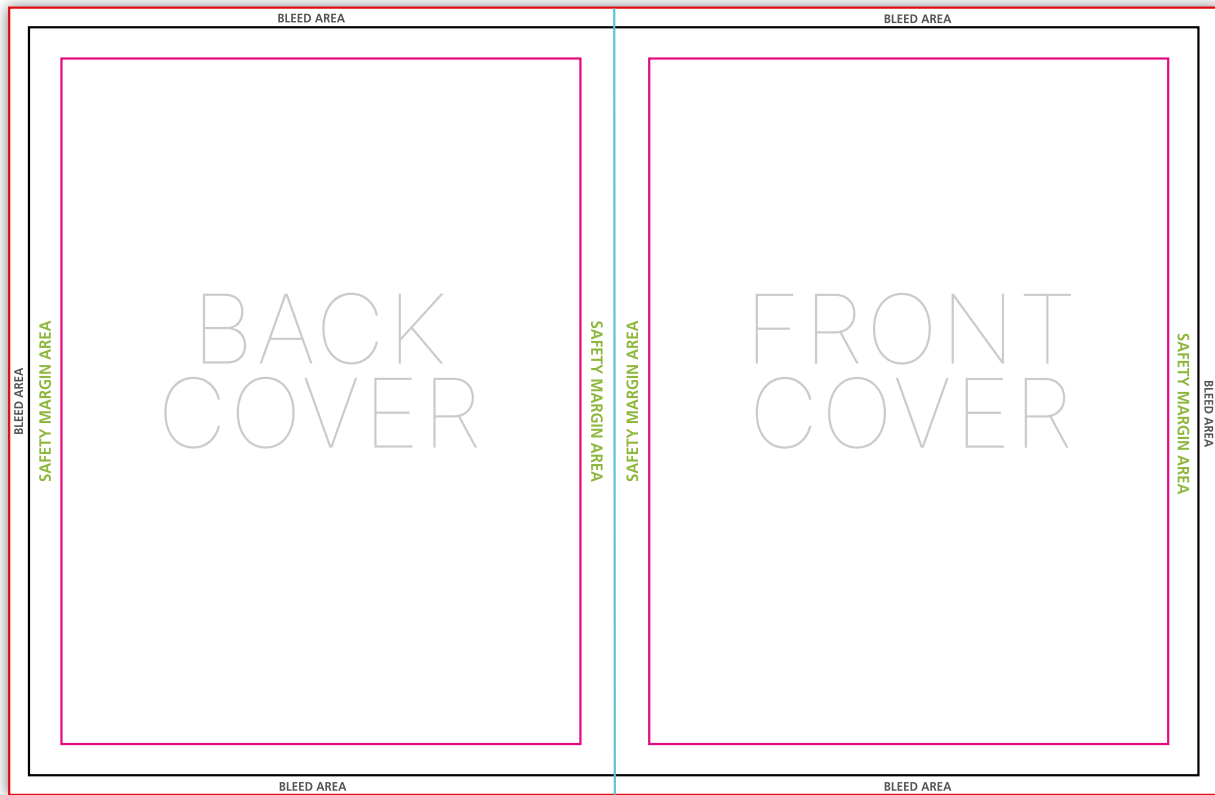
This area represents the negative space between the book board and the spine, where the book opens up. Text is not recommended in the crimp area because of distortion during the production process and repeated opening and closing of the cover.

## BINDING TYPE: **HARD COVER & SMYTH**

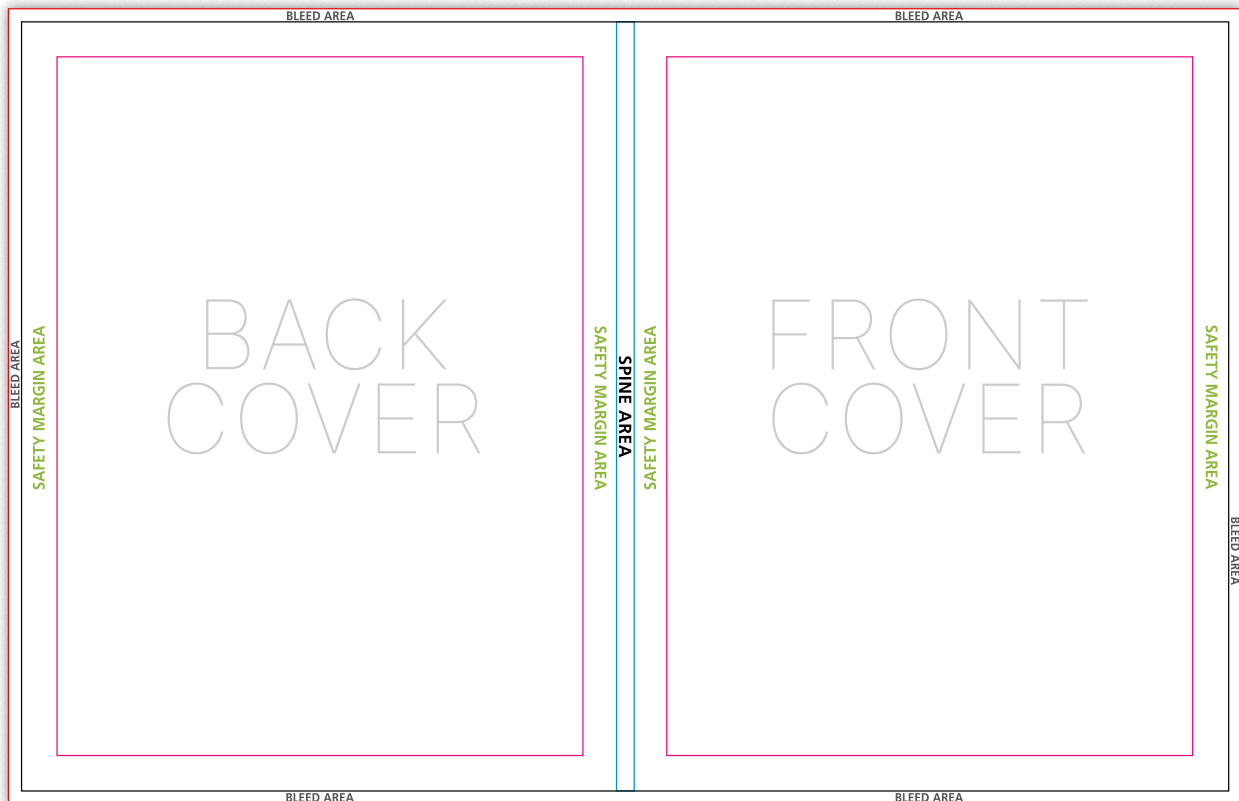


**SPINE AREA** Text appearing on the spine should read top to bottom and include a 1/16" margin all around.

BINDING TYPE: **SOFT SADDLE-STAPLED**



BINDING TYPE: **SOFT PERFECT BOUND**



**SPINE AREA** A soft perfect bound book contains a spine. Artwork can be placed in this area however, it will be distorted during the manufacturing process. Text and artwork placed in the spine is NOT recommended.

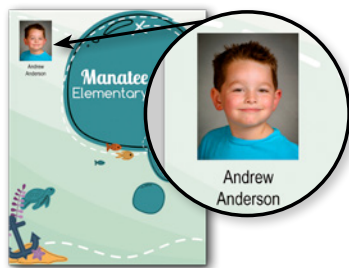
# PERSONALIZATION & CUSTOM COVER DESIGNS

**OFFERING PERSONALIZATION is a great way for students to enhance their own yearbook.** Be sure your cover design accommodates for personalization by checking the placement and design area details below.



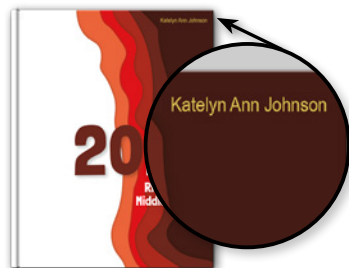
## OPTION 1 PRINTED STUDENT NAME

- STUDENT NAME:** One line
- INK COLOR CHOICES:** Black, blue, green, red, yellow or white (not a foil)
- PLACEMENT:** Anywhere on cover
- BINDING STYLES:** Soft saddle-stapled and soft perfect
- DESIGN AREA:** 3.5" wide by 0.3" tall



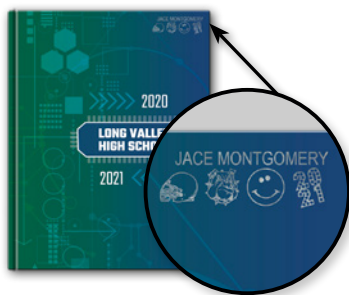
## OPTION 2 PRINTED STUDENT NAME & PHOTO

- STUDENT NAME:** Two lines
- INK COLOR CHOICES (NAMES):** Black, blue, green, red, yellow or white (not a foil); student photo printed in full color.
- PLACEMENT:** Anywhere on cover
- BINDING STYLES:** Soft saddle-stapled and soft perfect
- DESIGN AREA:** 2.25" wide by 2.4" tall



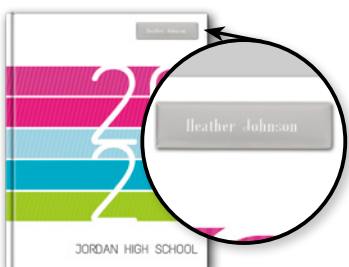
## OPTION 3 FOIL STUDENT NAME

- STUDENT NAME:** One line, 29-character maximum (including spaces)
- FOIL COLOR CHOICES:** Black, gold, red or silver
- PLACEMENT:** Upper right corner or lower right corner; right justified only
- BINDING STYLES:** All
- DESIGN AREA:** 4.5" wide by 0.5" tall; leave additional 0.25" away from the trim or wrap line



## OPTION 4 FOIL STUDENT NAME & ICON

- STUDENT NAME:** One line, 29-character maximum (including spaces)
- ICONS:** Up to four icons placed underneath name
- FOIL COLOR CHOICES:** Black, gold, red or silver
- PLACEMENT:** Upper right corner or lower right corner; right justified only
- BINDING STYLES:** All
- DESIGN AREA:** 4.5" wide by 1.0" tall; leave additional 0.25" away from the trim or wrap line



## OPTION 5 ENGRAVED NAMEPLATE

- STUDENT NAME:** One line, 22-character maximum (including spaces)
- NAMEPLATE COLOR CHOICES:** Gold or silver
- PLACEMENT:** Nameplates come with a tape strip; student can apply anywhere on cover or inside book
- BINDING STYLES:** All
- NAMEPLATE SIZE:** 2.75" wide by 0.75" tall



# IMPORTANT COVER INFORMATION

## **DEADLINE**

February 1 for all cover types.

## **LATE SUBMISSION**

Covers received after February 1 may add two weeks to production time.

## **PROOFS**

A complimentary cover proof is included IF cover is submitted by February 1 (shipping charges will apply). Additional proofs are available — contact your yearbook provider for pricing and details.

## **COVER SETUP/CORRECTION FEES**

Extensive setup work includes design time beyond scanning and placing artwork into a template. Detailed Photoshop work (modifying artwork/images, creating artwork, layer effects, adjusting color, type effects, fixing bleeds, etc.) will be billed at an hourly rate. Cost estimates available upon request once materials have been submitted.

## **COVER RESUBMISSION FEE**

\$25 per request.

## **IMAGE RESOLUTION**

Images submitted for custom cover printing must be at least 200 dpi unless low resolution printing has been approved on your Custom Cover Form. If you scan your artwork, the resolution must be at least 300 dpi at the final print size. We do not suggest downloading art from the internet without the ability to verify resolution (typically, online images are not print quality).

## **COPYRIGHT STATEMENT**

We, the publisher, reserve the right to refuse to print any materials provided for any reason, including but not limited to materials determined by us, at our discretion, to be offensive, illegal, or in violation of any copyright or other proprietary rights. By submitting this order, and providing photos, trademarks, tradenames, images or other content to us, you are representing that you have the right to have the order printed, with the inclusion of the content supplied, and that our printing of the order, and the use of the content, will not infringe the intellectual property right of any third party. You will defend, indemnify and hold us harmless from any claims, costs, losses or liability (including reasonable attorney's fees and expenses) arising out of or related to the content or the production of the order as directed by you.

## ALL COVERS

### **PERSONALIZATION:**

Optional for both hard and soft covers. See page 6 for more details.

## SOFT COVER PRINTING

### **INSIDE COVER PRINTING:**

Inside front and/or inside back of a soft cover is an extra charge. If you choose to print on either of the interior covers, set up your digital files as described on the previous pages. Also, please indicate if the inside cover is to be printed in color or black and white.

## HARD COVER UPGRADES

### **SPECIALTY TREATMENTS:**

Upgrades such as foil, emboss, spot UV, silkscreen and die-cut are available for an additional cost. They require special setup and scheduling. Contact your yearbook provider for more details.

## PERSONALIZATION POINTERS

### **WHAT TO AVOID:**

Raised UV treatments on options 3 and 4, or the use of emojis and symbols.

Foil student name (option 3) cannot be stamped on two lines. Options 1 and 2 are not recommended for hard cover or Smyth bound books.





[WWW.PICTAVO.COM/COVER-TEMPLATES](http://WWW.PICTAVO.COM/COVER-TEMPLATES)