

# How to create Brochures, Booklets & Zines



Adobe In-Design and Illustrator.

To make sure your artwork prints all the way to the edge of the page, the PDF should have bleed – ie the image should extend beyond the edge by 3mm all around.

This ensures that trimming the artwork to the finished size won't produce a white line along any edge of the artwork.

Crop marks are thin lines, placed on the corners of the artwork. They indicate where the final piece should be trimmed.

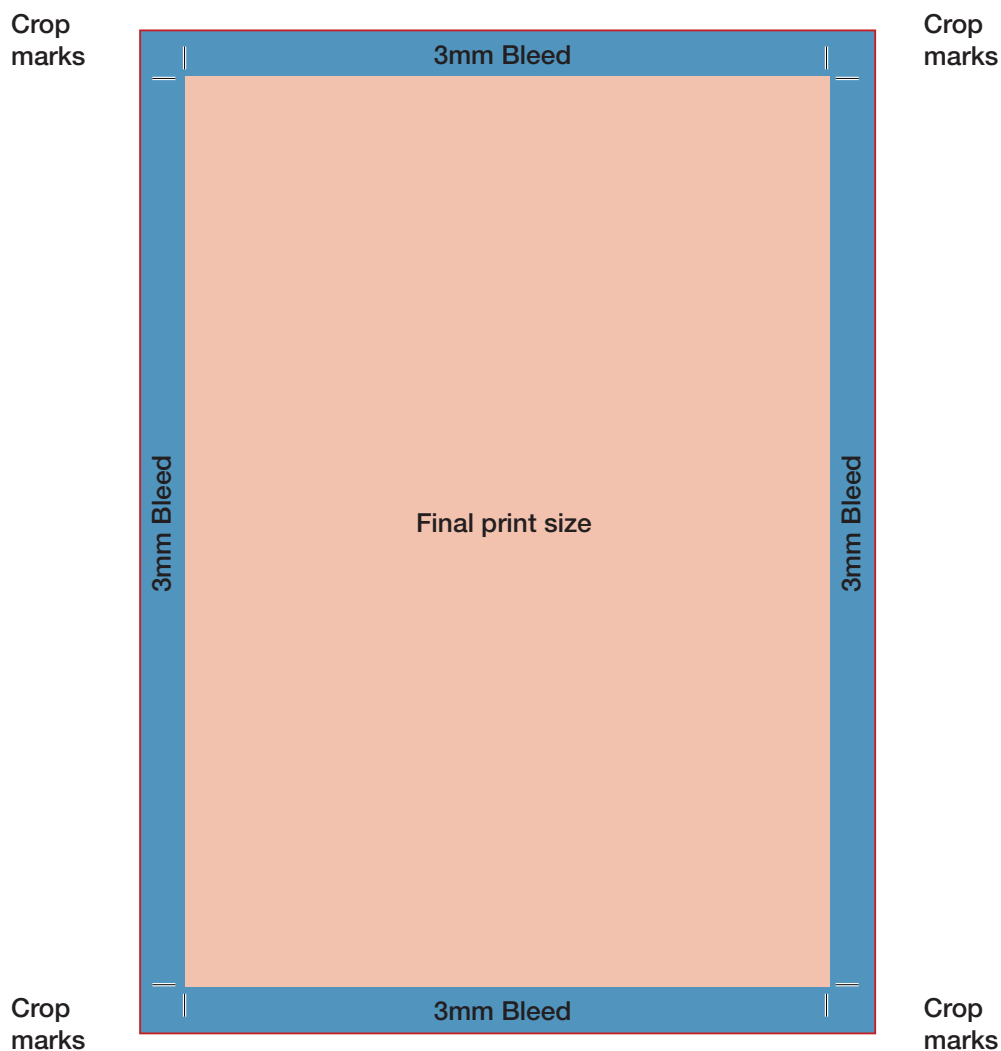
Anything outside the crop marks will not show up on the page.

If the artwork does not extend all the way to the crop mark, there will be a white 'gap' along the edge of the page.

The red bleed line around your artwork will not appear on your final print, it is for your guidance only.

Make sure your text/Image extends to the red line.

There is no easy way to add crop and bleed marks in Photoshop so you will need to import your artwork to one of the 2 programmes mentioned here.

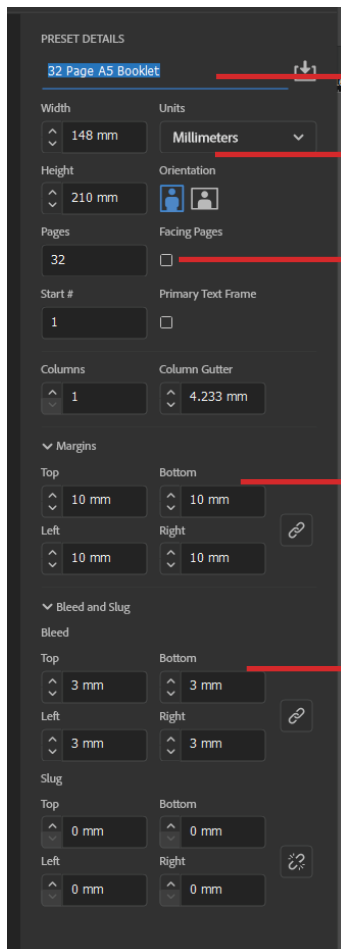


# Create a print-ready PDF in Adobe InDesign

File > New Document

Set your page size to the size you want it printed at.

## Set up step 1



Make the title explain the product.

eg 32 Page A4 Portrait Booklet or double sided A5 leaflet

Set the page in mm to the finished print size you require.  
eg A5 = 148mm x 210mm

Enter the amount of pages you require.

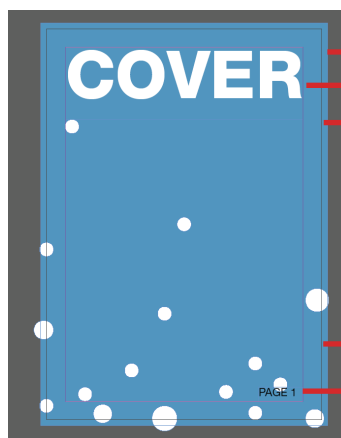
(Booklets/Brochures/Zines require multiples of four pages  
eg 4, 8, 16, 20, 24 etc This includes your front & back covers  
and any blank inner pages).

Make margins 10mm all around and  
keep important text and page numbers  
within.

Make your bleed area 3mm all the  
way around. Extend your design and  
artwork into this area for production to  
be able to trim into.

If you have an existing document, go to File > Document Setup. Amend your Bleed and Artboard.

## Set up step 2



Background colour extended out to 3mm bleed line.

Important text inside 10mm margin area.

Finished trimmed product line.

Artistic graphics extended out to 3mm bleed

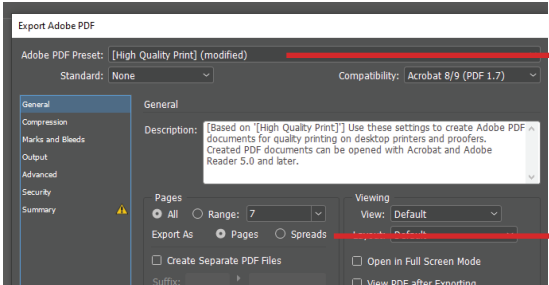
Important text inside 10mm margin area.

Then apply the same guidelines to the rest of your pages.

Export or save your file as a high quality PDF print file.

### Set up step 3

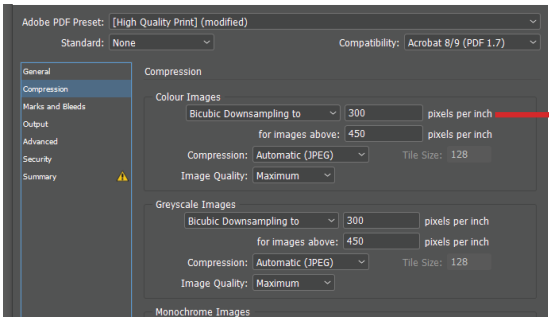
1



High quality print.

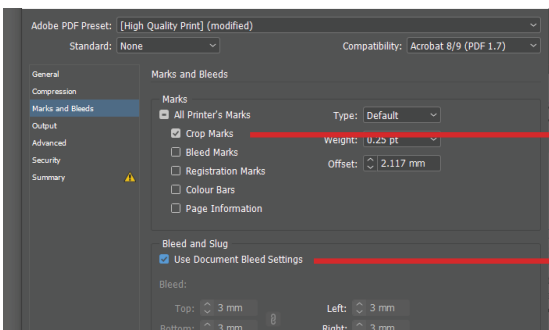
Export as pages.

2



300ppi / dpi.

3



Select crop marks.

Select bleed.



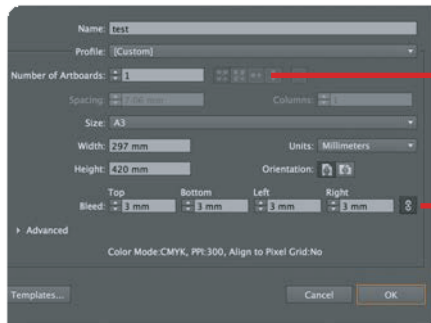
If you are creating a booklet/Brochure Your PDF will then look like this with crops, bleed & all pages in order.

# Create a print-ready PDF in Adobe Illustrator

File > New Document

Set your page size to the size you want it printed at.

## Set up step 1

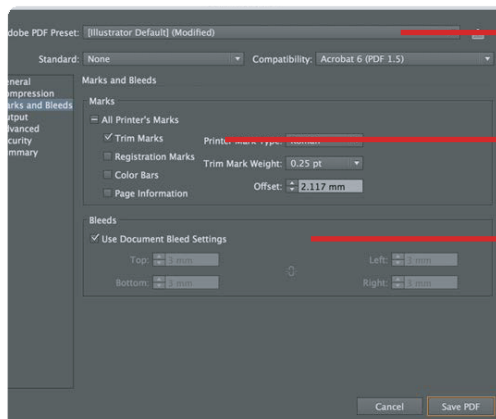


Select the number of artboards (pages) you will need.

Make your bleed area 3mm all the way around. Extend your design and artwork into this area for production to be able to trim into.

Export or save your file as a high quality PDF print file.

## Set up step 2



High quality print.

Select crop marks.

Select bleed.

If you are working on an existing document, go to File > Document Setup. Amend your Bleed and Artboard option here.