

# Blurb's PDF to Book Publishing Guide

Blurb provides all the tools you need to custom publish your own bookstore-quality books, rich with full-color pictures or crisply reproduced black and white photographs, sharp line drawings, and original typography. With our digital print-on-demand services, you can create books that meet your exacting standards. Blurb's PDF to Book workflow supports all of the advanced book design elements you see in art books, coffee-table books, and other premium publications. Using PDF to Book, you can publish a book with full-color photographs that extend to the edges of the covers, images, or logos on the spine, and additional design elements that aren't possible with Blurb BookSmart®. Whether you want to publish a small tome of your poetry or go large with a full-color photography portfolio, your choices are many: six different book sizes, three different cover options, and two different paper choices for your book's pages.

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## The Process Is Simple

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Don't worry – these templates are intended to help your creativity soar, not stifle it. Each template has guides indicating the spines and the gutter, the cover and bleed lines, the trim lines, and the fold lines and fold-over allowances. They block out the areas where text should go and where to place artwork to bleed off the cover's edges.

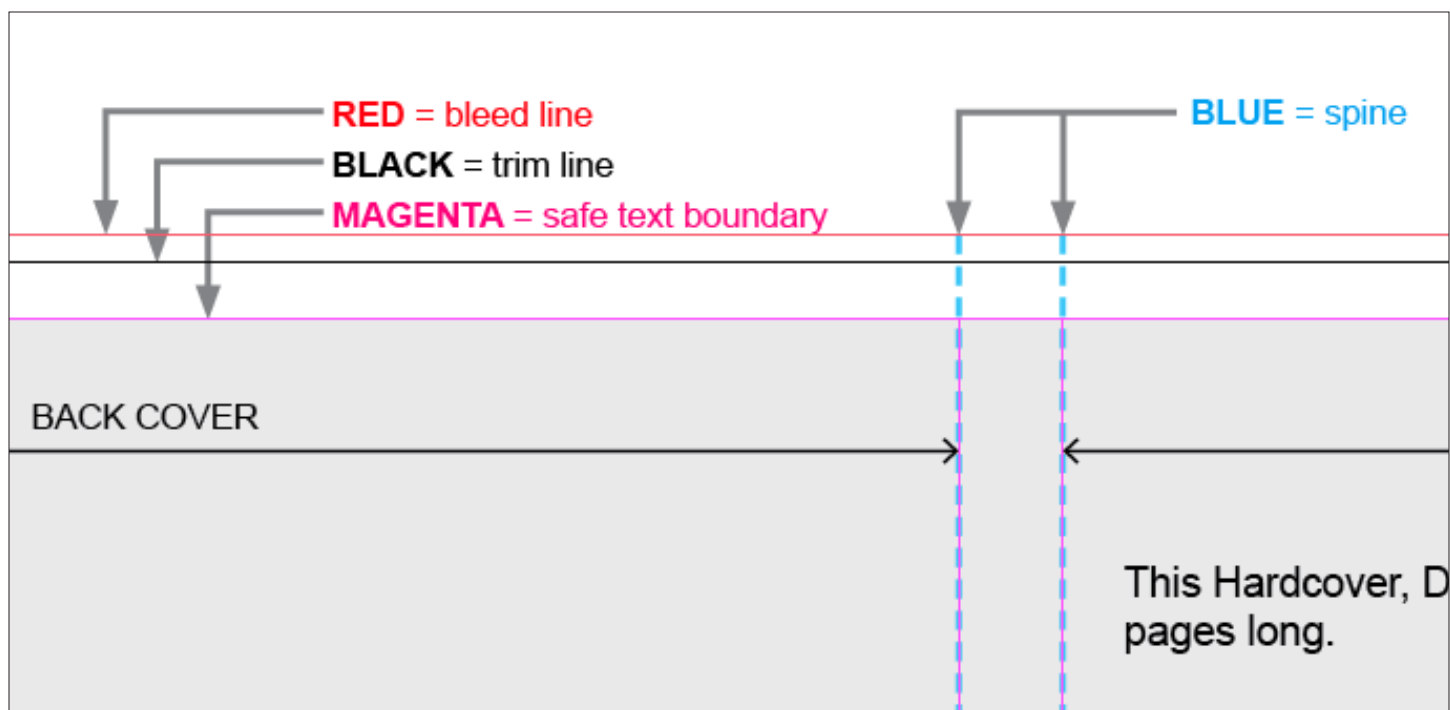
One more thing: When you start designing your book, the page template is the place to start. You choose the cover template based on the final number of pages in your book, because the number of pages determines the final width of the spine. More pages equal a wider spine. The type of paper you use also affects the spine size.

## Understanding the Templates

Our templates use several standard bookmaking terms to guide your design, and we have specific definitions for each aspect of your book that explain what you'll get from Blurb's PDF to Book workflow.

### Blurb provides three different cover options:

- **Hardcover book with a dust jacket:** Has a durable library binding and 8 pt. black linen hardcover cases with a laminated four-color dust jacket, which has front and back flaps. The dust jacket is customizable on the front and back covers and the flaps. There is no printing on the black linen hardcover case beneath the jacket or on the other side of the cover.
- **Hardcover book with ImageWrap:** Has an image printed directly on the hardcover binding with a durable matte finish. Text can also be printed on the front and back covers. ImageWrap does not have flaps. We call it ImageWrap because the cover image edge/bleed area is wrapped around the cover and tucked under the end papers on the back of the covers.
- **Softcover book:** Has durable perfect binding and four-color, 10 pt. covers with an overlamine finish. Printing is done on the front cover, back cover, and spine of the book, and there are no flaps.



Our templates use several standard bookmaking terms to guide your design, and we have specific definitions for each aspect of your book that explain what you'll get from Blurb's PDF to Book workflow.

#### The templates also show guidelines for:

- Dust jacket flaps: Wrap around the edges of a hardcover dust jacket book, and can be customized with brief text.
- Spine: Can be customized with your book title and imagery on all of our cover types.

#### You can choose between two paper options:

- Standard paper: Is commercial quality 80-pound, matte standard, and available for all book sizes and widths, except for the 5x8 B/W Text option that comes in a 60-pound cream stock.
- Premium paper: Is 100-pound, text silk-finish with higher opacity and stellar image quality, and is available for all book sizes, but only for books with 160 pages or fewer.

#### These printing considerations apply to your cover PDFs and your page PDFs:

- Trim line: Indicates where the cover and pages end and where the paper is cut to your specified book size, such as a 10 x 8 Standard Landscape hardcover book, for the hardcover with dust jacket and softcover options. On the Image-Wrap book, the trim line shows where the image will be wrapped around the edge of the cover. Any images, graphics, or text placed beyond this line will bleed off of the page, be trimmed off, and not in your printed and bound book. Also, because of variations in the manufacturing process, trim can fluctuate up to 1/16" on any edge.
- Bleed line: Bleed is simply space beyond the actual cover or page trims that allows you to place images and graphics that extend/bleed off the page. To print properly, your final exported PDF must include the bleed allowance. Any text or images that appear in your design between the trim line and the bleed line will not actually print in your final book.
- Safe text boundary: Indicates where you can insert text and images and be sure that they will not be trimmed too close to the edge or bound into the gutter. Any and all critical

content, like text, should be kept within the safe area. In the templates, this boundary is a grey box that extends to within a 1/4" [0.6 cm] of the edge of your book; that 1/4" [0.6 cm] space is a safety margin to allow for any small discrepancies when the pages are printed, cut, and bound. If this sounds confusing we recommend using our templates to ease the burden of all these specifics.

- Dust jacket fold line: Shows on the dust jacket template where the back and front flaps will fold.
- Dust jacket fold over allowance: Shows the 1/4" [0.6 cm] strip of the dust jacket that actually wraps around the edge of the cover of the book; it's neither on the front nor the back of your dust jacket, but on the narrow side of the hardcover edge. We recommend extending artwork from the front of the dust jacket across the fold lines to this fold over allowance line.

## A Brief Note on Color

Our digital printers use the standard four color print process that most every printing press uses – CMYK, which stands for cyan, magenta, yellow, and black. These four colors are combined to give you the full-color reproduction you expect with printed materials. Monitors and digital images use a different color space called RGB, which stands for red, green, and blue. If you are unfamiliar with color management and are already glazing over, feel free to skip ahead. Blurb's PDF to Book workflow follows industry standards for digital offset printing and color management. Most customers will receive quality printed results without needing to understand the details around color spaces and color management.

In the PDF to Book workflow, all RGB color spaces are converted to sRGB, then to CMYK at the HP Indigo print device. Therefore, all CMYK color spaces remain as is and are not converted. Depending on your preferred color space, you'll want to follow these guidelines for optimal print results:

1. If your images are already sRGB, it is not necessary to convert to CMYK because the HP Indigo is preset to convert sRGB to CMYK.
2. If your images are Adobe RGB, ProPhoto RGB, Colormatch RGB, or another RGB color space, the optimal workflow is to convert your images to the CMYK profile optimized for the HP Indigo presses that Blurb uses. This ICC profile – [HP5000SemimatteExp05.icc](https://blurb.com/downloads/HP5000SemimatteExp05.icc) – can be downloaded at [blurb.com/downloads/HP5000SemimatteExp05.icc](https://blurb.com/downloads/HP5000SemimatteExp05.icc). Color conversion is best done via an imaging program, such as Adobe® Photoshop®, prior to placing your images or graphics into Adobe® InDesign® or your preferred layout tool.
  - If you are a B3 member or have already converted your images to sRGB for use in Blurb BookSmart® you can either keep then sRGB or convert to the B3 CMYK profile.
3. If your images are already CMYK, you also should not convert back to RGB or a different CMYK space. If you choose to do so, there is only a small gain in color vibrancy and much more degradation of the file for the amount of effort needed.

Use a CMYK color palette for native graphics and text within InDesign® or your layout tool of choice. The digital presses we use are unable to process spot color at this time.

## A Few More Things to Know

Digest a few more Blurb book-specific tips, and you'll be good to go.

- Keep in mind that this is a digital offset press, not traditional offset lithography – what that means to you is that your book's pages are printed on single sheets on both sides, rather than in traditional signatures. So, when you design your book, the pages in the layouts will be sequential and two-page spread may not match up precisely.
- Blurb has one black and white book option. The 5x8 B/W Text size is great for text, but it can also include black and white images. Note that any color images you place in your template will actually be translated to black and white halftone for printing. It can have a full-color cover, just like the other book options.
- The books you make with Blurb must have an even number of pages – anywhere from 20 pages to 440 pages.
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**Ok, let's get started!**

## Six Easy Steps

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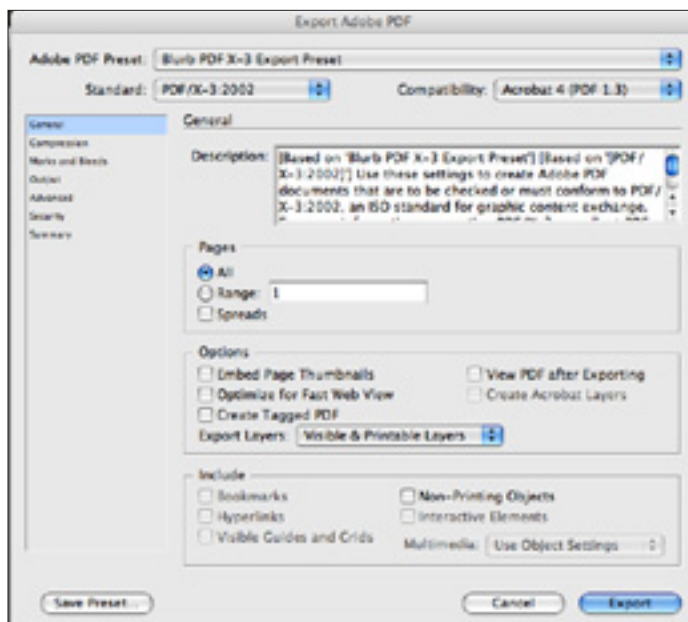
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- Standard Portrait (about 8x10 in | 20x25 cm)
- Standard Landscape (about 10x8 in | 25x20 cm)
- Large Landscape (about 13x11 in | 33x28 cm)
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**Square**  
(about 7x7 in | 18x18 cm)

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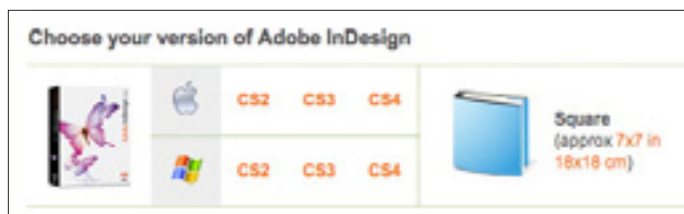
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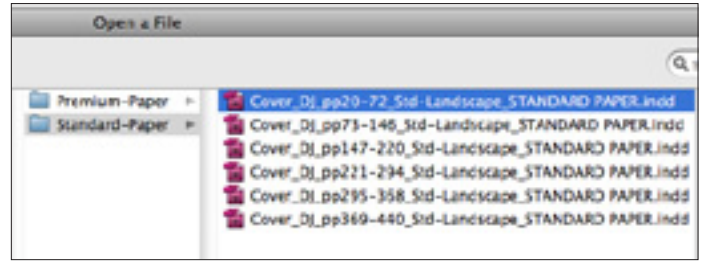
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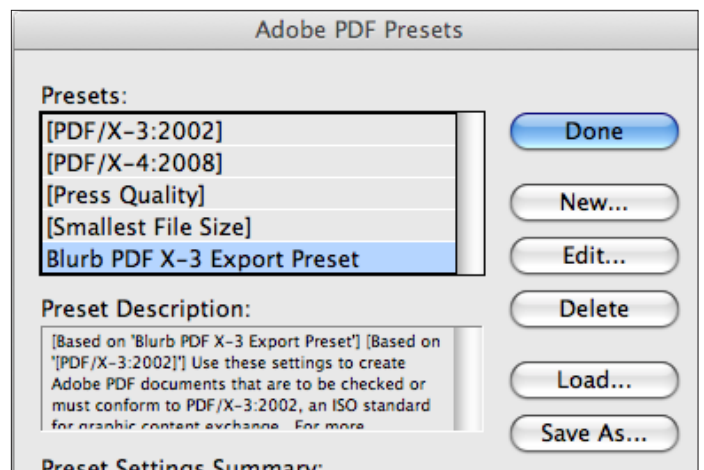
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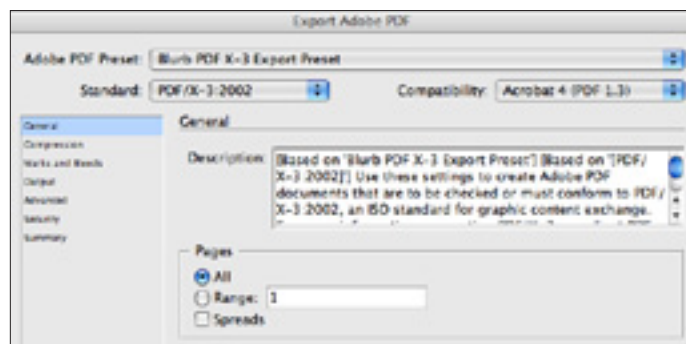
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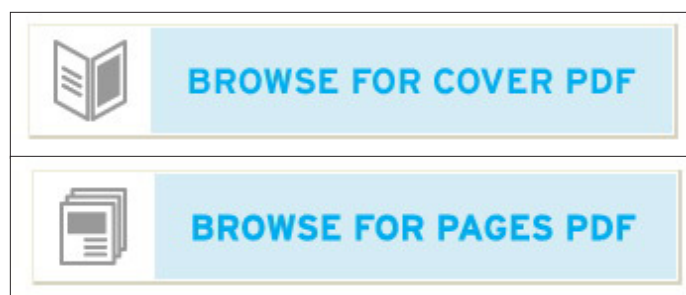
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