

Custom Cover Guidelines

Custom cover that is press-ready:

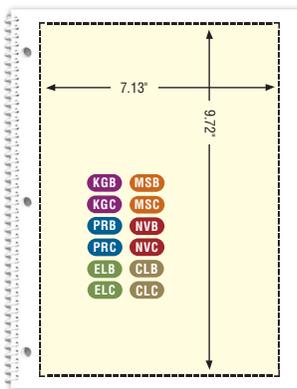
- A press-ready cover is a digital file that is ready to print with no alterations or typesetting required.
- Text and artwork must fit within the templates below. Visit our website's Download Center and print *Custom Cover Guidelines* for more instructions.
- Upload your digital cover to schoolmate.com on the "Upload Files" page. Just follow our simple instructions.

Custom cover that is not press-ready:

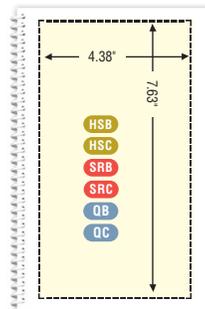
- Submit artwork proportionate to the templates below. We can reduce or enlarge artwork as needed and typeset your wording.
- If providing digital artwork or photos, visit our website's Download Center. See *Digital Image Specifications* for instructions.
- Provide cover instructions with your order. Indicate placement and color for wording and artwork or photos.

Cover Templates

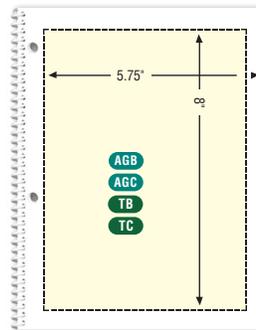
Use same templates for back covers.



Kindergarten, Primary, Elementary, Middle School, Navigator & Classic Planners



High School, Scholar Planners, & Quest School Events Agendas



Dated Agendas & Target School Events Agendas

Without Bleed
(Image stays within margins)



With Bleed
(Image goes to edge)

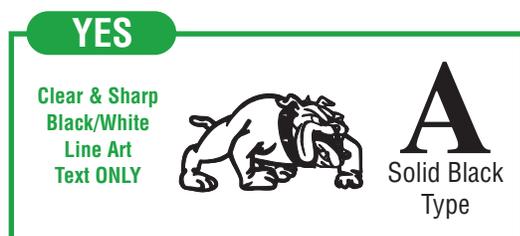
Submitting Artwork (For Cover & Handbook Pages)

Design fees may apply for complex material (maps, charts, calendars, etc.) that must be re-created. [Visit our mascot library at schoolmate.com.](http://www.schoolmate.com)

Acceptable:

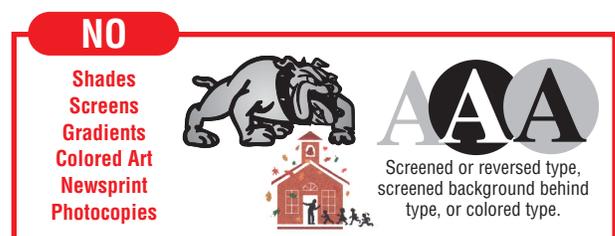
- Artwork (mascots, maps, charts, calendars, etc.) MUST be line drawings in black ink on white paper. Substitute gray screens or color in artwork with outlines or solids. Scan at 600 ppi and save as a TIFF file.
- Clear, sharp artwork and original photos (printing quality of photos will be similar to newspaper printing, not high quality).
- Digital photos scanned or saved as grayscale at 300 ppi minimum (cannot re-save 72 ppi photos to 300 ppi).
- Artwork sent flat and protected by heavy cardboard.
- Artwork as close to desired size as possible.

TIP: Test artwork by making a photocopy. Imperfections appearing on the copy will appear on the printed cover.



NOT Acceptable:

- Artwork from photocopies, colored art, or pencil, marker, or crayon drawings – NO shades, screens, or colors.
- Photos that are Polaroids™, negatives, printed photos (magazine or newspaper), photocopies, or low-resolution digital photos (72 ppi).
- Type, mascots, artwork, or boxes with fine lines, screens, shades, or reverses.
- Large areas of solid black, including black boxes, bars, thick lines, or artwork with heavy black.
- Copyrighted or trademarked material (e.g., professional sports logos, Character Counts®, D'Nealian® alphabet, etc.) unless written approval by the owner is submitted.
- Faxed artwork or photos.



If this material is submitted, School Mate® is not responsible for poor print quality.