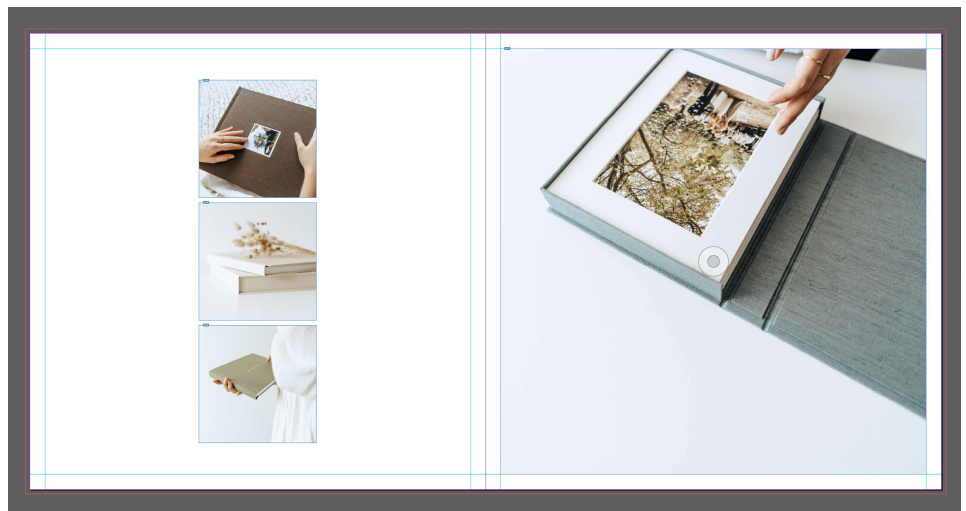


How to design books for Kalá albums?

We offer lay flat books where you can design over the middle (Belle, Ederra, Pika and Petit books). These books are ordered and designed as spreads (spread is two pages together).

We are also offering hand-sewn books that do not allow designing over the middle. This means you must design each page separately (Viva book). This book is ordered and designed as singular pages.



Kalá recommendations

PHOTOS:

- JPG or JPEG file format
- sRGB colour space
- exported at 300 dpi
- 20x20 cm books should have the longer side of the photo measuring at least 4800 pixels
- all other book sizes should have the longer side of the photo measuring at least 7100 pixels

SOFTWARE:

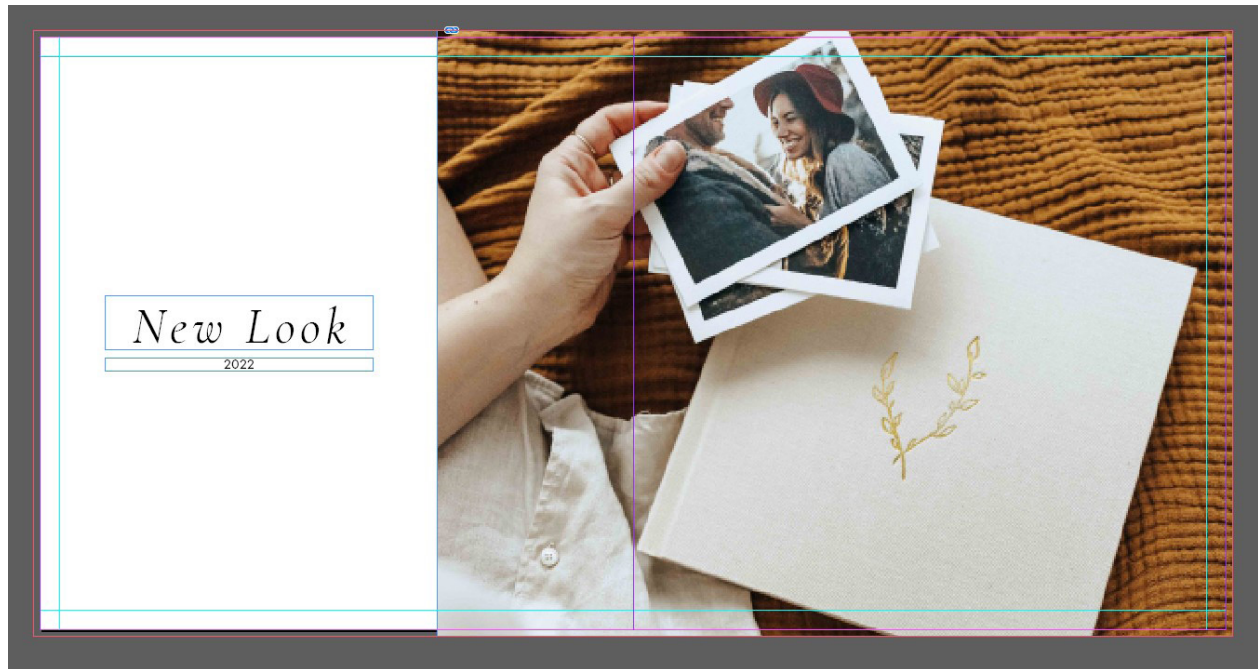
- Adobe ID (here you can use our templates or you can setup your own book document)
- Pixellu SmartAlbums (use pre-installed templates)
- Fundy (use pre-installed templates)
- AlbumStomp (use pre-installed templates)

WHAT DO WE MEAN BY "PRE-INSTALLED TEMPLATES":

- they offer the correct Kalá book sizes (20x20, 20x25, 20x30, 30x20, 25x25, 25x30, 30x25, 30x30 cm)
- they include a bleed space of 3mm around each spread
- they include a 10 mm safe zone
- they do not allow designing over the middle with Viva book



Understanding bleed area & safe zone

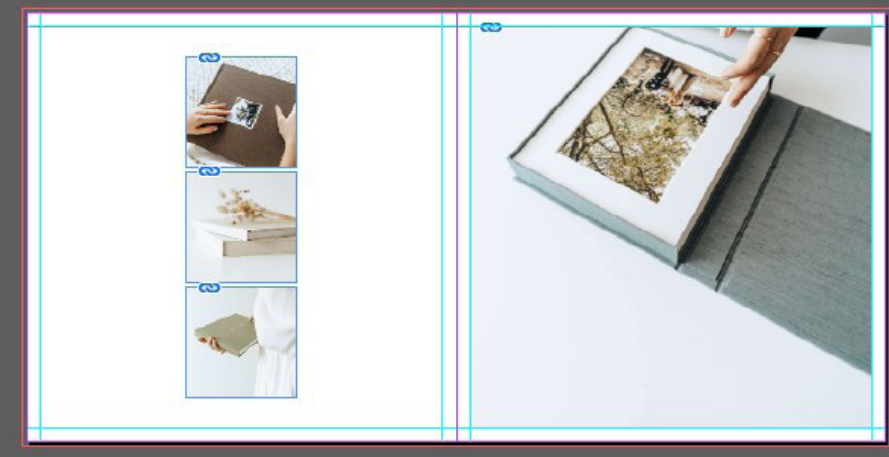
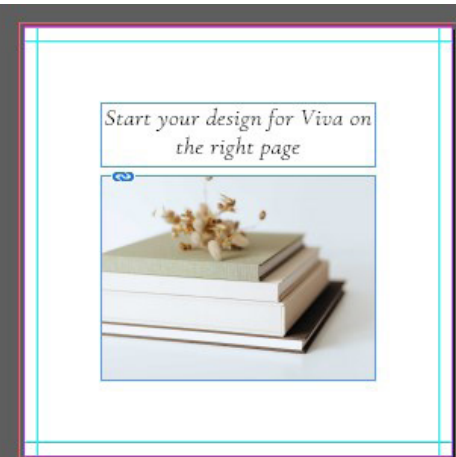


EXAMPLE FOR EDERRA, BELLE, PIKA AND PETIT BOOK:

- If you are designing a 20x20 cm book size, the document setup is 40,6 x 20,6 cm (3mm bleed on all sides of the spread).
- If you have ordered a book with 15 spreads, the document setup is 30 pages (one spread equals two pages).
- If your images extend to the very end, drag them into the 3 mm bleed area (see the photo on the right extended).
- If your images do not extend to the very end, they should not cross the 10mm safe zone (see the photo on the left not crossing the safe zone).

EXAMPLE FOR VIVA BOOK:

- You always start your design on the right page and finish on the left (see example).
- If you are designing a 25x25 cm book size, the document setup is 25,6 x 25,6 cm (3mm bleed on all sides of the page).
- If you have ordered a book with 24 pages, the document setup is 24 pages.
- Your images can never extended over the safe zone (blue line). You must always leave at least 10mm border on all sides of a page.
- Never design over the middle.



How to export, name & share?

BELLE, EDERRA, PIKA AND PETIT BOOKS:

- Export as a single pdf or as jpg spreads.
- If it is a duplicate book (same design but smaller size), manually re-size each spread, adjust images, and export as a single pdf or jpg spreads.
- If it is a sample book, add "Studio Sample" text somewhere in your design before exporting.
- Name your files with your name + order number.
- Share your files via Drive, We Transfer or Dropbox.

VIVA BOOK:

- Export as a single pdf or as jpgs pages.
- If it is a duplicate book (same design but smaller size), manually re-size each spread, adjust images, and export as a single pdf or jpg pages.
- If it is a sample book, add "Studio Sample" text somewhere in your design before exporting.
- Name your files with your name + order number.
- Share your files via Drive, We Transfer or Dropbox.

