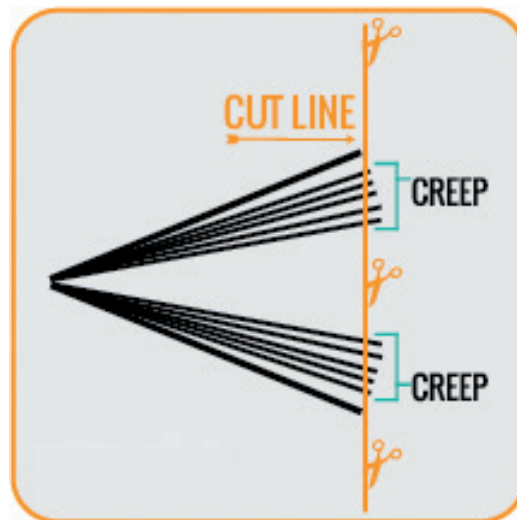




Crossovers & Creep

What are they?



2815 - 12 Street NE, Calgary, Alberta T2E 7J2

Bus: 403 250 9022 | sales@colourandstyleprinting.com

www.colourandstyleprinting.com





Crossovers & Creep

Saddle Stich Booklet

A crossover is a page spread where text and/or image cross over center fold from the left hand to right hand page. It is important to properly align these pages so that objects cross the center fold do not appear to be miss-aligned or partially omitted. The following best practices will help hide visual imperfections in normal print production process.

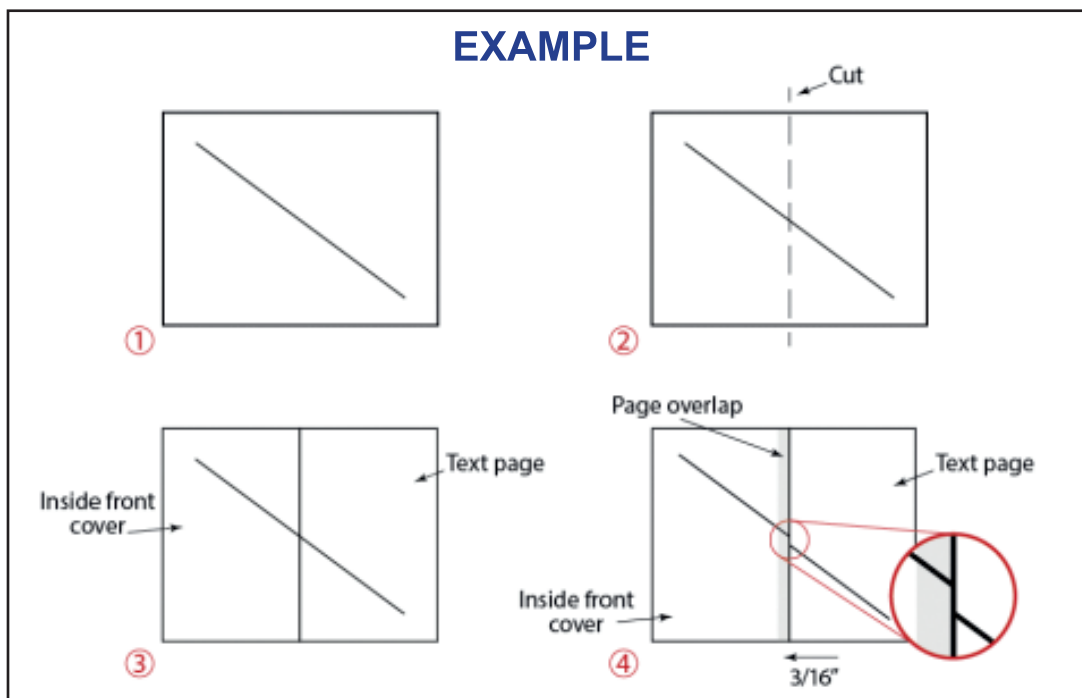
Try to keep the main subject in images from crossing the center fold. For example, it is not appealing for peoples' faces and heads to be in the center fold.

Try to keep text letters away from the center fold. To do this align the text so that the center fold is between words but if that's not possible use large

bold font that will be less noticeable than thin scripted font.

Perfect Bind Book

The process of making crossovers look good is more critical for perfect bound books than saddle stitched. Perfect bound books generally have more pages and can't lay completely flat so it is difficult to see what's close to the spine. More advanced techniques may be required to make crossovers for perfect binding books. Because of how the spine is constructed, the hinge or pivot point between the inside cover and the first text page is generally 1/4" away from edge of the spine. Compensation to the file needs to be made if critical crossovers are used in perfect binding or they will be noticeable.



2815 - 12 Street NE, Calgary, Alberta T2E 7J2

Bus: 403 250 9022 | sales@colourandstyleprinting.com

www.colourandstyleprinting.com





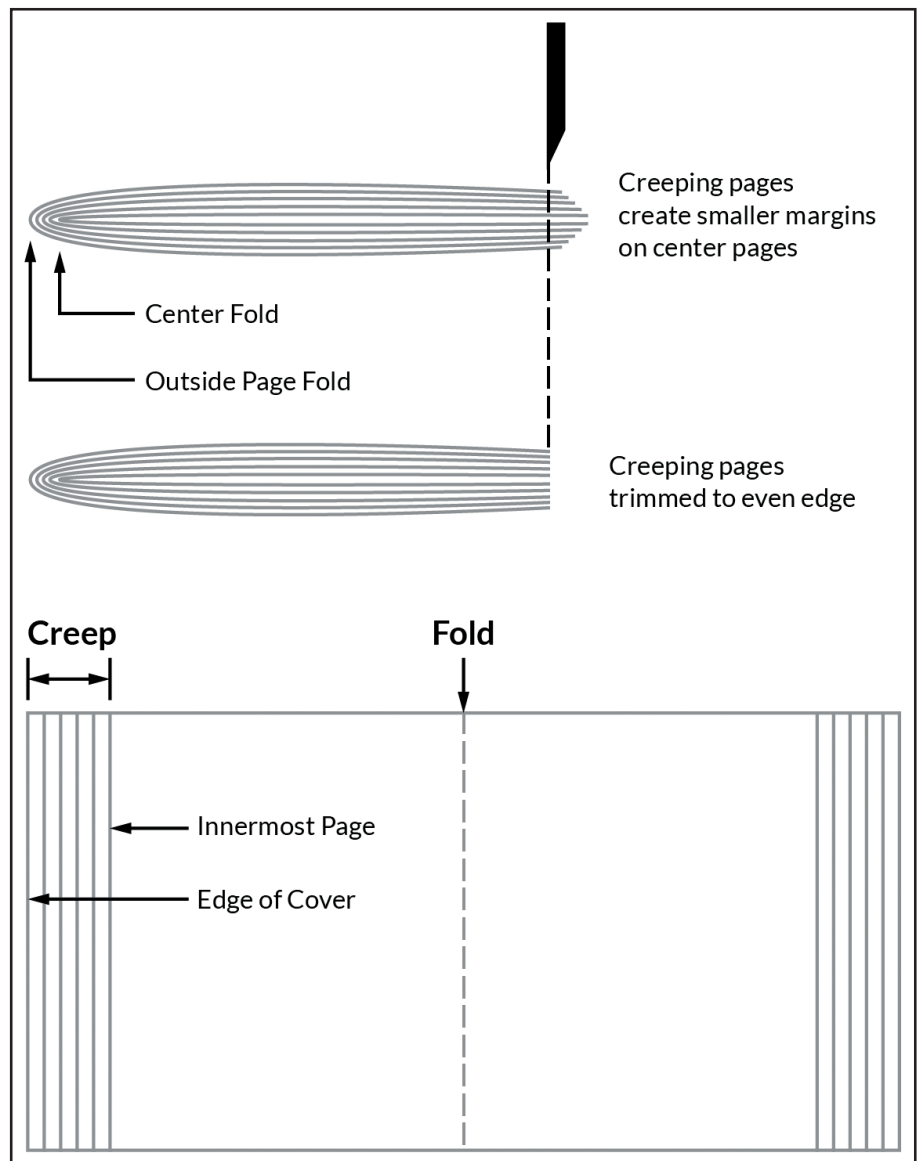
Crossovers & Creep

Safe Margins

If you're printing saddle stitched brochures and have **anything over 20 pages**, you'll need to allow for creep in the document.

Creep is the technical name for what happens when you fold a stack of pages together; outer pages appear shorter as they wrap around large inner bulk. Because of this, **inner pages stick out slightly and are trimmed off** to give a nice, straight document edge. Anything printed over this trim line, like text or page numbers, will be cut away.

To combat creep, we always recommend that you avoid using text that is too close to edges of page.



A safe margin is no closer than 1/4".

