Autumn list

The band above runs off the blade: no white edge is left.

The blade never falls exactly where it is aimed. A sheet allows for that twice over: the ink runs past the cut, and nothing that matters stands within a few points of it.

The boxes say all three distances, so nobody has to measure the file to find out where the page really ends.

Linen paper, ream	18.40
Bookbinder's thread	6.90
Corner mark punch	42.00
Trim gauge, steel	31.50
Bleed guide, acrylic	12.75
Press blanket wash	9.20

HQF Development — one sheet, four boxes

art

trim

bleed

Page 1 states the bleed, the trim and the art, and no crop: reading software shows the whole sheet, marks and all, which is what the press wants to see.

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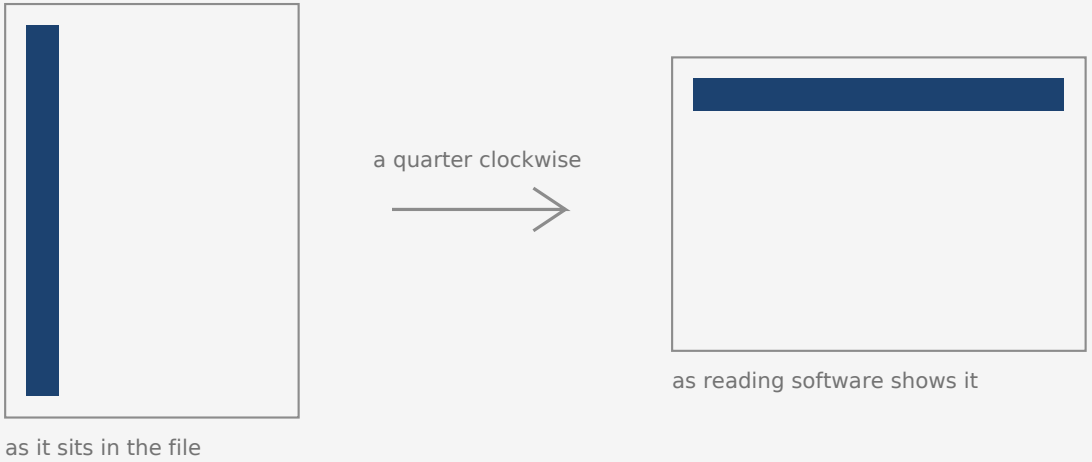
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A landscape page inside an upright document

This page is the same upright sheet as the two before it: 595 points across, 842 up. What it adds is one number saying that reading software turns it a quarter clockwise before showing it.

So the words are wider than the sheet they are written on, and nobody has to be handed a second page size to say so. Reading software printing the file turns the paper rather than the drawing, and reading software showing it hands you the page the way round it was meant.



as it sits in the file

as reading software shows it

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HQF Development — one sheet, four boxes

art

trim

bleed

Page 4 is the right half of a press sheet two pages wide: its lower-left corner stands where page 1 ends, and its drawing and boxes are stated from there. It shows just as page 1 does.