

PDF a basic how to

WHY PDF?

PDF (portable document format) has become the industry standard in the print industry. It incorporates all linked images, fonts etc into a tidy compressed file. It can also be read over a variety of platforms. When created correctly, these digital files move much quicker than conventional digital file handling through our digital workflow.

THE MAIN POINTS TO CONSIDER BEFORE YOU START.

1. Are your images CMYK or greyscale at 300 - 350dpi?.
2. Have they got colour management applied?.
3. Make sure you have 3mm bleed minimum.
4. Make sure all fonts used in the publication are embedded.
5. Put crop marks on when creating the PDF and make sure they are offset 3mm. This ensures that the page position on the imposition is correct.
6. The page **MUST** be centred in the PDF.
7. Supply a mock-up with the job if possible.
8. Readers order to be supplied as single pages. ie not spreads.

Our PDF settings are here.

More of the Technical aspects.

IMAGES

Please do not use RGB images. They should be CMYK and have Under Colour Removal (UCR) applied of 320% maximum total ink coverage and 75% maximum black. Resolution also plays a big part in the quality of the final product, so therefore they should be 300 - 350dpi.

ICC colour profiles can be uninvitably be applied in your DTP application. Please be aware that there is a checkbox checked by default in Adobe Photoshop 6 and higher, and should be unchecked when saving. Any colour management applied will give unexpected colour results.

COLOUR HANDLING

BLACK OVERPRINT will be applied automatically. If the document has large areas of black including large text, it is advisable to make the black a rich black. 30c, 20m, 20y, 100k.

Please be aware that if an **element** is set to **overprint** in the document/PDF, then it will be applied when ripping. eg. a white logo may have been set to overprint in illustrator, when placed on a colour background the logo will disappear.

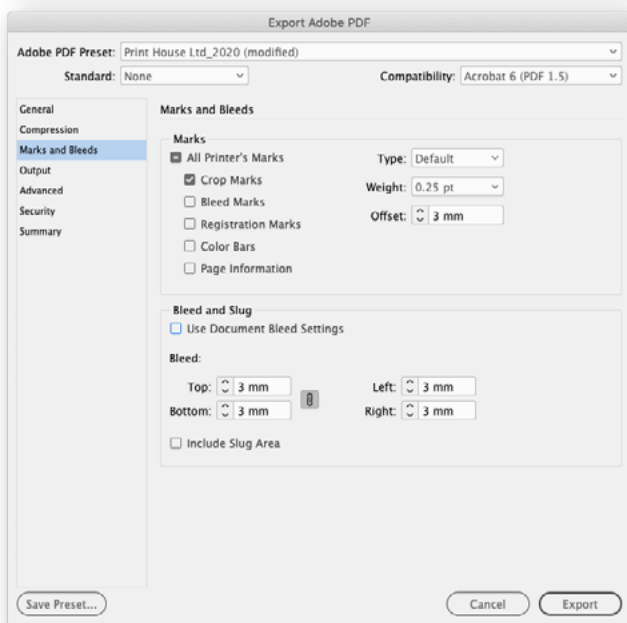
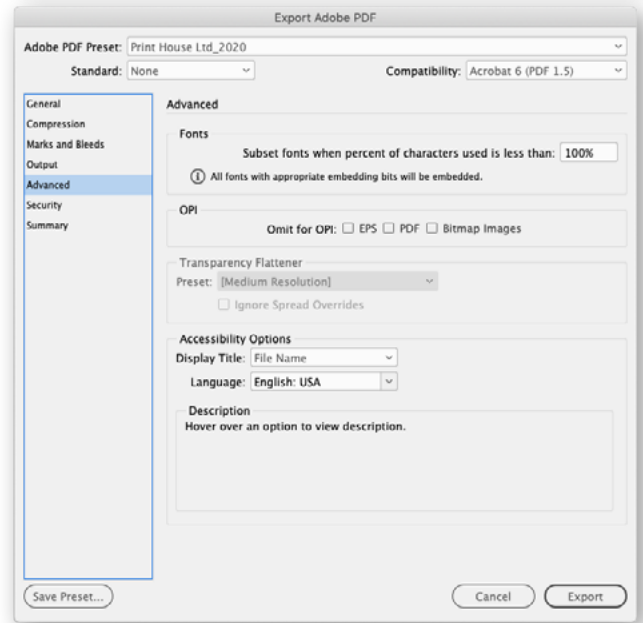
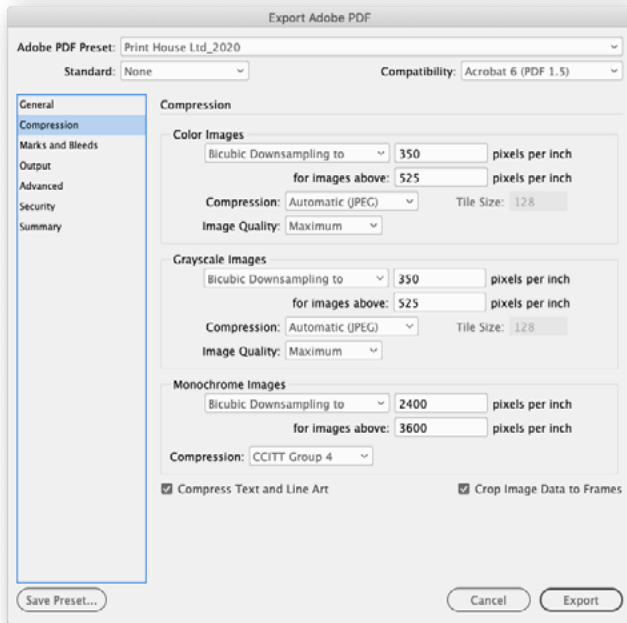
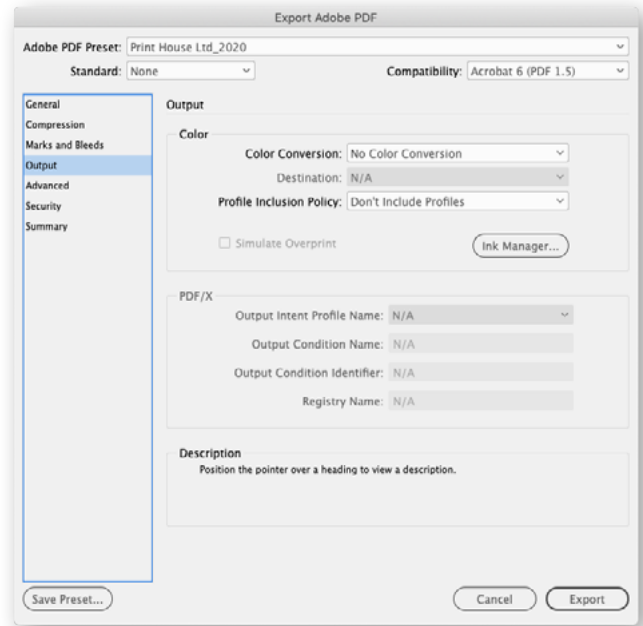
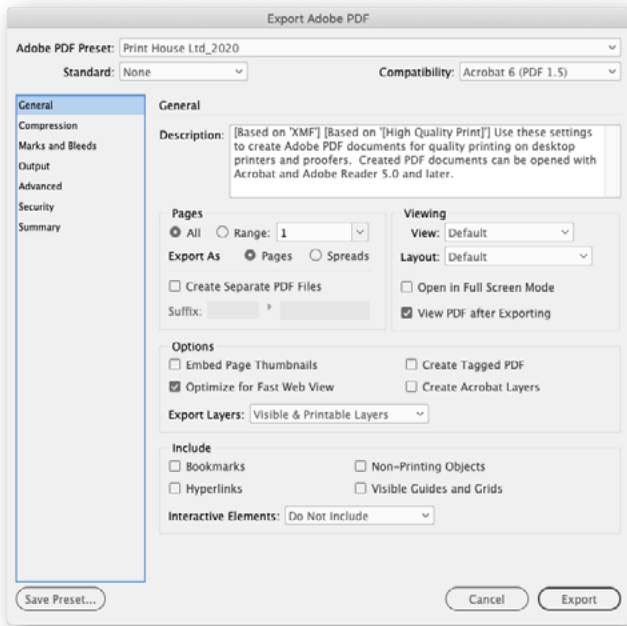
TRAPPING is applied at the output stage by the RIP.

MICROSOFT PUBLISHER, WORD, EXCEL, POWERPOINT

Unfortunately these programs we do not support as they are not "industry standard" programs.

The main reason for this is that they work in low resolution RGB. However, depending on the document content, we may be able to work with you to get it to a format we can use. Sometimes the document may have to be re-created.

Export settings from Adobe InDesign



Disclaimer

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