

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

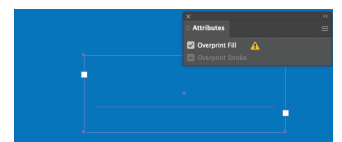
Please do not use **RGB** images. They should be **CMYK** and have Under Colour Removal (UCR) applied of **300%** maximum total ink coverage and 75% maximum black. Resolution also plays a big part in the quality of the final product, so therefore they should be **300 - 350dpi**.

ICC colour profiles can be inadvertently 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 point size 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 (raster image processor).

MICROSOFT PUBLISHER, WORD, EXCEL, POWERPOINT, CANVA

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

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. Pdf's created from CANVA can produce unexpected results.

Export settings from Adobe InDesign

Export Adobe PDF

Adobe PDF Preset: Print House Ltd_2026
 Standard: None Compatibility: Acrobat 6 (PDF 1.5)

General

Description: [Based on 'Print House Ltd_2026']

Pages: All Range: 1

Export As: Pages Spreads

Create Separate PDF Files Open in Full Screen Mode

Suffix: View PDF after Exporting

Options

Embed Page Thumbnails Create Tagged PDF

Optimize for Fast Web View Create Acrobat Layers

Export Layers: Visible & Printable Layers

Include Hidden Spreads

Include

Bookmarks Non-Printing Objects

Hyperlinks Visible Guides and Grids

Interactive Elements: Do Not Include

Save Preset... Cancel Export

Export Adobe PDF

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Compression

Color Images

Bicubic Downsampling to: 350 pixels per inch
 for images above: 525 pixels per inch

Compression: Automatic (JPEG) Tile Size: 128

Image Quality: Maximum

Grayscale Images

Bicubic Downsampling to: 350 pixels per inch
 for images above: 525 pixels per inch

Compression: Automatic (JPEG) Tile Size: 128

Image Quality: Maximum

Monochrome Images

Bicubic Downsampling to: 2400 pixels per inch
 for images above: 3600 pixels per inch

Compression: CCITT Group 4

Compress Text and Line Art Crop Image Data to Frames

Save Preset... Cancel Export

Export Adobe PDF

Adobe PDF Preset: Print House Ltd_2026
 Standard: None Compatibility: Acrobat 6 (PDF 1.5)

Marks and Bleeds

Marks

All Printer's Marks Type: Default

Crop Marks Weight: 0.25 pt

Bleed Marks Offset: 3 mm

Registration Marks

Color Bars

Page Information

Bleed and Slug

Use Document Bleed Settings

Bleed:

Top: 3 mm Left: 3 mm

Bottom: 3 mm Right: 3 mm

Include Slug Area

Save Preset... Cancel Export

Export Adobe PDF

Adobe PDF Preset: Print House Ltd_2026
 Standard: None Compatibility: Acrobat 6 (PDF 1.5)

Output

Color

Color Conversion: Convert to Destination (Preserve N...)

Destination: Working CMYK - U.S. Web Coated ...

Profile Inclusion Policy: Don't Include Profiles

Simulate Overprint Ink Manager...

PDF/X

Output Intent Profile Name: N/A

Output Condition Name: N/A

Output Condition Identifier: N/A

Registry Name: N/A

Description

Colors will be converted to the destination profile space only if they have embedded profiles that differ from the destination profile (or if they are RGB colors and the destination profile is CMYK, or vice versa). Color objects without embedded profiles and native objects (such as line art or type) are not converted, so that color numbers are preserved.

Save Preset... Cancel Export

Export Adobe PDF

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Advanced

Fonts

Subset fonts when percent of characters used is less than: 100%

All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI: EPS PDF Bitmap Images

Transparency Flattener

Preset: [High Resolution]

Ignore Spread Overrides

Accessibility Options

Display Title: File Name

Language: English: USA

Description

Hover over an option to view description.

Save Preset... Cancel Export

Disclaimer

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