



# DTP How-To...

## PDF Guidelines & Tips For Conventional Printing

Corporate Press provides an Adobe Distiller job options file that contains the recommended Distiller settings for creating PDF files that are suitable for Conventional Printing. The "Prinergy job options" file can be located on our website under the [Desktop Publishing \(DTP\) section](#).

### General File Preparation

Build documents with dimensions that represent the final flat trim size. Do not create oversize pages and float page elements with trim marks, fold marks and other information around the layout. For example, a Letter size document should be 8 1/2" x 11". Extend bleed elements at least .125" outside the document area. Do NOT forget to allow for bleeds!

### Working with Fonts

You should always download all fonts into your PostScript file and embed all fonts in your PDF file. This will avoid any mismatch or substitution of fonts. Avoid subsetting of fonts. Many fonts, particularly TrueType fonts, have intentional and sometimes unintentional licensing restrictions that do not allow embedding of a font. Adobe Acrobat and Distiller will honor font-embedding restrictions.

### Using Spot Colors

Spot colors and PDF files work great together, but some considerations need to be followed for this to be successful. Spot color names need to be consistent, i.e. if you're using "PANTONE 201 C" every graphic needs to have the spot named the same. Images in Photoshop created as RGB or CMYK, then specifying a pantone color will still print as RGB or CMYK, not as spot color. When exporting to PDF, set color to "Do not convert" or "Device N" this will preserve the spot colors in the original file.

### Working with Images

Images should be set to a resolution of 300 dpi with a scaling of 100%. If images are enlarged in size in your layout, you should take care that the final resolution is still in the 200-300 dpi range. For example, a 200 dpi image enlarged 150% will decrease in resolution to 133 dpi resulting in poor image quality. A good rule of thumb is looking for sharp lines and type, if an image contains them, the higher resolution the better. An image with a higher resolution will look smoother than one at a lower resolution. The best image format to use when saving image files is TIFF.

### Working with Vector Art

When using type in vector artwork, you should ensure that the fonts are either embedded in the file when saving or convert the type to outlines in order to minimize printing problems with missing fonts.

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### Including Marks

When making a PDF for conventional printing, its a good idea to include crop marks. When exporting to PDF, click on crop marks, and if possible, set the offset to “.1875 in.” Bleeds should be set to “.125 in” in the export options.

### Creating a Print Ready PDF

Corporate Press has many How-to papers available on our website to help you create Print-ready PDFs. Visit [www.corppress.com](http://www.corppress.com)

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