

# **GUIDELINES** **FOR CREATING** **PDFS**





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# GUIDELINES FOR CREATING PDFS

**This information is to help you avoid problems with the files you create for output. If you follow these guidelines on artwork production it should eliminate any issues that may occur. If you have any questions or problems, please contact us and we will try our best to assist you.**

## PDF Files

We require files to be supplied as a print ready PDF.

Files should be saved as single pages, not as spreads or printers pairs.

PDF's should be supplied at the final size you require with the exception of large format posters, which must be enlargeable proportionally.

## Bleed

If you do not want a white border around the outside, you will need to include bleed on your document.

Bleed is printing that goes beyond the edge of the page. It is the area to be trimmed off and is required if you want the finished product without any unprinted edges when trimmed to size.

We recommend 3mm bleed.

## Safe zone or margins

A safe zone or margin is the distance you should allow from the edge of your finished page size for text, diagrams or images not going to bleed.

The reason for the margin is again the tolerance in cutting. If you have a design where the text runs to the very edge then any cutting deviation will result in some of your text being cut off.

We recommend a safe zone or margin of at least 5mm around the edges of your job where there is no text etc.

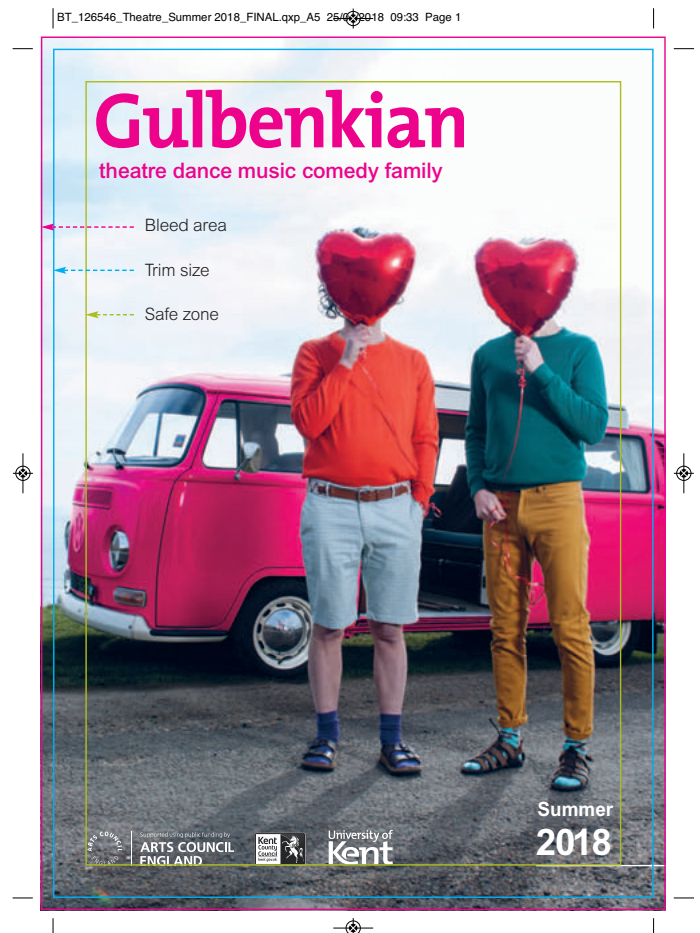
## Document size

Please create your document at its finished size plus bleed if required.

Be aware that Microsoft Word often defaults to Letter, so you will need to set up the correct size for your document before you do anything else.

If we have to resize your file(s) this will incur an extra charge.

Please note that resizing can alter the layout and type size of your document.



**Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.**





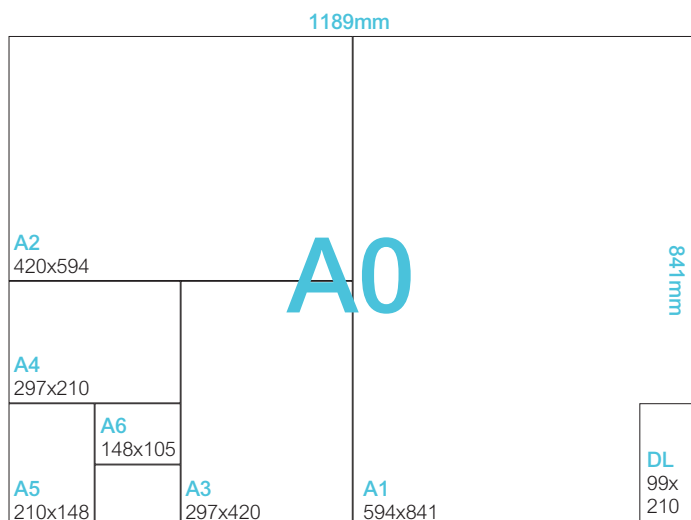
# GUIDELINES FOR CREATING PDFS (CONT)

## Some standard sizes

Sizes	Measurements	Inc bleed	Used for
A0	841 x 1189mm	847 x 1195mm	posters
A1	594 x 841mm	600 x 847mm	posters
A2	420 x 594mm	426 x 600mm	posters
A3	297 x 420mm	303 x 426mm	posters, leaflets*, newsletters*
A4	297 x 210mm	303 x 216mm	booklets**, leaflets, letterheads, forms
A5	210 x 148mm	216 x 154mm	booklets**, leaflets, letterheads, forms
DL	99 x 210mm	105 x 216mm	leaflets

\* folded to give four A4 pages

\*\* booklet pagination must be divisible by four in order for the imposition to work ie multiples of 4 pages – 4pp (printed pages), 8pp, 12pp, 16pp etc



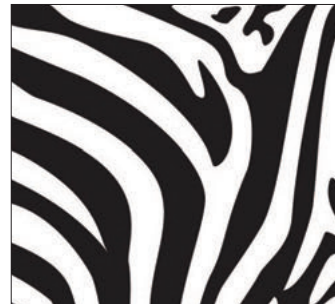
## Images and colour

Images within your document need to be a minimum resolution of 300dpi (below left) to ensure high quality reproduction in print.

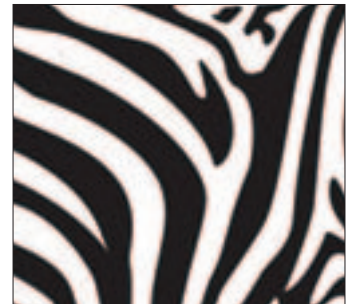
Ideally your document should be supplied CMYK, rather than RGB. If we have to convert your file, it is likely there will be a colour difference to your original.

Please note images copied or downloaded from the internet are not usually of sufficient quality for colour printing, as they are normally low resolution 72dpi (below right) and in RGB format. You will also need to be very careful checking their copyright and we cannot be held responsible should there be any repercussions.

Ensure that the black text in your document is a single colour.



300dpi



72dpi

Please supply a print out of you file so we can compare it with what we output.

It is advisable to request a processed proof to review your final product before it goes on the press.

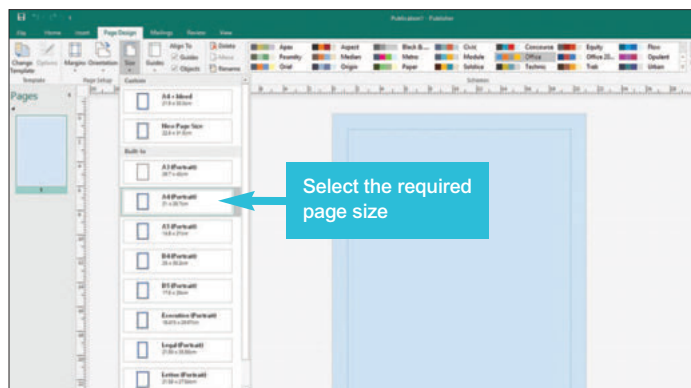
# MICROSOFT PUBLISHER



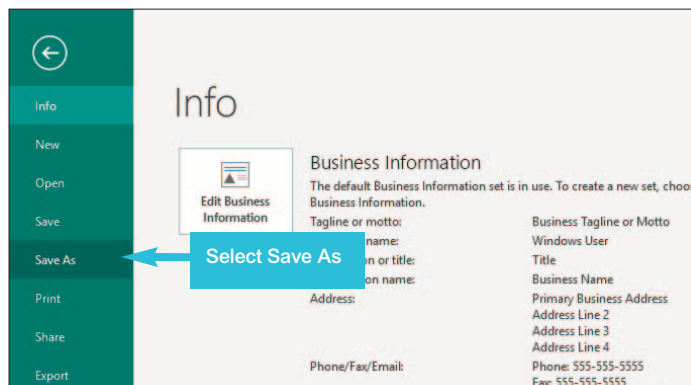


## Making a PDF in Publisher with bleed and trims

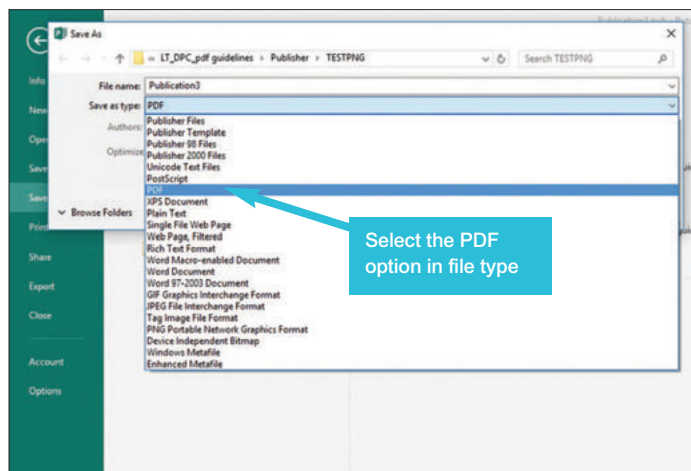
Create a new document and select the required page size.



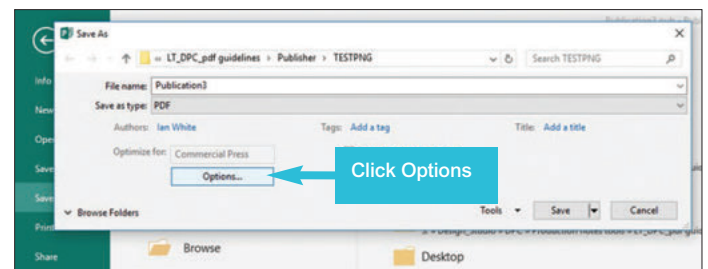
Once the document is saved and ready for printing, go to Save As



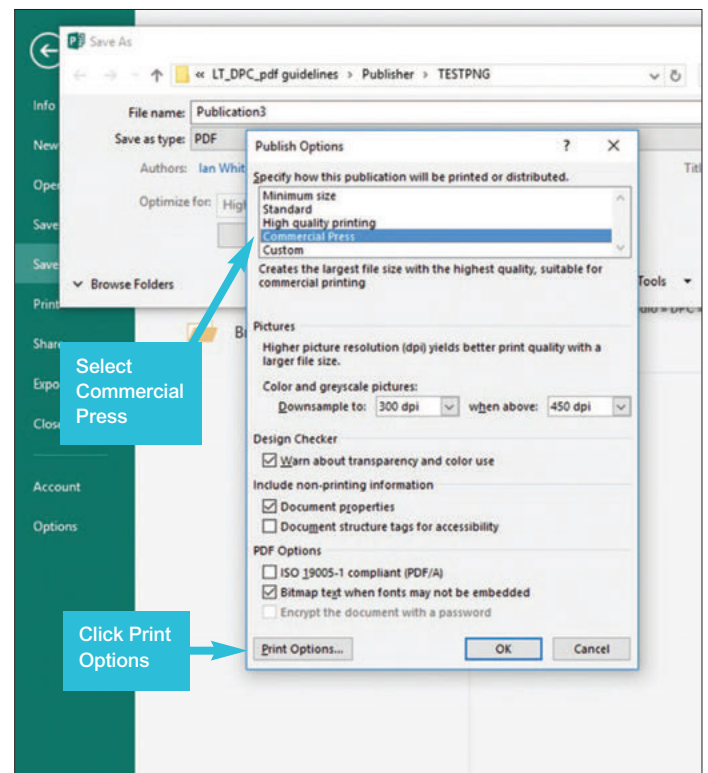
Select PDF from the drop down menu.



Next click the Options button.



Then select Commercial Press from the options menu and click the Print Options button at the bottom.

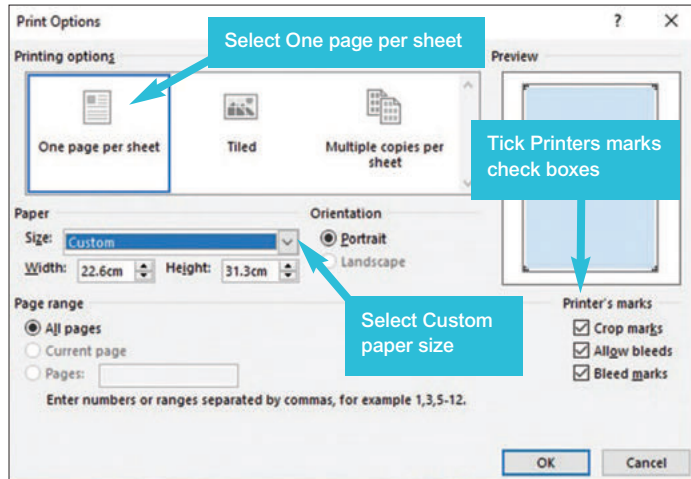


Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.

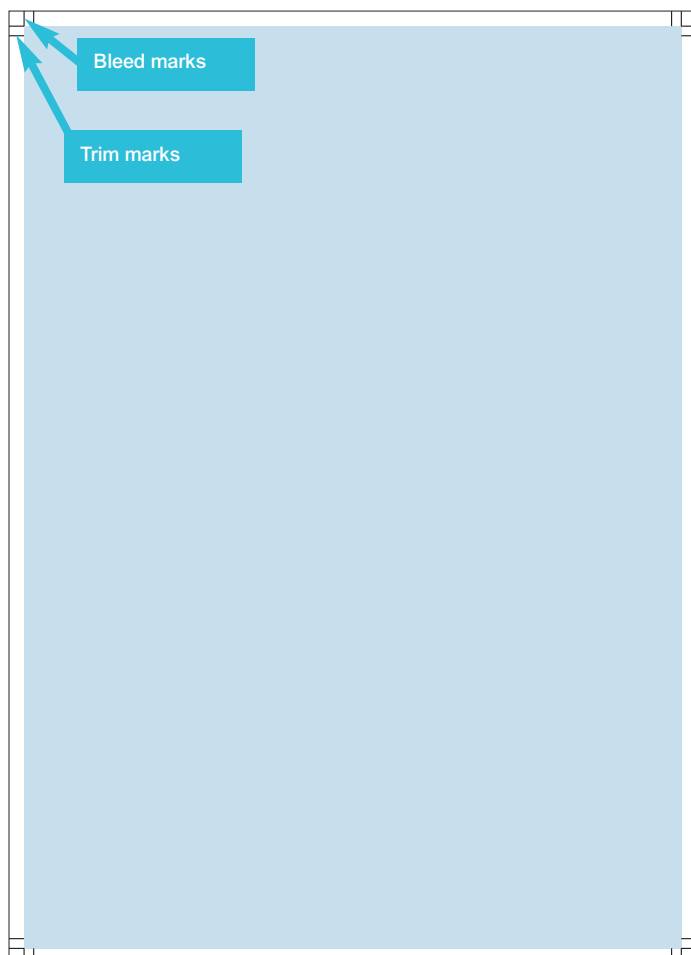


# MICROSOFT PUBLISHER (CONT)

Ensure one page per sheet is selected. Next change the paper size to custom and add 13mm to the document size. 3mm for bleed and 10mm to allow room for the Printer's marks on the final PDF. Ensure one page per sheet is selected and the Printer's marks check boxes are all ticked and click OK and then Save.



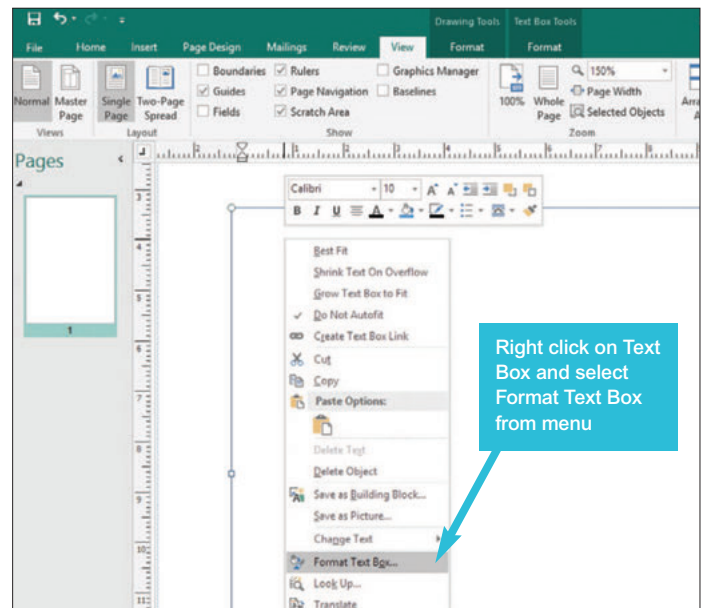
Your PDF should now have bleed and trim marks.



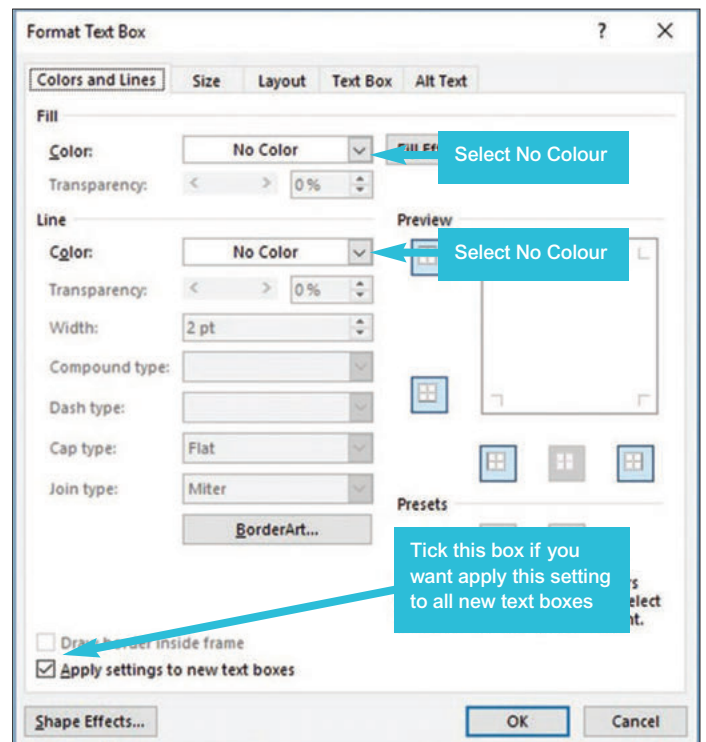
## Useful tips

### Text boxes

We recommend that when you create a Text Box you right click on it and select 'Format Text Box' from the menu



Then under the 'Colors & Lines' tab ensure that 'Fill' & 'Line' are set to 'No Color'. This assumes that you do not want a coloured background or border to your text. If you do want a coloured background to highlight an area of your text use a tint of 10-20% to fill your text box.



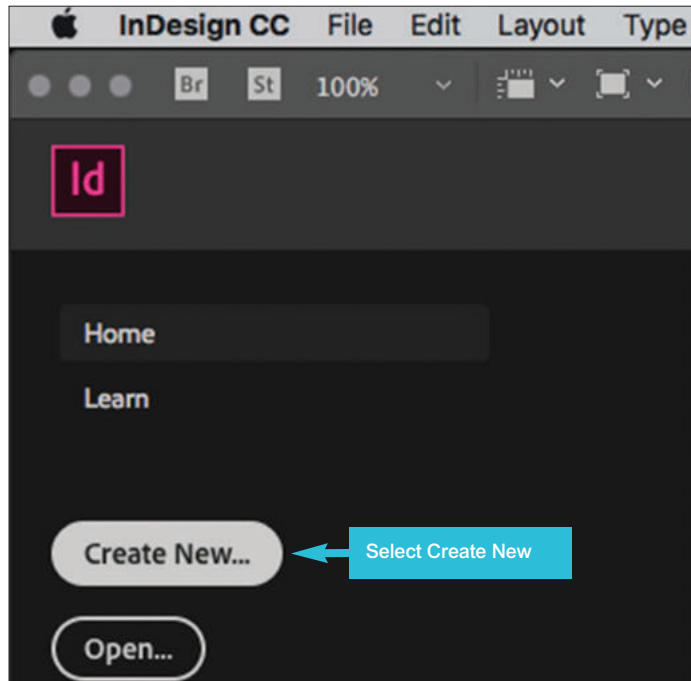
Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.



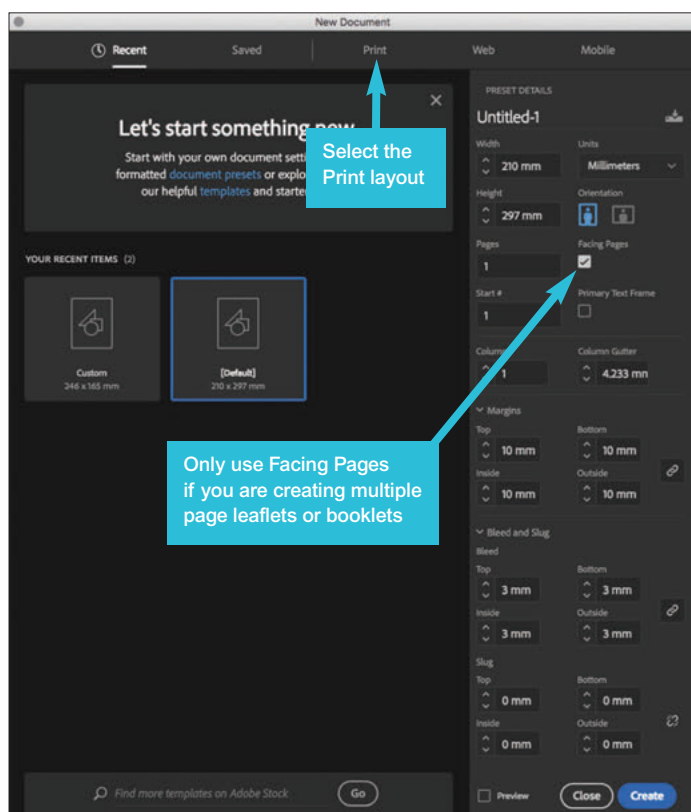
# ADOBE INDESIGN



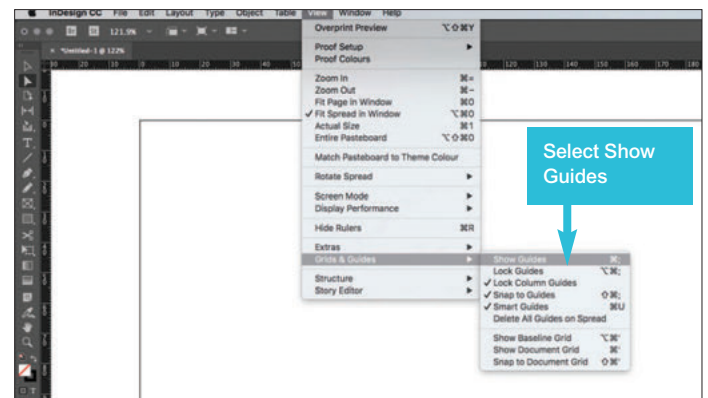
Open InDesign and click Create New...



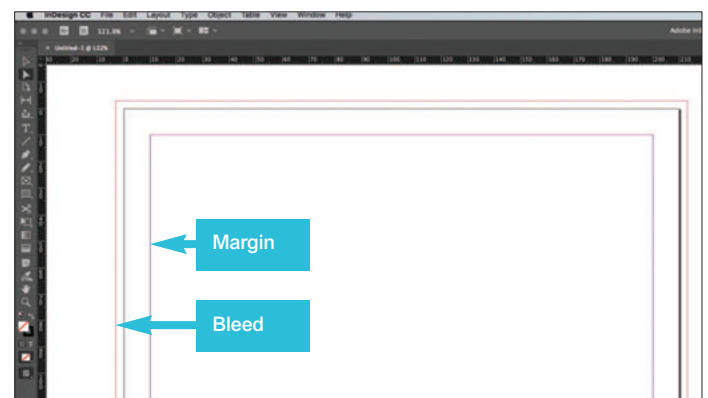
From the Print tab, set up the document size, including margins (safe zone) and 3mm bleed.



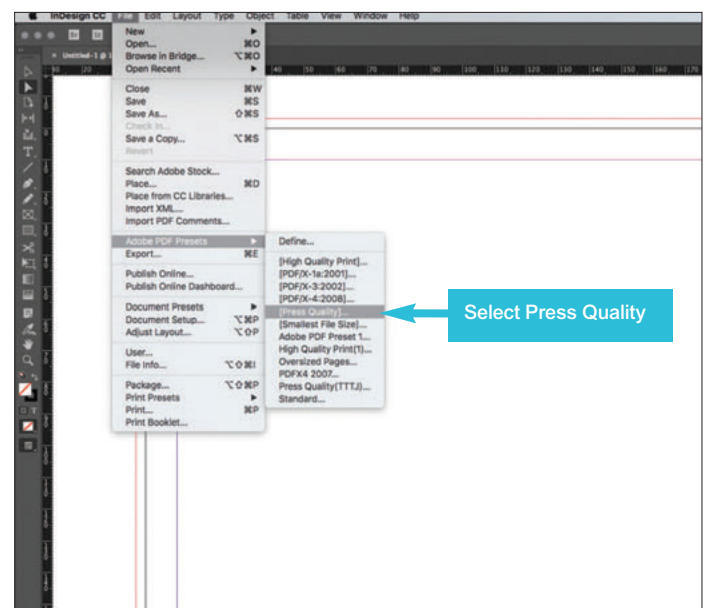
You will now have created a new document. If you cannot see the Margins and Bleed, go to View, Grids & Guides and select Show Guides from the menu.



You should now be able to see these.



Once your file is ready, go to File, Adobe PDF Presets and select the Press Quality setting.



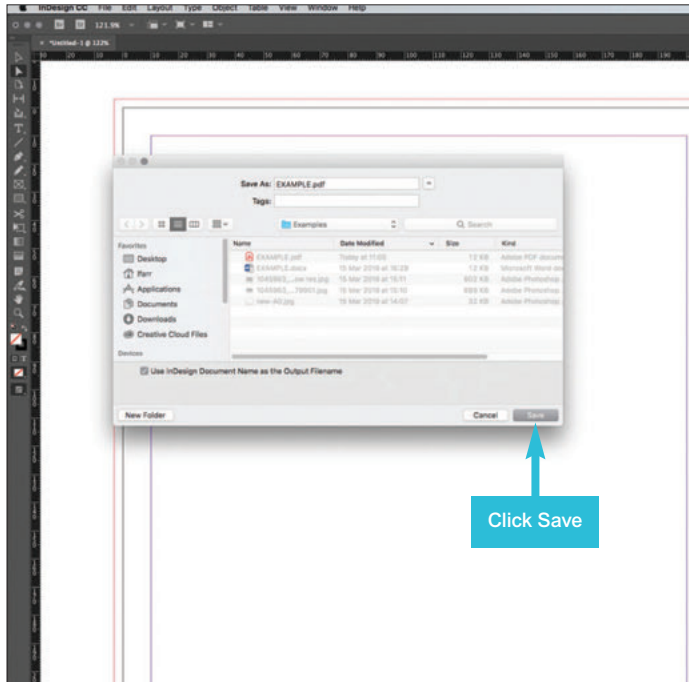
Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.



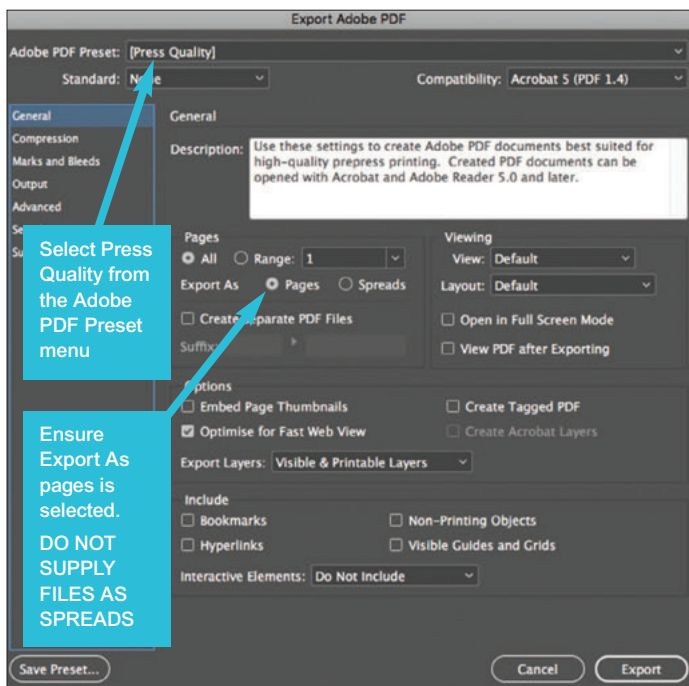


## ADOBE INDESIGN (CONT)

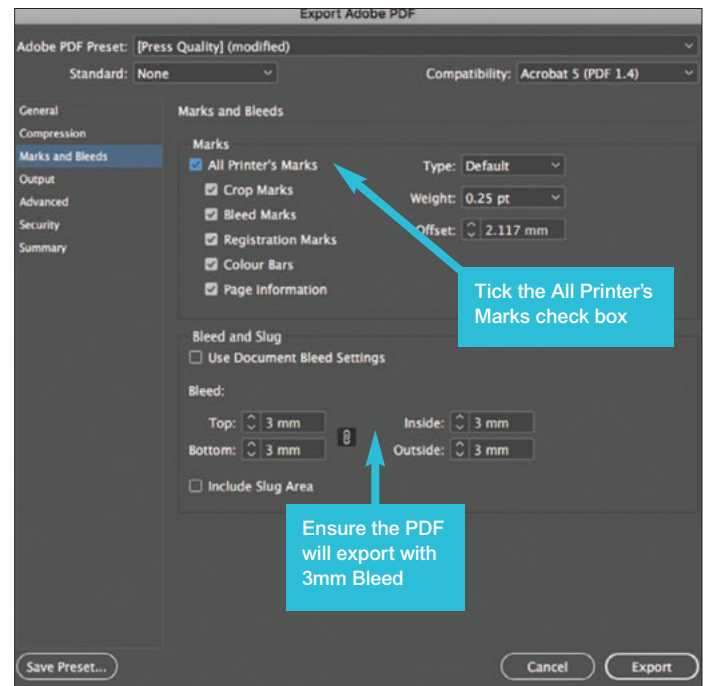
Now click Save.



Select the Press Quality settings from the Adobe PDF Preset menu and check the setting are correct. Ensure Export As pages is selected. DO NOT SUPPLY FILES AS SPREADS.



Next click on Marks and Bleeds in the menu on the left. Tick the All Printer's Marks check box and ensure the PDF will export with 3mm bleed before you Export.



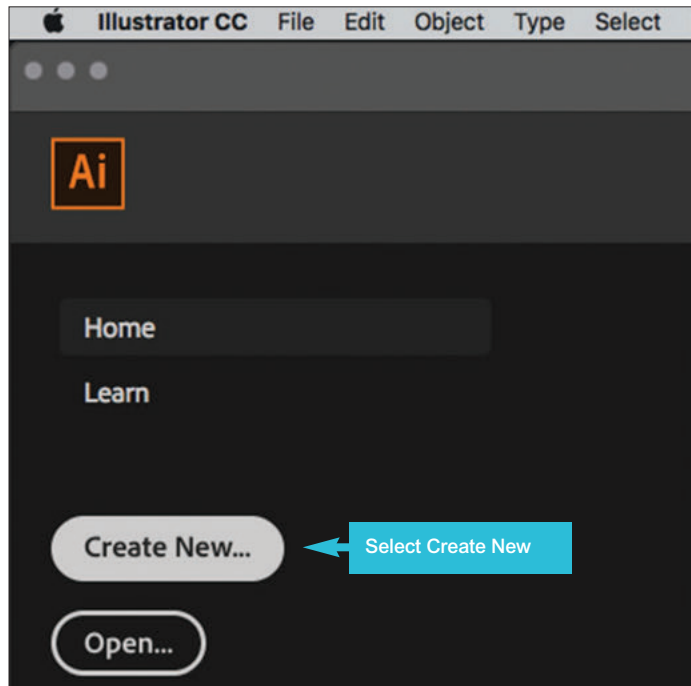
Your PDF should now be saved to the correct format for printing.

Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.

# ADOBE ILLUSTRATOR

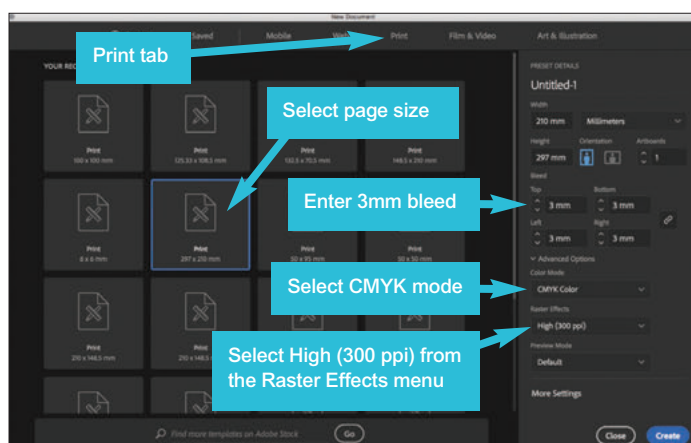


Open Illustrator and click Create New...

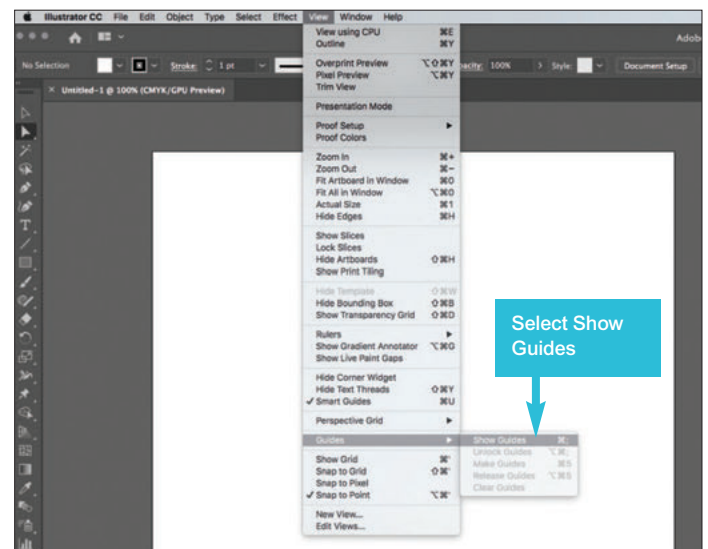


From the Print tab, set up the document size, including 3mm bleed. Ensure the Colour Mode is set to CMYK and Raster Effects are High (300ppi).

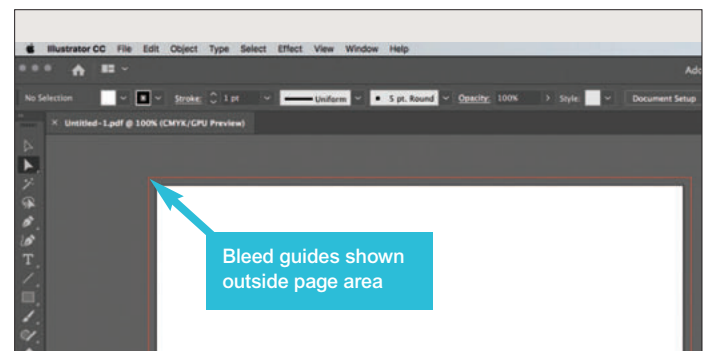
There is not an option to automatically create Margins or safe zone so you must ensure that your artwork is at least 5mm away from the edge of the document unless you want it to bleed off the page.



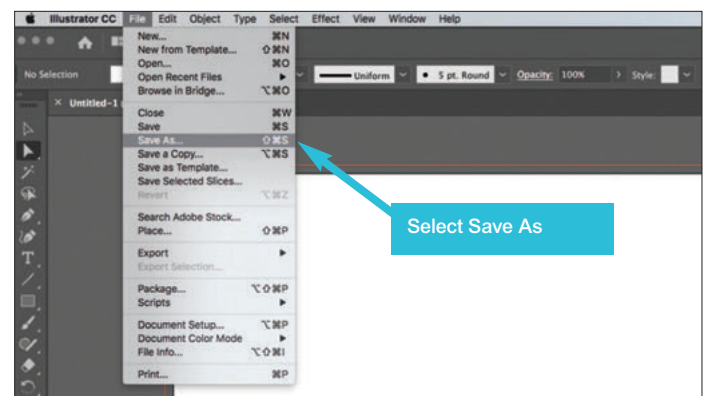
You will now have created a new document. If you cannot see the Bleed, go to View, Guides and select Show Guides from the menu.



You should now be able to see these.



Once your file is ready, go to File, Save As...



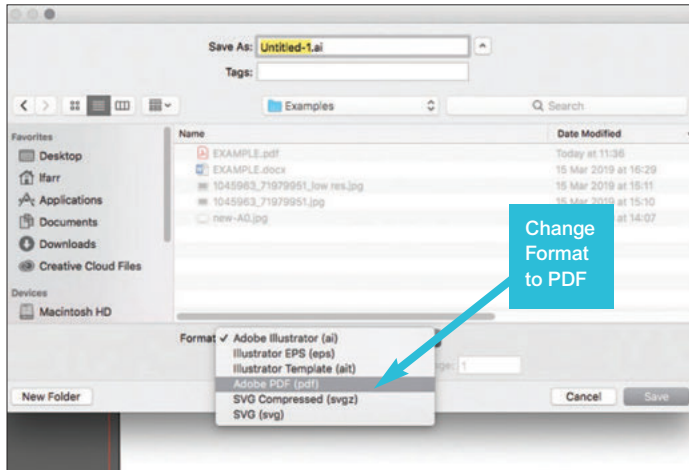
**Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.**



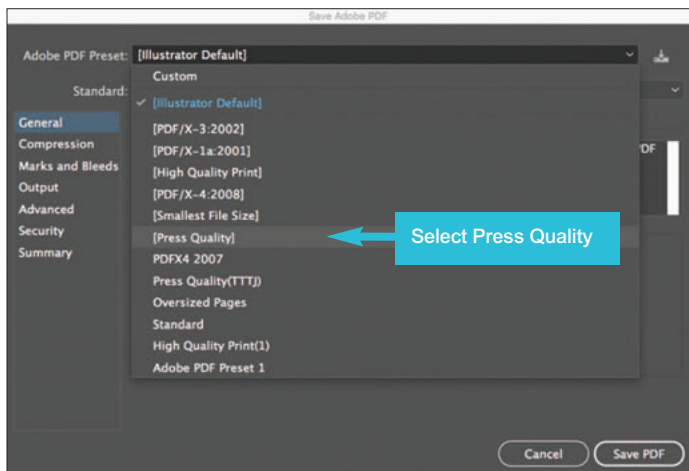


# ADOBE ILLUSTRATOR (CONT)

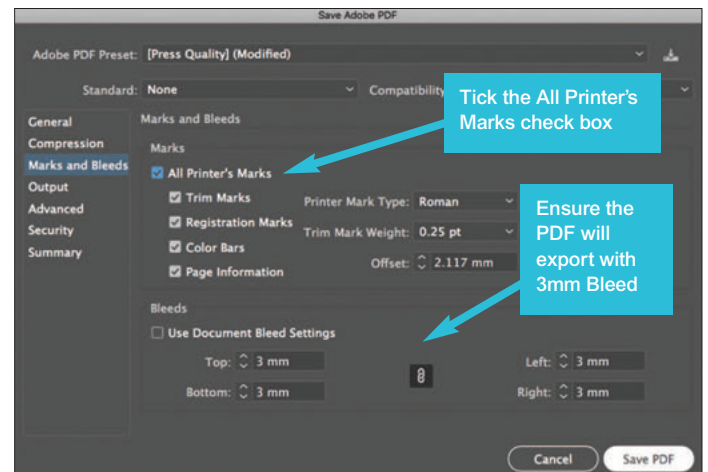
Next, change the Format to PDF in the drop down menu.



Select the Press Quality settings from the Adobe PDF Preset menu.



Next click on Marks and Bleeds in the menu on the left. Tick the All Printer's Marks check box and ensure the PDF will export with 3mm bleed before you Export. Now click Save PDF.



Your PDF should now be saved to the correct format for printing.

Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.

# MICROSOFT WORD

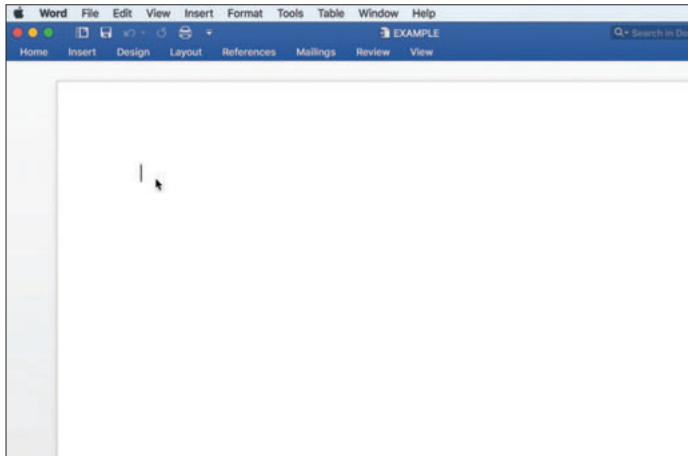




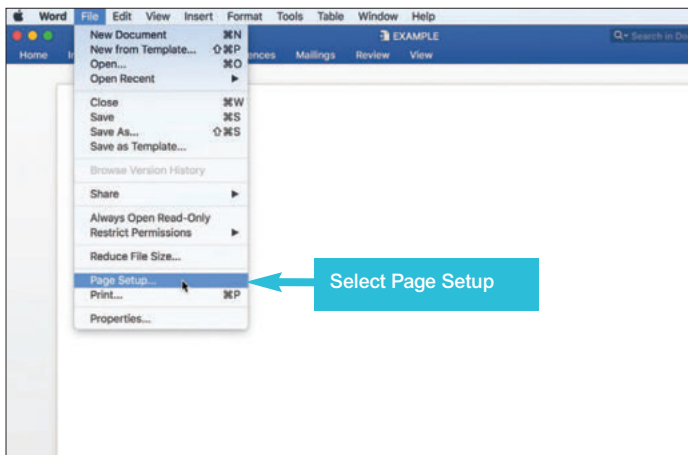
## How to set page size in Word

(Images are Mac but all Word versions should have same capability)

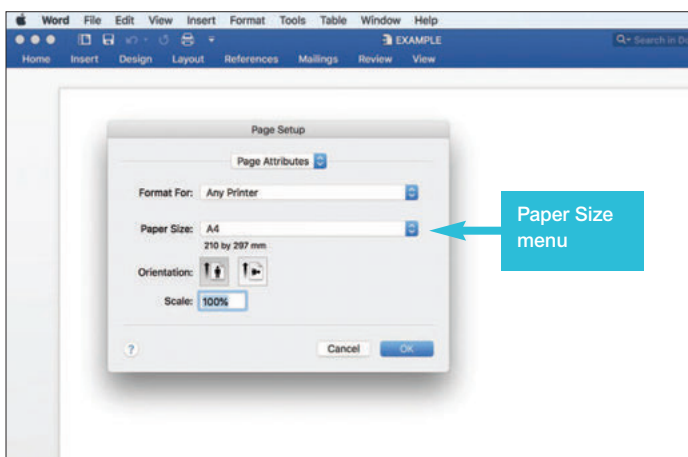
Open a New Document.



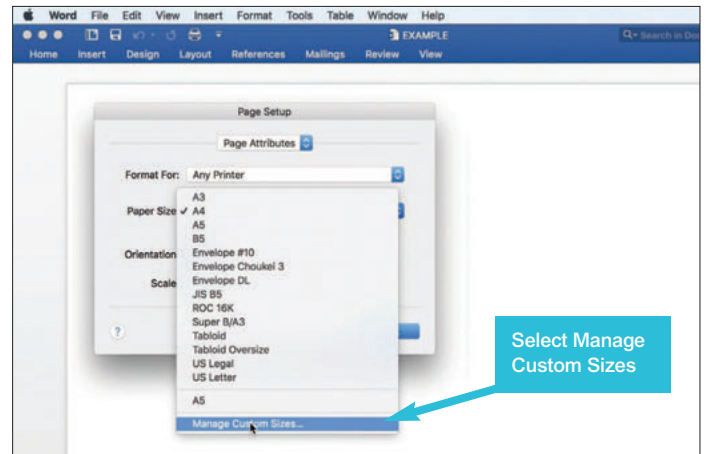
Under the File Menu, Select Page Setup...



The Page Setup Window should Pop-up.



From the Paper Size dropdown menu to Select Manage Custom Sizes...

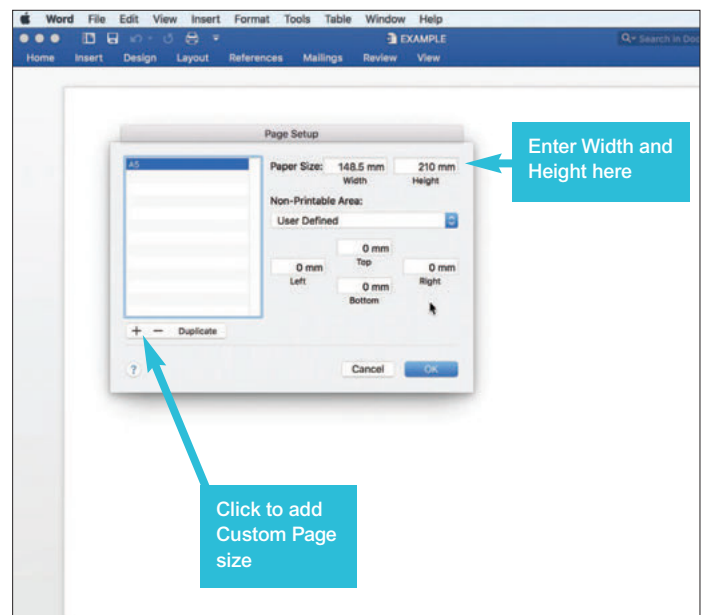


The Custom Paper Sizes Window should Pop-up.

On the left, Select the Plus Sign (+) to add a new Custom Page Size (you can name it as you choose by double clicking).

On the right, enter Width and Height dimensions for your ad and set all other numbers to 0.

Click OK when done; window will close. Click OK on Page Setup window; window will close.



Your page should now appear at the correct size.

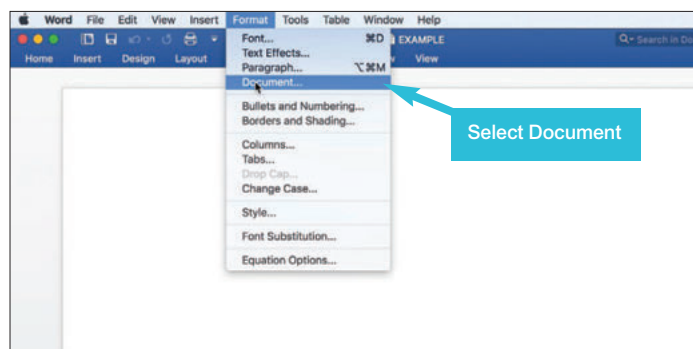
Please supply a print out of you file so we can compare it with what we output.

It is advisable to request a processed proof to review your final product before it goes on the press.

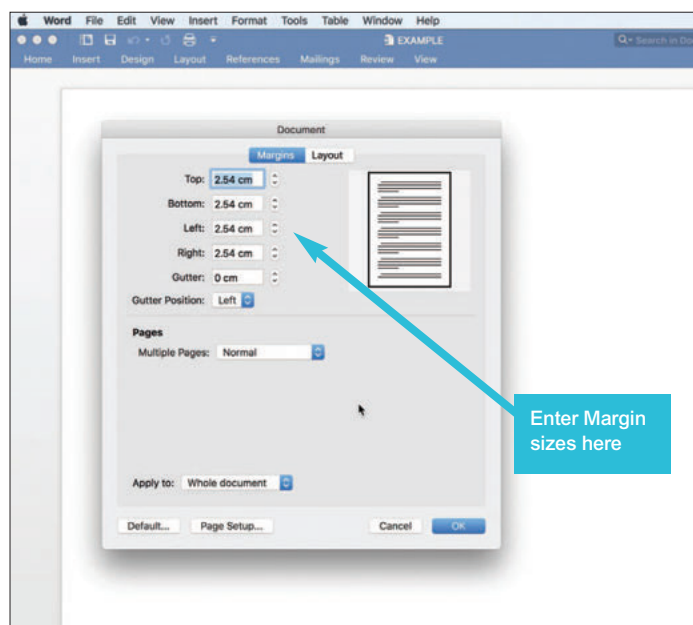
# MICROSOFT WORD (CONT)

## To reset the margins on your document

Under the Format menu, select Document...



The Document window should pop-up. Set the margins to be used (material should be kept a minimum of 5mm from the trim (finished size.) When done, Click OK.

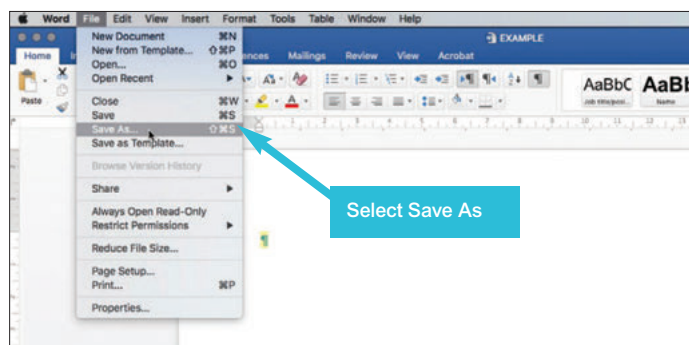


The window will close and you can create your Document. Images (photo/illustration) should be at least 300dpi at finished size. Save your finished file in Word format BEFORE saving as a PDF.

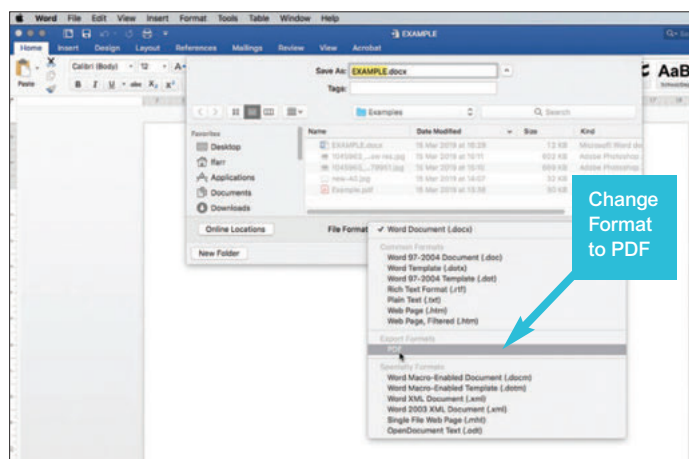
## Creating print ready PDFs from Word

Creating print ready PDF files in Word is very straightforward.

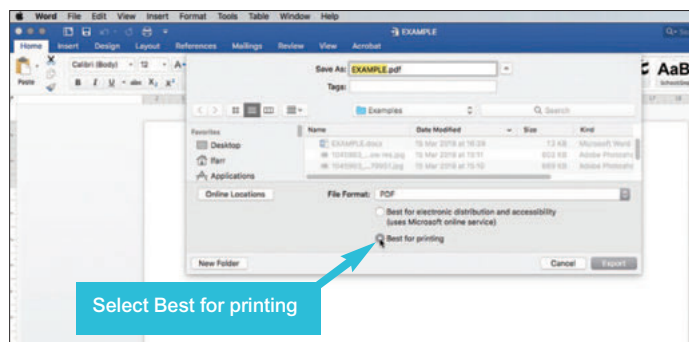
When you are ready to make your Word document into a print ready PDF, go to File, then Save As...



Change the File Format to PDF.



Then click on the Best for printing check box and Export as a PDF.



Please supply a print out of you file so we can compare it with what we output.  
It is advisable to request a processed proof to review your final product before it goes on the press.

# TERMINOLOGY

## A paper sizes

Most common paper size used for general printing, stationery and publications.

## Acetate

A transparent plastic sheet placed over printed originals that are commonly used to protect books.

## Artwork

The finished layout that includes all text and images and is in the correct form to be sent to print. Abbreviation a/w.

## Bleed

Printing that extends to the edge of a sheet or page after trimming.

## CMYK

Abbreviation for cyan, magenta, yellow and key (black), the four process colours commonly used when printing.

## Collating

Arrangement of printed sheets into the desired sequence.

## Comb binding

A plastic comb which is used to bind and grip the spine edge of a book.

## Crop marks

Lines near the edges of an image indicating portions to be reproduced. Also called cutting marks and tick marks.

## Digital printing

Printing straight from electronic artwork (no plates used as in litho print). Typically printed out of four colour process (CMYK). It's ideal for short runs and faster turnarounds.

## DL envelope

A standard envelope size measuring 110mm x 220mm. They take A4 sheets folded into three.

## DPI

Dots per inch. The greater the DPI, the finer the print.

## Drill

Drilling of holes in literature which will allow insertion or a treasury tag or into a ring binder.

## Duplex

A term referred to when you print on both sides of a sheet of paper.

## Encapsulation

Where a printed matter is sealed in a plastic coating providing a rigid, watertight covering.

## Estimate

A price that states what a job will probably cost. This is also referred to as a quotation.

## Folio

The actual page numbers on a document.

## GSM/Grams

The unit of measurement for paper weight (grams per square metre).

## IBC

Inside back cover.

## IFC

Inside front cover.

## Imposition

Refers to the planning/positioning of artwork so that it is reproduced in an effective and orderly method.

## Insert

Within a publication, an additional item positioned into the publication loose (not bound in).

## Laminate

A thin transparent plastic sheet (coating) applied to usually a thick stock (covers, post cards, etc) Providing protection against liquid and heavy use.

## Landscape

A design where the width is greater than the height – (opposite of portrait).

## NCR (No Carbon Required)

A type of paper commonly used in form sets for duplicate copies.

## Litho(graphy) (offset printing)

A printing process in which the ink is first transferred from the image to an offset blanket and then to the stock which may be paper or card. This process is normally used for longer runs/larger quantities of a printed matter.

## Paper types

Uncoated – doesn't have a coating, has a natural feel and tends to be bulkier than coated papers, offers the versatility needed to meet the creative and practical demands of most print jobs. This is the University's standard paper stock.

Satin – has a smooth feel and the surface has on a soft sheen.

Gloss – has a smooth feel and a shiny surface on one or both sides.

## Pantone® colours

Premixed ink colours that are often specified for printing as a spot colour. Can be matched using CMYK but will not be exactly the same colour as its spot colour counterpart.

## Perfect binding

Can also be referred to as adhesive or soft binding. A type of binding in which the pages of a book are held together at the binding edge by glue or a synthetic adhesive.

## Perforating

Taking place on a press or a binder machine, creating a line of small dotted wholes for the purpose of tearing-off a part of a printed matter.

## Portrait

A design where the height is greater than the width – (opposite of landscape).

## Proof

A printed sample of work to be checked for errors in text, positioning or quality or colour reproduction.

## Ream

500 sheets of paper.

## Resolution

Refers to the sharpness and quality of a supplied image. The higher the resolution, the better quality the final printed product will be.

## Saddle stitch

To bind by stapling sheets together where they fold at the spine.

## Self-cover

The paper used inside a booklet is the same as that used for the cover.

## Spine

The binding edge of a publication.

## Stock

Paper or card to be printed on.

## Typo

Short for 'typographical error' – a mistake in the copy.

T: 01227 827704  
E: [designandprintcentre@kent.ac.uk](mailto:designandprintcentre@kent.ac.uk)  
[www.kent.ac.uk/estates/dpc](http://www.kent.ac.uk/estates/dpc)  
  @UniKentPrint

Design & Print Centre University of Kent Canterbury, Kent CT2 7NN

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Design & Print