

Guidelines for the Creation of Press-Ready PDFs



**Page
Bros
Group**

An Introduction

This guide is designed for use in creating PDF's from the main industry recognised DTP package, InDesign. We do not recommend the use of Microsoft Works, Excel, Publisher, Powerpoint or Word, as these all work in the RGB colour space and do not readily create good pressready PDF files.

Page Setup

Guidelines for setting up your pages

The document size should be the same size as your final trimmed dimensions. No text should be placed within 7mm of the edge of any page. This is due to industry-wide fold and finish tolerances. Text in this area may trim off when finished. On all pages which have images that intentionally trim off, these items should extend onto the pasteboard by 3mm (see bleed).

Trim marks and pages boxes

You should **NEVER** provide a PDF that has pages with differing trim sizes within the job. When ripped the PDF is centered within an imposition template of the correct trimmed dimension. If your artwork has not been created with our settings or is not centered on the PDF and to the correct trim size then it will not back up on press.

All files are pre-flighted at Page Bros Print and we will always endeavor to pick up on any error when it happens; however, it is the artwork originator's responsibility to get this right.

Files set-up to the correct trim size and with correct head/back margins do not require crop marks.

Pages that have been created on a larger template size will require crop marks. These should be set with a 15pt (5mm approx) offset. We do not require any other printer marks on the pages unless we specifically request them.

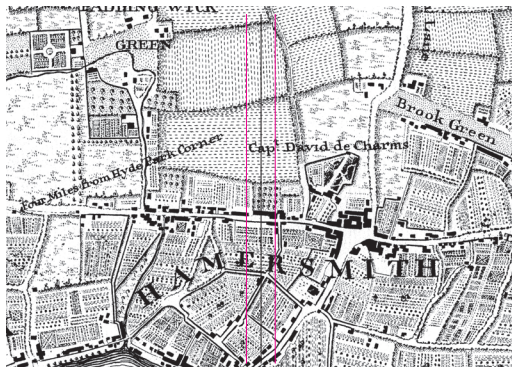
Bulking and creep for saddle-stitched jobs

On saddle-stitched work the thickness of the paper and the number of pages printed can cause the image to appear closer to the fore-edge (the edge opposite the stitching). This is more commonly known as 'creep' and can be more evident on jobs where the text paper is of a high gsm or pagination. The pages closer to the cover are less affected, but as you move towards the centre the thickness increases - this can be up to 3 to 4mm depending on the job specification. Accordingly, we recommend that text or borders are not placed within 5mm of the fore-edge, but if this is unavoidable then can you please inform us so that this can be accounted for at the imposition stage.

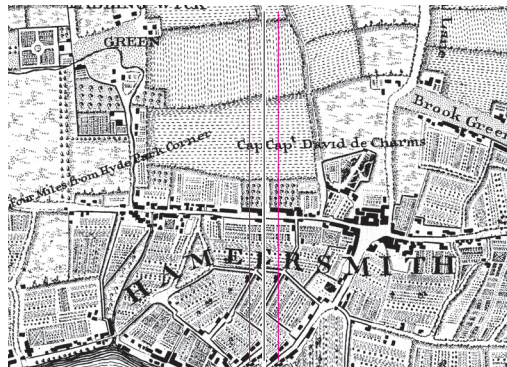
Binding

Perfect bound products do not open flat, consequently there is always an amount of the page in the spine area which will not be seen. Unless the job is to be saddle-stitched or sewn no image/text should appear in the 7mm of each page at the spine. This is to accommodate the use of the side glue/hinge; anything that appears here will be lost when the job is bound.

Any graphics or type that are spread across a pair of pages should be moved out (left/right) accordingly to compensate for the element being lost. Note: this is not a precise science and how much you see/lose can be influenced by issues such as how much an individual tries to flatten the book when opening it or the position of the spread within the book.



Saddle-stitched/sewn spread



**Perfect bound spread
(images moved left/right 6mm
respectively)**

Elements across spreads: Where an element goes across a spread accurate alignment of the element between the two pages can not be relied upon. The fold is always subject to a degree of variance in the manufacturing process (typically +/- 2mm). Elements that look particularly bad across spreads are rules and tint edges (especially diagonals), text and anything that is particularly important to you! Try and design out these potential conflicts.

Cover Files

Cover files (outer and inner) should be supplied as double-page spreads and incorporate the spine into the spread.

Note that for double-page spreads that fall on the IFC and the first page of text, or the IBC and the last page of text, an allowance needs to be made on both pages so that the image/text does not disappear into the bind.

Unless being saddle-stitched on the inner, no image/text is to appear in the 7mm of each page at the spine. This is to accommodate the use of the side glue/hinge, anything that appears here will be lost when the job is bound.

Any spread graphics or type should be moved out accordingly.

Images

Embedded files

We do not encourage the use of images with embedded profiles.

If you receive images that do contain them, open the image in Adobe Photoshop (version 5.5 or later), discard the embedded profile and re-save it. This will alleviate problems with reduced colour depth.

Colour mode

We require all full colour images to be CMYK and/or pantones . Pantone colours should be specified as either c or u using the appropriate pantone (coated or uncoated) for the paper being printed on. If you have files that are either RGB or LAB then these must be converted to CMYK prior to importing into your page-makeup software.

Image size

All images should be at least 300 dpi for halftone images and 600 dpi for bitmap images at the finished size. If images are enlarged in your DTP package the image dpi will reduce, resulting in a loss of quality.

Fonts

Within your application file ensure no fonts are using pseudo bold/italic effects, use only the styles present in the original typeface family. Ensuring your PDF files are produced with the correct distiller settings should ensure that all fonts used in the document are embedded.

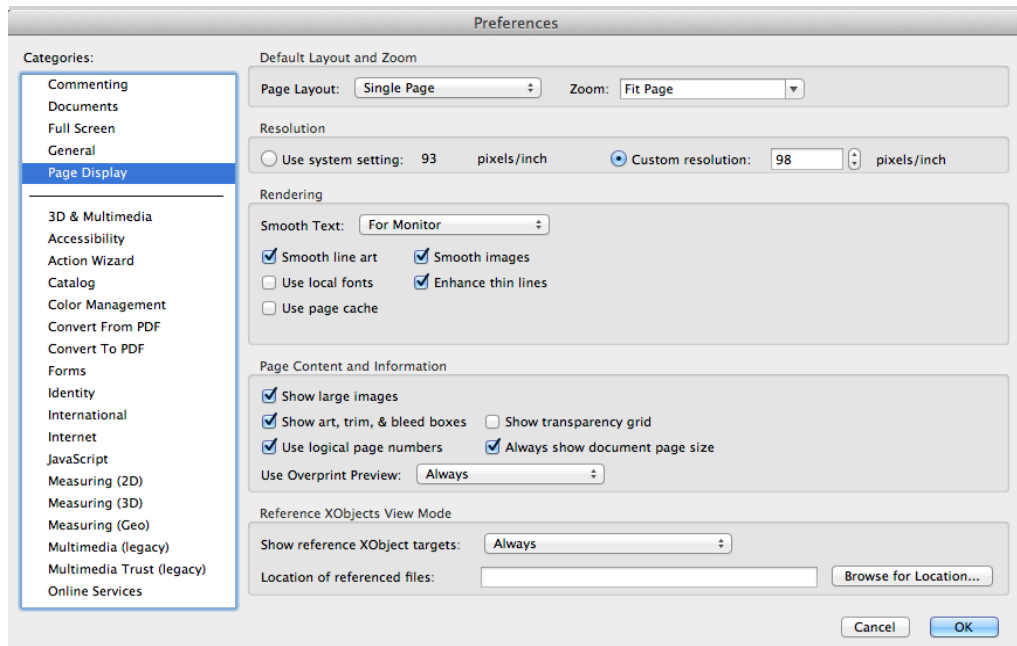
Bleed

If there are images in the job that extend beyond the trim size, bleed should be applied so that when the finished job is trimmed to the finished size there will no white edging displayed. This can occur because of the tolerances within the finishing processes.

So that 3mm bleed appears within your PDF you must first extend any elements that run to the edge of the page over onto the pasteboard by at least 3mm.

Viewing your finished PDF

Please ensure when viewing your final PDF output that overprint preview is selected in Acrobat. This is essential for you to see exactly how the different elements within your file will 'layer' when printed.

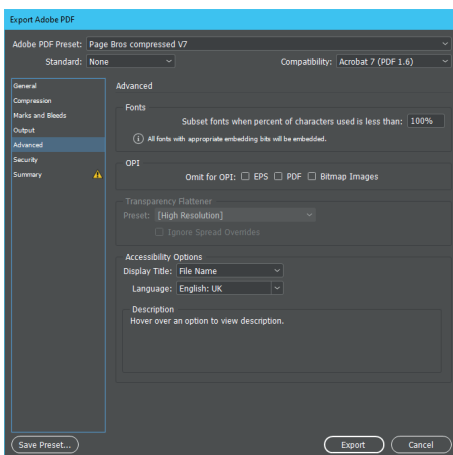
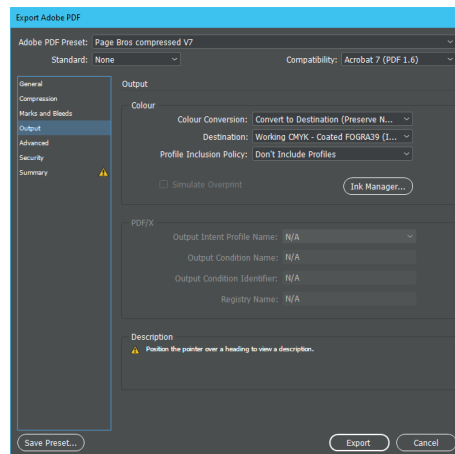
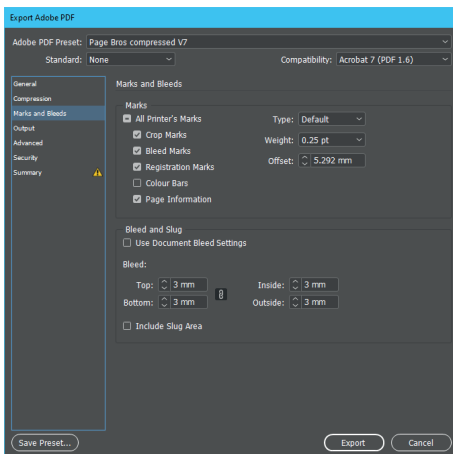
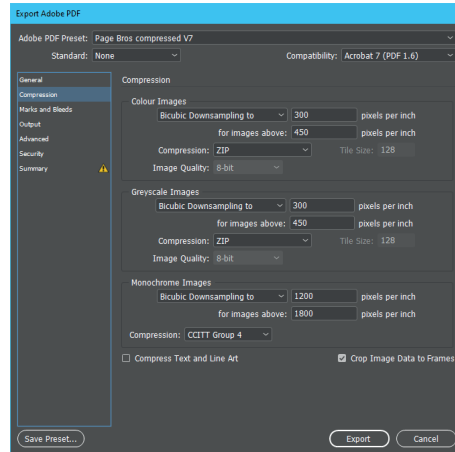
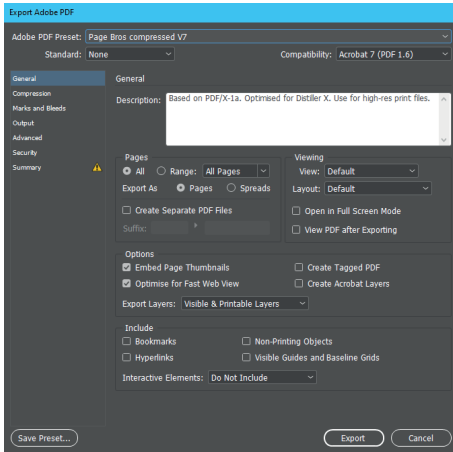


See the following pages for examples with screen shots of:

- Distilling postscript files
- Using the Export to PDF Function from InDesign

Using the Export to PDF Function from InDesign

File > Export > (format choose) Adobe PDF. Name the file, select the folder where you want to save it and Save. We can supply a preset for importing into the application alternatively follow the screenshots below to set them manually.



If using a Pantone colour select 'No Colour Conversion'. However you must ensure any RGB has been converted to CMYK before placing in your InDesign document.

Getting files to us

We are happy to accept files on disk, by email (although size may restrict this), via file transfer sites such as WeTransfer, YouSendIt, etc., or from your FTP site. However, our preferred option is for files to be placed on our secure FTP site for us to collect (further details on request).

For further information

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