



# Graphics Enterprise Services

## PDF FILE PREPARATION AND SUBMISSION GUIDELINES

### DEFINITION OF PRINT-READY PDF FILE



PDF (Portable Document Format) is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else. To view and use the files, you need the free Acrobat Reader, which you can easily download. Once you've downloaded the Reader, it will start automatically whenever you want to look at a PDF file.

A print-ready file is a file that GES can process successfully for output without further intervention or manipulation. Any manipulation to customer files for print or layout purposes will incur a set-up fee (see **Invoice Order Form AD12a**).



### FYI DESIGN CONSIDERATIONS: WHAT IS THE DIFFERENCE BETWEEN CMYK AND RGB?

**CMYK** is used for printed material. CMYK stands for Cyan, Magenta, Yellow and Black - the inks a printer mixes together to make colors on printed material.

**RGB** is used for viewing colors on a computer screen. RGB stands for Red, Green and Blue - the colors of light a computer screen mixes together to make colors on screen.

## GUIDELINES FOR CREATING PRINT-READY PDF FILES

Remember that the end product is only as good as its components. For high-quality printing, a PDF file must contain the appropriate images, fonts, and other components.

### MAKE SURE THE RESOLUTION IS RIGHT

For the best quality professional printing results, it's very important to keep the resolution as high as possible. For example, **300 dpi** resolution is considered by most printers to be an absolute minimum.

### PROPER FONT USAGE IN PDF CREATION

Fonts are embedded or converted to outlines so no fonts are needed. Read the end-user license agreement (EULA) before purchasing a font, to ensure that it permits embedding. Black text is 100% black and not a mix of CMYK.

### AVOID DRASTIC IMAGE FILE COMPRESSION

The more you can avoid compressing your final design, the better. Better final results from printing happen when better quality images are put forth.

### SAVE IN A STANDARD FORMAT

Once you've finalized your graphic design and text files, save as a PDF file, how it is shown in that format is how it will be printed.

## GUIDELINES FOR A MULTIPLE-PAGE PDF

We require a PDF consisting of single pages running from the front cover through to the back cover. If blank pages are needed in the final book they need to be included in the document.

For **Saddle-Stitched books** (i.e. magazine stapled in center). A single sheet printed on both sides folded in half creates (4) pages. Example: your (12) page document will need (3) sheets of paper...divisible by four. *If your PDF file has 10 pages, an additional 2 blank pages will result in final print.*

For **Coil-Binded books**, pages are individually printed, submit print pdf as is.



XEROX (igen-150Press)

## WHAT WILL MY PRINTOUT LOOK LIKE?

### TRADITIONAL PRINTING (NO BLEEDS)

It is **important** to leave about .125" of an inch from the edge of your page to the edge of any important lines of text or featured images. This area will be used as kind of a buffer zone in the printing process. **Content within this NO PRINT ZONE will not print.** Prints that require a print in this zone will be printed on oversize paper then trimmed to size, note this will affect printing costs.



### PRINTING WITH BLEEDS (CONTENT TO THE PAPER EDGE)

Ink that prints beyond the trim edge of the page to ensure it extends to the edge of the page after trimming. As there is a degree of movement when printing on any press, you should always create a **0.125" to 0.25"** bleed on all edges where bleed is needed. Supplying your job without bleeds may result a white border when trimmed.



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