

## PDF CREATION

### Fonts

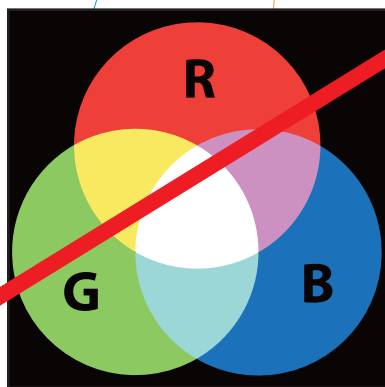
All fonts should be embedded in the PDF and ideally they should not be subsetted.

### Pictures and Graphics

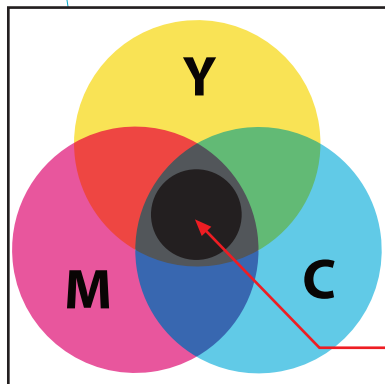
All pictures should be 300ppi (dots or pixels per inch) or greater when used at 100% size. Remember, a 300dpi picture scaled to 200% now has an effective resolution of 150dpi and will no longer be acceptable. Lower resolutions such as those used for soft shadows will probably look OK, but areas of sharp contrast will start to show jaggy edges.

### Colour

All colours should be made up from CMYK or Pantone colours where possible. When a PDF is supplied to us made up of RGB colours, we must convert it to CMYK, with results that may not be as intended. It is impossible to achieve some of the vivid colours seen on RGB screens using CMYK inks.



RGB subtractive colours are made from light, together they make white and are for screen use, not print.



CMYK additive colours are made from inks. Together they make a muddy black, so a pure black ink, called K, is added to the three colours.

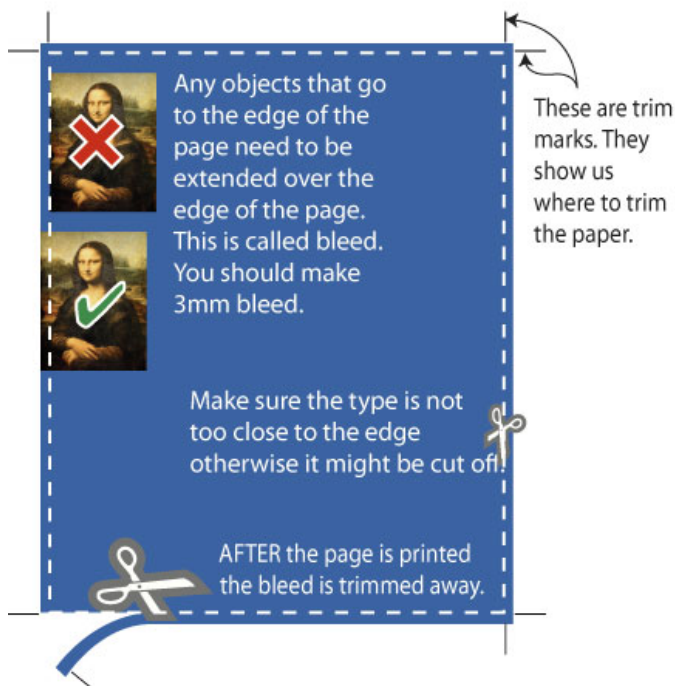
**K** (added black)

Please note that Microsoft Office applications cannot specify CMYK colours or use CMYK colours in images, so they are not really suitable for preparing artwork.

### Bleed

Often you will want pictures and graphics to print right to the edge of the paper without a border. To achieve this we have to print a larger area and trim it back down to the correct size. The extra area that is trimmed away is called bleed.

So when you need a borderless print job you should make sure that there is an extra 3mm on all edges for us to trim away.



In desktop publishing applications (such as Quark XPress or Indesign) there are features to aid you in creating bleed and trim marks. In Microsoft Office applications such as Word it is more difficult. In this case we recommend that you make a document that is 6mm bigger horizontally and 6mm vertically. Then add 3mm margins as a guide to where the paper will actually be trimmed.