



## **The Basics for Preparing Your PDF For Print**

When you create a PDF file of your word document you need to make sure you embed your fonts in the PDF file. Why? Because you may have purchased a font to enhance your project we may not have that font on our system.

To ensure that we receive the file looking as it does on your computer you need to embed the fonts that you have used into the file when creating a PDF for print. Microsoft Word Save as PDF (Available in Word 2010)

1. Open your document in Microsoft Word
2. Click on File > Save As > and choose .PDF as the file type
3. Check the Optimize for Standard option
4. Click the drop down arrow for Tools (next to the Save button) and select Save Options
5. Check Embed all fonts in this file
6. Uncheck Do not embed common system fonts
7. Click OK
8. Click the Save button Verify your PDF has all fonts embedded.

After creating your PDF it is a good idea to verify your PDF has all fonts embedded. You will need Adobe Reader to view your PDF and check your settings. Most computers have Adobe Reader installed by default. If you do not have it, or if you have an old version, you can download the most recent version for free [here](#).

1. Open your PDF in Adobe Reader (your PDF should automatically open in this program if you have it installed).
2. Click on File > Properties
3. Click on the Fonts tab
4. Check to make sure that every font listed shows (Embedded Subset) after the font name. If it does not, the font is not embedded in your PDF. Be aware that all printing devices interpret colour differently. Perfection in colour matching is rarely achieved with CMYK printing. Pantone or 'Spot colour' printing is the best way to achieve colour matching but is a more expensive process.

Let us know if your job is colour critical and we can work out the best, most cost effective way of printing for you.

## **Resolution**

All images or graphics contained within the artwork should be 300dpi or more at size to avoid pixelated printing. (Fuzzy & Unclear) Images sourced from the web are usually low resolution (72dpi) and are generally unsuitable for printing.

If you are unsure if your image is the correct resolution, feel free to email your file to us for clarification.

## **Fonts**

In general most fonts can be embedded but some fonts, usually those downloaded from the internet might have some usage restrictions. Check the PDF settings you are using to see if they have font options, if they do, select "embed all fonts" or "embed subset fonts".

## **File Format**

Our preferred format for receiving all artwork is a high resolution PDF. This is to ensure that all fonts, images and logos are embedded in your artwork. We do not accept Word or Publisher files, as they are unstable document formats and rely on the operating system of a computer for things like fonts. Not all operating systems are the same; therefore a PDF is the best way to avoid any issues.

Select Press Quality settings when creating your PDF if working in Adobe Acrobat, InDesign, Photoshop or Quark Xpress. Supply artwork one up (do not multi or export as spreads).