



REQUIREMENTS FOR A **CERTIFIED PDF**:

Advantages certified PDF

- control of mistakes
- shorter production time at client and DeckersSnoeck
- Improvement of quality
- Reduction of costs (to work with open files gives you more productivity)

DeckersSnoeck works with a composiet workflow.

1. Pictures

- Use only graphic pictures in the format EPS, TIFF, JPEG. Don't use BMP, PICT and DCS
- Pictures with 200 dpi are good but we recommand pictures with 300dpi for better print quality
- Don't use as an end format PSD and AI documents
- Merge layers of a picture to max. one layer
- No RGB pictures, because the colours will be different while transforming them to CMYK
- Compression is unnecessary, PDF documents are "downsampled" to 300 dpi

2. Proofing

Our proof system is based on ISO COATED (fogra 39). We can make a colour proof which will match your colours, if you use this profil in Adobe Photoshop.

3. Fonts

- Fonts always in PDF embedded
- Don't use TrueType fonts
- Never use Multiple Master fonts
- Don't use fronts smaller then 2pt
- Use if possible PostScript fonts

4. File name

- Don't use special characters
- Add always the file extension
- Name every page in the file different
(for a magazine if possible the page name of the related page number)
- Go for a clear and short name

5. Colours

- Always CMYK, never RGB
- Never use CMYK help colours as "support" colours
- Don't use overlapping support colour

6. Overprint, cutting shapes:

- Check if your settings are right. Black text must be on "overprint" and white text on "exclude".
- set punch, perforation or row lines in a PMS colour and set them on over print.

Checklist for a certified PDF:

- Are all pictures in high resolution (min. 200 dpi)
- Do all the pictures have a valid extension (.eps, .tiff, .jpeg)
- Are all the pictures in CMYK
- Bleed of all pictures 3 mm
- Are the over print settings correct?
- Is the colour separation off?
- Is there 3 mm bleed on all the 4 sides of the page?
- Are all the crop marks indicated?
- Is there enough space between the text and the cutting borders (min. 3 mm)
- Is the data structure binary? (not ASCII)
- Are all the used fonts completely embedded? (PostScript and Screenfonts)
- Generate PDF without colour profiles!

Attention:

- You can make print ready PDF with Acrobat Distiller and certified PDF's with Enfocus Pitstop.
- You can deliver PDF's page by page. (DeckersSnoeck takes loose page's into account and puts them together depending on the page number)
- You can compress big assembled PDF's (e.g. in sections) in different file packages. This reduces the file upload time.
- Generate always a PostScript document via the print function and NOT via PDF export (the Adobe InDesign export gives an error message if there is more than one layer used)