Other Considerations

**Using fonts at small sizes**: Be careful when using small font sizes. We don’t recommend smaller than 6pt for small format work up to A3 and 10pt for large format above A3. Remember, the smaller the text the harder it is to keep in register. If you have to use small text we recommend you use 100% black to eliminate any registration problems. If possible, fonts should be embedded or converted to outlines so no fonts are needed.

**Borders and artwork**: As there is always a small degree of movement when printing and finishing a job, it is recommended that your artwork is at least .25” from the edge of the page if it is not meant to bleed off. This is known as the “safe area.” Printed borders placed too close to the edge of a page, or on a folded panel, may look uneven when the job is trimmed. We always try to discourage panels or borders on brochures or covers.

**Overprint**: Please check your overprint settings carefully. All overprinting must be correct in a print ready PDF as it is usually obvious to the printer, especially in larger files with many pages. Using overprint preview in Acrobat will give you a guide as to which colors will overprint and which will remain unchanged. White text is not set to overprint. Typically you will only see these “trap” settings in high-end graphics applications.

**White text**: Do not set white text to overprint. Setting a color to overprint lays a color over the top of another color. White in CMYK terms is 0%, so if you overprint zero ink on top of another color it will disappear.

**Multiple-page PDF**: Do not impose the pages or save them as reader’s spreads, this is not print ready. 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 please remember that the number of pages in a book must be divisible by four (24pp, 32pp, 40pp etc).

If your PDF has 10 pages you will need to add 2 blank pages to make it work.

**Why it is important to give us pages in their running order**: Instead of supplying, for example, the front and back covers first, followed by the inner pages, it’s important to supply pages in numerical order, with the cover being the front page and the back page being the last. This ensures your document is printed correctly in the order you want.

**The difference between pages and sheets**: A “sheet” is a sheet of paper and a page is typically a side of paper. So a “sheet” of paper could be two printed pages (2pp) if double sided or just one printed page (1pp) if single sided.

**Check that your folding is correct**: If the document is to be folded, such as an invitation or leaflet, the folding will need to be checked before supplying us the PDF. It’s always a good idea to print a copy out on your desktop printer. Check that the pages back up correctly and that the text doesn’t run into the folds, unless intended.