

PDF Basics

File Types

There are three types of file formats that are generally received at Corporate Graphics. The first is Design, in which we start from concept and work the piece until completion. The second is “Collected” Pieces. This means that everything is collected together—the QuarkXpress, Adobe InDesign, or Adobe Illustrator documents with images and fonts. This format, although frequently used, has the most potential for discrepancies. Fonts not loading successfully [causing text reflow] and incompatibility between program versions are a few of the common issues. Corporate Graphics always strives to have the latest in software—but sometimes version confusions cause elements to drop off the page. Different versions read files differently. The third format type is . . .

PDFs.

A PDF, or Portable Document Format, file is usually smaller and self-contained. It is a format that includes the document, text, images and vector graphics. If a PDF is written correctly, there is no reason to send the “collected” files, and the potential issues that come with them are eliminated.

Quality PDFs can be sent from the major design programs—QuarkXpress and InDesign. Other programs provide opportunities to create PDFs too. Check the program’s online help guide to establish if the program has the ability to create high-end PDFs.

See **Prepress (PDF Guidelines)** link for CG’s recommended settings. These settings are what we have found to work best with our system. As programs evolve and new versions are available, these settings will change too. In this section, you will find links for Quark 6.5/7, Creative Suite 2/3 and general overall settings for creating PDFs.

To create a PDF using the Quark and Creative Suite links, you will need to determine if you have a pre-existing Output Style available to you or if you will need to create an Output Style. If you have received CG’s PDF package, you have our current Output Styles ready to be loaded. After you have created or imported the Output Style you are ready to make a PDF.