

# Creating Print-Ready PDF Files

Being able to create perfectly print-ready PDF files yourself can save you time & cost in production set-up, & gives you more control over the final output of your files.

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## What Makes a PDF “Print-Ready”?

**Bleeds** – When an element is meant to go off the edge of a piece, some of it needs to print (*aka: bleed*) outside the trim line. Typically 1/8” (.125”) is sufficient. Your print-ready document size will be larger than the finished size to accommodate bleeds.

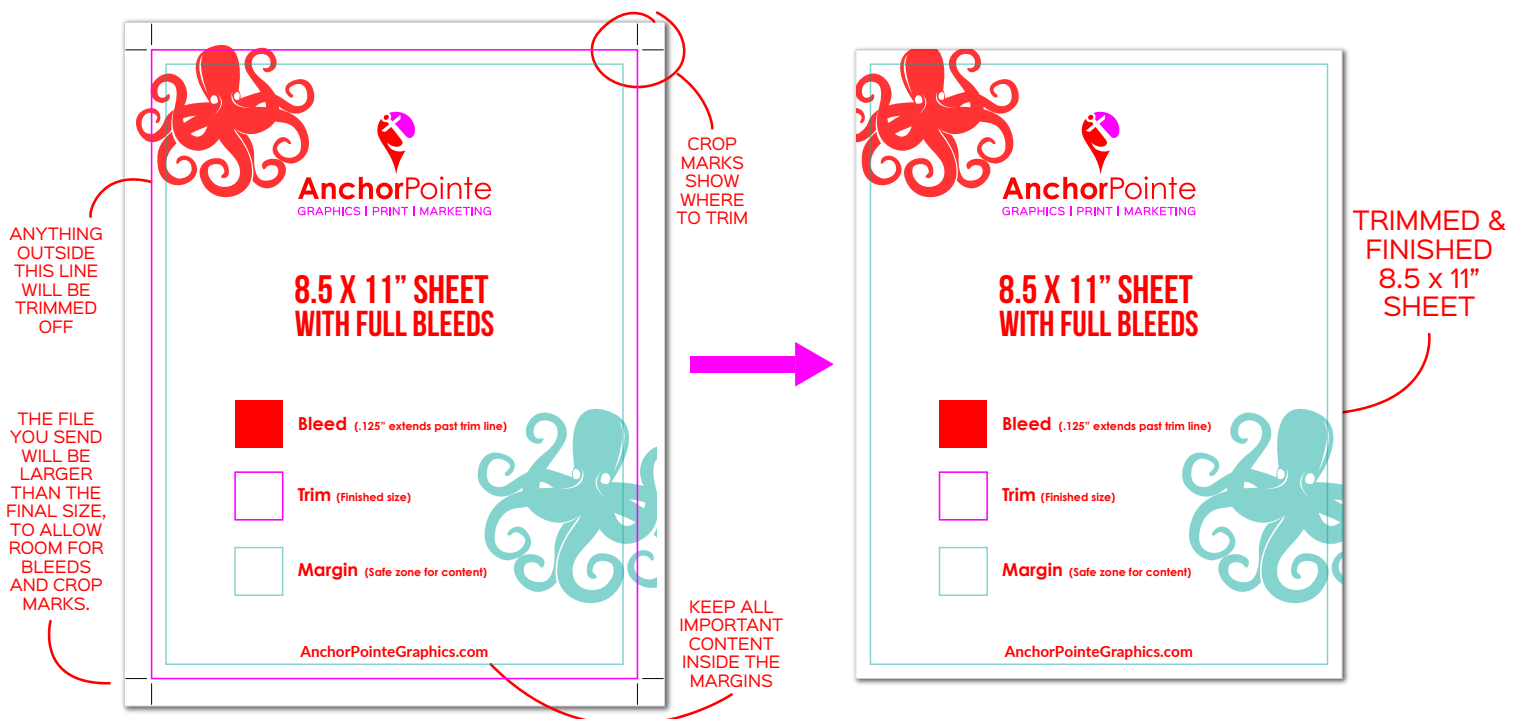
**Crop Marks** on all corners are needed to show where to trim the piece to achieve the final size.

**Margins** mark the “safe zone” inside the trim line for content, to prevent anything from being accidentally trimmed off. We recommend 1/4 - 1/2” (.25 - .5”) margins for most layouts.

**Document Size** – Your document size should be the dimensions of the final piece, plus room for bleeds & crop marks when needed. Some programs include features to add bleed lines & margins for you; others require you to manually add them to your artboard/document size.

**Color Mode** – Printers work in two main color profiles: CMYK & Pantone. CMYK stands for Cyan, Magenta, Yellow, and Black (K) – these are the colors of toner that digital printers use to create the full color spectrum. This is the standard digital printing color mode. Pantone colors are a standardized set of colors that allow for maximum color accuracy & matching. If your brand has specified Pantone colors, make sure they are called out in your file as Spot Colors.

**Image Resolution** – The resolution of an image determines its clarity. The standard “print quality” resolution is 300 dpi (dots per inch). Most images saved from the Internet are at “web resolution” which is 72 dpi, & aren’t adequate for printing. Ensure all of your images, graphics, & logos are high enough resolution for quality printing.



# Saving Files as Print-Ready PDFs

Our customized PDF preset for Adobe software will produce a high quality PDF for optimal printing. Download it & save it to a file location you'll be able to find easily, & follow the installation instructions below for your programs.

Microsoft Office software for Windows 10 & up has a built-in "Print to PDF" feature that will create a PDF with limited editing & adjustment capabilities, but will work for most standard-size (non-large format) printing needs.

Make sure the basics are covered within your document (ie: set up with bleeds, crop marks, correct color profile, image resolution, etc.) & then follow the file saving procedure below for your program.

## Installing & Using PDF Preset:

### Adobe Products:

(Note: Installing a pre-set for one Adobe program should make it available for all of them.)



#### In InDesign go to:

File > Adobe PDF Presets > Define  
Click the 'Load' button  
Browse for the PDF preset named  
'AnchorPointe\_PDF.joboptions'  
Click the 'Done' button  
Save file as PDF using APG preset



#### In Illustrator go to:

Edit > Adobe PDF Presets  
Click the 'Import' button  
Browse for the PDF preset named  
'AnchorPointe\_PDF.joboptions'  
Click 'Open'  
Click the 'OK' button  
Save file as PDF using APG preset



#### In Photoshop go to:

Edit > Adobe PDF Presets  
Click the 'Load' button  
Browse for the PDF preset named  
'AnchorPointe\_PDF.joboptions'  
Click the 'Done' button  
Save file as PDF using APG preset

## Saving a file as a Print-Ready PDF:

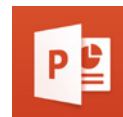
### Microsoft Products:

(Note: Microsoft's Print to PDF feature is available for Windows 10 products & higher.)



#### In Microsoft Word go to:

File > Print  
Under "Printer" drop-down menu  
select "Microsoft Print to PDF"  
Select "Printer Properties"  
Select "High Quality Print"  
Click "Print"  
Browse to location you want to  
save the PDF to & click "Save"



#### In Microsoft PowerPoint go to:

File > Print  
Choose the Selected Slides to Print  
Under "Printer" drop-down menu  
select "Microsoft Print to PDF"  
Select "Printer Properties"  
Select "High Quality Print"  
Click "Print"  
Browse to location you want to  
save the PDF to & click "Save"



#### In Microsoft Excel go to:

File > Print  
Under "Printer" drop-down menu  
select "Microsoft Print to PDF"  
Select "Printer Properties"  
Select "High Quality Print"  
Click "Print"  
Browse to location you want to  
save the PDF to & click "Save"



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Questions or Troubleshooting? Give us a call, we're happy to help.