

Advantages

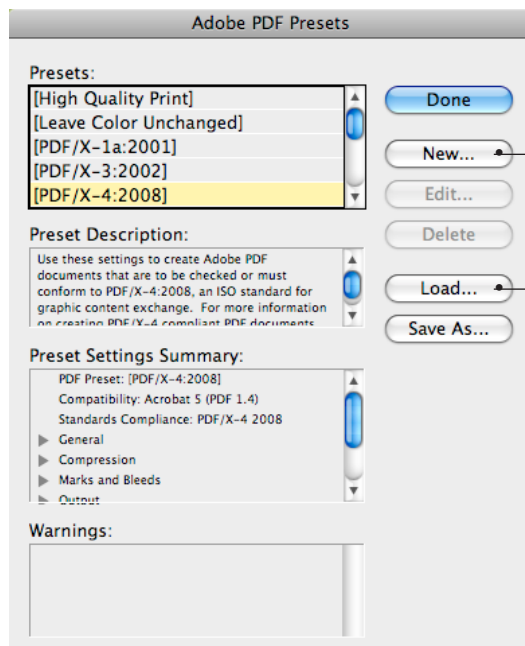
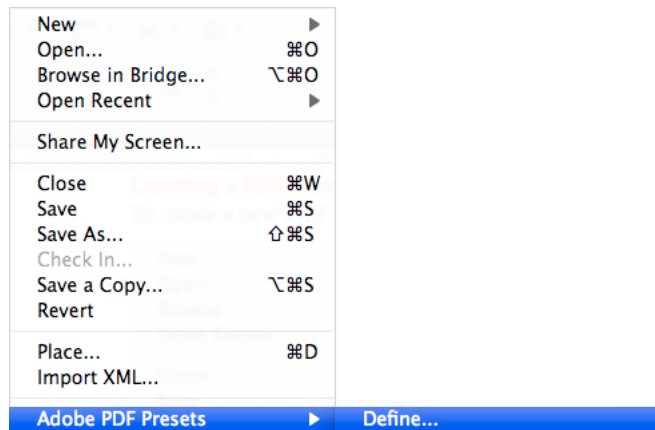
PDF files when prepared correctly, streamline the printing process, while providing more consistent and reliable results. They eliminate delays from missing components such as fonts, images and graphics.

InDesign allows you to embrace the PDF Workflow with ease. You can Export PDF/X-4 compliant files without using Acrobat Distiller.

At Sells, we use the Adobe Print Engine. It allows PDF files to be rendered natively throughout our workflow, eliminating the need to flatten transparent artwork.

Creating a PDF Preset

To create a new PDF Preset, choose (File > Adobe PDF Presets > Define).



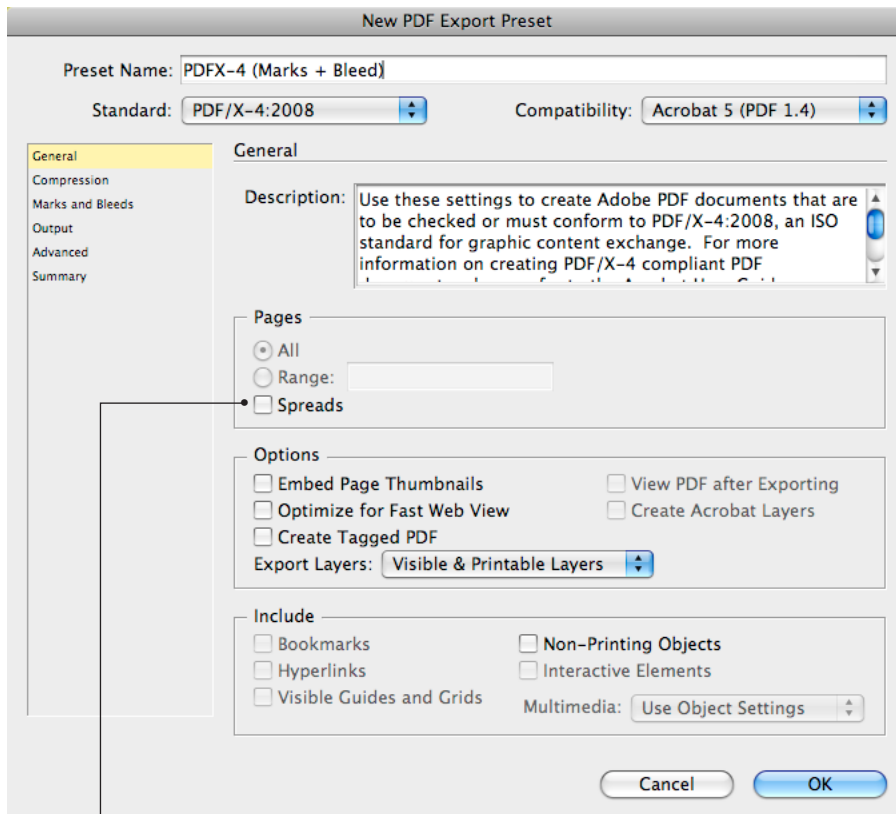
Click on [PDF/X-4:2008], then click New...

We use the Adobe PDF PrintEngine, which eliminates the need for early conversions (such as flattening transparency).

You can also load a Preset. To obtain the Preset covered in this QuickTip, contact James Wamser (wamser@sells.com).

New PDF Export Preset: Marks & Bleed

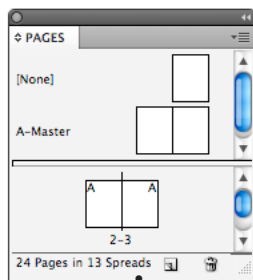
Enter a name for the Preset. Since you will be adding Marks + Bleed, you should include this in the name of your Preset..



Spreads

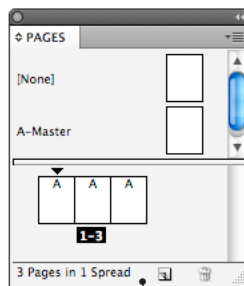
Typically, **Spreads** should not be checked, but this depends on the binding method. Please contact us if you have any questions.

Spreads should not be checked.



Catalog: 24 page, saddle stitched

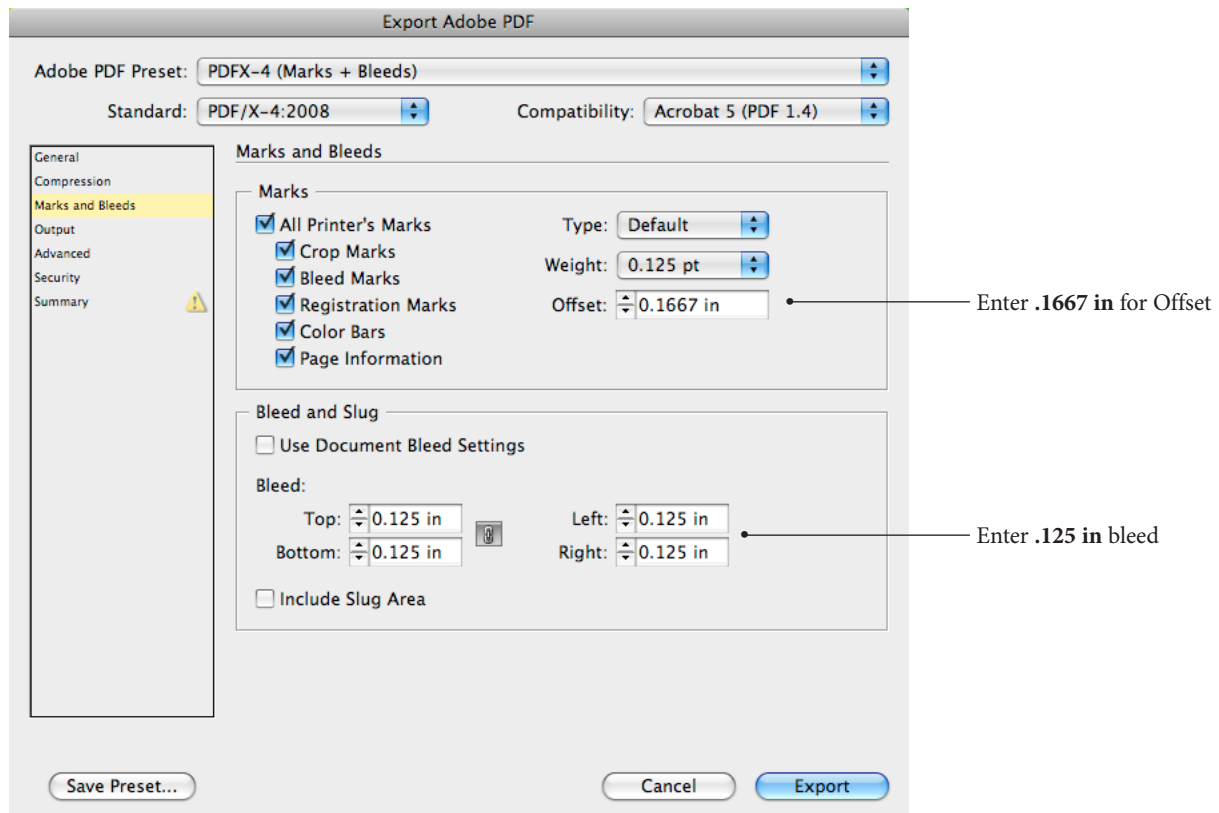
Spreads should be checked.



Brochure: 3 equal pages. If the panels are not equal (do to folding requirements), then you should create the document to final trim size and put in the appropriate fold guides.

Marks and Bleeds

Make sure you select All Printer's Marks. Change the Offset to .1667 inches and .125 inches for bleed.



Output

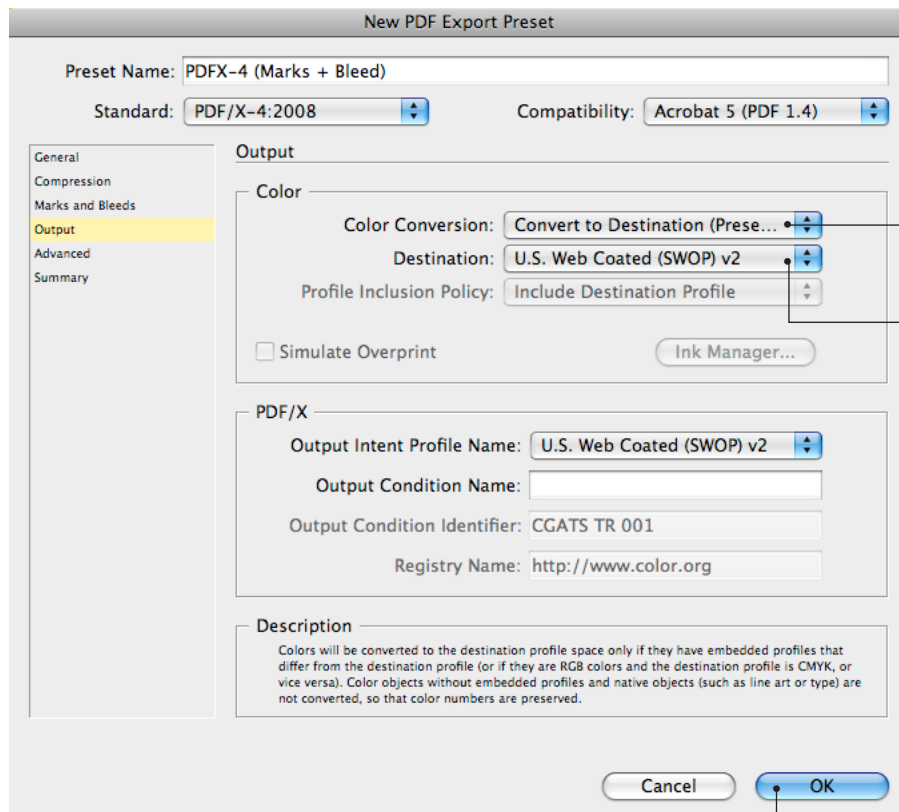
The default setting for Color Conversion is **No Color Conversion**.

RGB Images

Many different applications have the ability to convert images from RGB to CMYK, but the results vary depending on what settings you use and if your images have ICC profiles attached or not. To get the best results when converting from RGB to CMYK, your RGB images need to have an ICC profile attached.

If you have RGB images in your document that you want to convert when Exporting a PDF, then choose **1** Convert to Destination (Preserve Numbers) from the Color Conversion pop-up menu. Also choose **2** U.S. Web Coated (SWOP) v2 for the Destination pop-up menu.

Destination Profile: We have a GRACoL profile available on our website (www.sells.com/knowledge/). If you choose to use this profile (GRACoL2006_Coated1v2.icc), place it in the following location: Library/Application Support/Adobe/Color/Profiles/Recommended



Click **OK** to save the PDF Export Preset.

Exporting a PDF using a Preset

Once you have saved your preset, choose it from the File menu (**File > Adobe PDF Presets > PDFX 4 (Marks + Bleed)**). You can submit one PDF with multiple pages or separate PDFs for each page. **Finally, review your PDF in Adobe Acrobat.**