

# GENERATING PDF FILES

Adobe Creative Suites Applications  
Acrobat • Distiller • InDesign  
Illustrator • Photoshop

*This document covers creating the settings for Adobe to export PDF files that are usable by O'Neil Printing. This document is not intended to replace the manual for your software, it is intended to supplement your knowledge of the software and the proper technique for creating press ready files.*



## File Creation Guidelines and Potential Problems

- **Document:**

The document size must be correct. At O'Neil Printing we print more than just 8.5"x11". More common your source document is not built to the correct size, the final output may not look like you expect it to. For unique sizes or specialty folding or binding please contact O'Neil Printing prior to preparation

- **Hard Copy:**

After creating your PDF files you will want to generate a final hard copy to send along. The purpose of this hard copy is to be sure that nothing unexpected happened while creating your PDF files.

- **Bleed:**

Our recommendation is a minimum of .125" bleed.

- **Margins:**

We request that you don't place anything important less than .1875" from trim, especially type. If the type is within less than .125" of trim, it is possible for it to be cut off. This includes body copy and page numbers.

- **Crop Marks:**

Crops marks are important especially for measuring the correct final size. They MUST have an offset of greater than .25" and a length of .125".

- **Image Resolution:**

The resolution for most of what we print is at a range from 150-1000 dpi at final size. We will flag images that are below 150 dpi.

- **Our Workflow:**

At O'Neil Printing, we use Kodak Prinergy with Adobe Print Engine technology which can process transparency contained in a PDF without the need to flatten images in our RIP. The imposition software is also powered by Kodak

- **Image Color:**

Please make sure that your images are CMYK, or Grayscale. Although we can convert RGB.

- **Registration Color:**

NEVER use this color "Registration" in your printed work. This is in the Swatches palette and is primarily used for crop and score marks. This is 100% of all colors. Do not apply registration to text or to solid areas.

- **Spot Colors:**

If your job prints in process color (CMYK) please make sure that NO Spot colors are in use in the document.

- **The Color Palette:**

Remove all unused colors from the palette and be sure that all colors are converted to process.

- **Rich Blacks:**

Our Rich Black build is 30 Cyan, 20 Magenta, 20 Yellow, 100 Black. Please use this build for large black areas. O'Neil Printing recommends that you do not use this build for the body text of your job.

- **Fonts:**

Some fonts are restricted from being embedded in the PDF file by the fonts license. InDesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either choose another font, or submit the font with the job.



## **PDF Export Settings**

It is recommended to create a PDF Preset to make it easier to repeatably create usable PDF files. O'Neil Printing has created a setting for you to load to your systems (cross-platform).

We recommend to use our setting when creating a PDF for O'Neil Printing.

PDF Export setting can be found on O'Neil Printing's Web site under resources

If you have Creative Suites 3 - 6, just double click the .joboptions file and it will load into all your applications at once.