

How best to supply your PDF

To ensure the fastest turnaround and minimise amends follow this list of PDF requirements.

File Names

- Please make sure there are no symbol characters in the file name (such as &, %, + etc). Underscore and hyphen is fine (_ , -).

File Sizes and compression settings

- Files need to be less than 100MB as a maximum. Example – For a 12 page PDF to effectively convert it can be as little as 2MB.
- 300dpi is optimum, though 72dpi will also convert effectively

Page Preparation

- Pages should be in single, chronological order. Not double page spreads. Our system recognised the first page as the cover, and stitches pages 2&3, 4&5, etc as animated spreads.
- One complete file, not individual file per page
- No bleed or crop marks
- No unwanted borders
- All pages the same size. If any page is a different size or format it will be resized and reformatted to fit the rest of the document scaling.
- Any custom page sizing is fine. Landscape/Portrait, A4, A5, etc is fine.

Colour Settings/Profiles

- RGB colour is advised for best colour conversion
- CMYK will convert though colours will alter and appear washed out

Remember – How the PDF is supplied to us is how it will convert, so any white borders, pixelated images, sticky notes, buttons etc will all show in the e-brochure.

Hints and Tips for Online viewing

An e-brochure viewed in a monitor is very different printed material, so when creating artwork for online use consider the following...

- For easy reading of body text without needing to zoom use 16pt font size or larger.
- Avoid narrow fonts, especially for small text.
- Contrasting colours work best, eg. white on black or vice versa

Other supported file types

We can also convert from other file types, however an additional charge will be applicable, and depending on the file supplied the e-brochure quality can vary.

- Illustrator files
- MS Word
- MS PowerPoint
- MS Publisher
- Jpeg images
- PNG images

A final PDF in the above format is always the best way to supply your artwork to us for conversion.