

# The Benefits of PDF/X

Presented by:

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# What is PDF?

- Cross-Platform format
- Free Adobe Reader available
- Preserves original layout
- Embeds all graphics
- Embeds (most) fonts
- Often created from PostScript files, but can be created “directly”
- Can be multi-media

# Standard PDF/X Features

- Must have TrimBox defined
- Must have BleedBox defined (if needed)
- Must have MediaBox defined
- Must flag Trapping (Yes/No)
- Fonts must be embedded
- No encryption (security) allowed
- No Acrobat comments
- Output intent (device) must be defined
- No Multi-media features allowed

# PDF/X-1a Features

- All of standard PDF/X features
- All data must be CMYK or Spot Color
- Has one global ICC profile
- No ICC Profiles for individual graphics
- No Transparency allowed
- Can be either PDF 1.3 or 1.4  
(Must be PDF 1.3 if exporting from InDesign)

# PDF/X-3 Features

- All of standard PDF/X features
- CMYK, Spot, RGB and LAB images allowed
- Individual ICC profiles allowed
- No Transparency allowed
- Can be either PDF 1.3 or 1.4  
(Must be PDF 1.3 if exporting from InDesign)
- Be sure printer is handling color conversion—don't surprise them!

# PDF/X-4 Features

- All of standard PDF/X features
- CMYK, Spot, RGB and LAB images allowed
- Individual ICC profiles allowed
- Transparency allowed  
(cannot be created with PostScript/Distiller)
- Must be PDF 1.4 or 1.5
- PDF 1.5 also supports layer export from some programs
- Be sure printer is handling color conversion and transparency flattening—don't surprise them!

# What is still up to the user to set...

- Correct printing condition
- Minimum Image Resolution
- Correct Page/Trim size
- Minimum type and rule size
- Number of spot separations

# Native Files

- Good PDFs come from good Native files
- Still a good idea to preflight native files before making PDF
- Don't depend on page-layout built-in preflight
- Markzware FlightCheck is still the best for user-based preflight

# Color Management

- Set up in native applications — especially Photoshop
- Set all programs to same settings, including Acrobat  
(Adobe apps can be sync'd via Bridge)
- Be sure to set CMYK settings to either actual ICC profile of individual press or use the press condition profile
- Be sure to turn on Overprint Preview (in Adobe apps) and Proof Setup

# Creating PDF/X

- Verify PDFs in Acrobat Pro after creation
- Print to Adobe PDF driver directly
- Export to PDF/X directly from application (e.g., InDesign, Quark)

# Distiller Settings

- Start off with default PDF/X settings in Acrobat Pro
- Modify the image resolution settings, PDF/X Output Intent Profile Name, and Trapping setting if appropriate

# PDF Issues

- Fonts:

Some TrueType and OpenType fonts can be “flagged” by the font company not to embed

- Spot Colors:

There is no limitation on the number of spot colors; this must be resolved in the native application

# Proofing PDFs

- Proof in Acrobat Pro, not Reader
- Turn off “Use Local Fonts”
- Turn on “Overprint Preview”
- Turn on Color Management
- Loupe Tool
- Transparency Flattener Preview
- Separation Preview

# Acrobat Pro Preflight

- Preflight PDFs
- Verifying PDFs
- Validating PDFs
- Certifying PDFs (Enfocus)

# Editing PDFs

- Native Acrobat Pro tools
- Enfocus PitStop Pro
- Removing Transparency
- Editing Text
- Editing Images
- Best edits are in the native files!