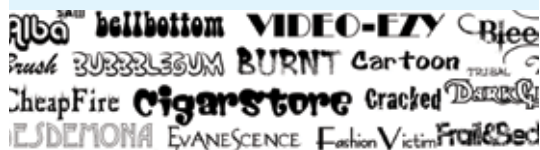


## Avoiding

# FONT

## Problems



### Fonts that are Not Embedded in Your PDF

If you're sending, for example, a product label designed using Adobe® InDesign, leave the copy font in place but make sure it's embedded in the PDF when you export. If you don't do this, the printer may not have the same font that you have used.

They will not necessarily know that a completely different font has been substituted and you will be very disappointed!

### Embedding Fonts

The easiest tools to use are Adobe Acrobat and Adobe Acrobat Distiller. Using Distiller is, perhaps, the most straightforward, but it has the disadvantage of removing any formatting or tagging information that you've added to your PDF file.

This method essentially "prints" the PDF file to another PDF file, this time with all fonts embedded. Telling Distiller to add fonts is as simple as changing the appropriate values in your preferences.

### What can happen if fonts aren't present

When documents are created they are normally done so using the fonts available on that computer at the time. If the same document is opened on another computer that does not have access to the original fonts it is likely that the fonts will be substituted. This can mean that the letters appear differently and as the replacement fonts may not be the same size as the original the document formatting can be affected.

This is more likely to be a problem if your design uses fonts that aren't commonly available.

### How to avoid problems with fonts

The ideal way to get round problems with fonts is to make them part of your original document through embedding, flattening or converting them to curves.

### Embedding

This is dependent on font licensing and is normally used for PDF files. Many design programs will ask if you would like to embed the fonts into a document. If you select 'yes' this will package the fonts into the document to ensure that when it is opened on another computer the correct fonts are displayed.

### Saving as an image

By saving the file into a raster format, i.e. jpeg, png, tiff etc the fonts become part of the image. As per converting to curves it is hard to edit at a later date however this will ensure that your document is displayed with the correct fonts.

You must ensure that the image is 300dpi.

- *Text should be no smaller than 5pt if printed in Black.*
- *If the text is printed in a colour other than Black the text should be no smaller than 8pt.*

### Converting to curves

This method converts the fonts that are used in the document into shapes as opposed to letters. This method does have the disadvantage that documents are harder to edit at a later date but is very effective at ensuring that your fonts remain as intended.

### Achieving the Best Text Appearance

When working with text below 12pt we advise you not to use colours which contain more than one ink. It's fine to use coloured text in headlines or type above 12pt, but below that the blurring may be noticeable. The same happens when you knock white text out of coloured background made from more than one ink.