

TIPS AND TRICKS — PDF

- **Use** design software that supports PDF exporting (InDesign, PowerPoint, Publisher, Photoshop, Illustrator).



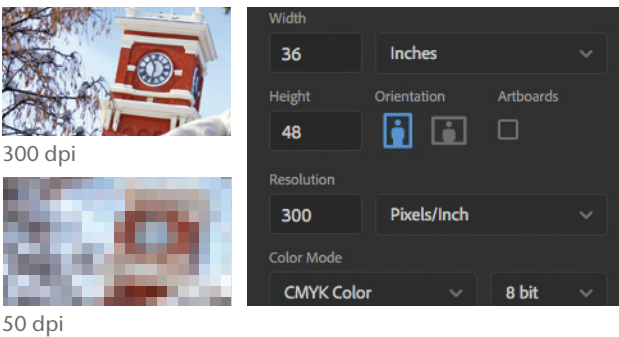
- **Choose** high quality art and photos that are visually interesting and support the content.



- **Select** a printing material and note the maximum width before starting your design. See the complete materials list for maximum widths.



- **Image resolution** for all photos, art, and logos should be at least 300 dpi (ppi) at the final print dimensions (100% or less).



- **Design** your file at full size (100%).



- **Spell check** your file before exporting to PDF.

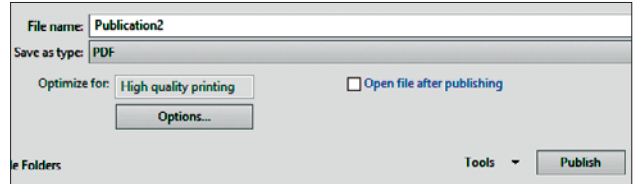


- **Project colors** should be CMYK (4 color process). This includes all logos, art, and photos.

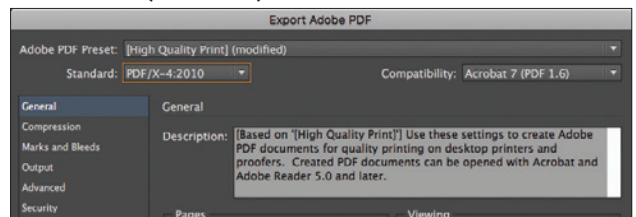


- **PowerPoint or MS Word.** Create a PDF of your file by choosing “Save as Adobe PDF” or by exporting the file and choosing Adobe PDF.

- **MS Publisher.** Create a PDF of your file by exporting the file and choosing “Create PDF/XPS Document.” Save as type: PDF; optimize for: high quality printing.



- **Adobe InDesign.** Create a PDF of your file by exporting the file and choosing “Adobe PDF (Print).” Save as “High Quality Print.” Use setting “Standard: PDF/X-4 2010”, with “Compatibility: Acrobat 7 (PDF 1.6).”



- **WSU Brand.** Go to brand.wsu.edu for WSU branding guidelines, logos and approved colors.

Note: Unacceptable file formats include: PICT, SCITEX, RGB TIFF, RGB EPS, CMX, Corel Draw, JPEG, JPEG encoding, Metafiles, CT/LW, MSWord art, and Microsoft Publisher files.