



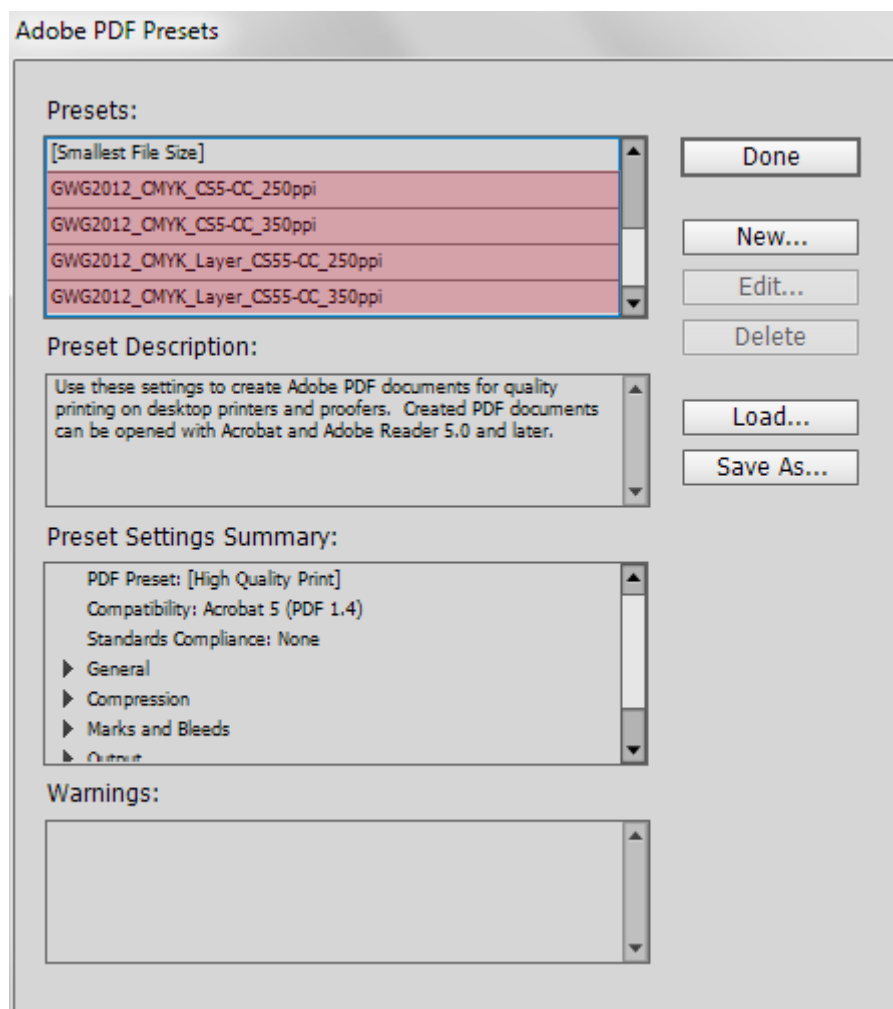
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# 1 Installation

To install the PDF presets, please follow these instructions:

1. Open Adobe InDesign
2. Go to File → Adobe PDF Presets → Define (Adobe ID CS5/CS5.5 – CC)
3. Click the 'Load' button
4. Browse to the PDF presets you just downloaded from the GWG website
  - a. Please make sure to unzip the package first; otherwise, the PDF presets will not be available from the file browser.
5. Select one (Mac/Windows) or more (Windows) PDF presets
6. Click 'Open' to install
7. If everything went well, the presets are now available in the 'Presets' menu



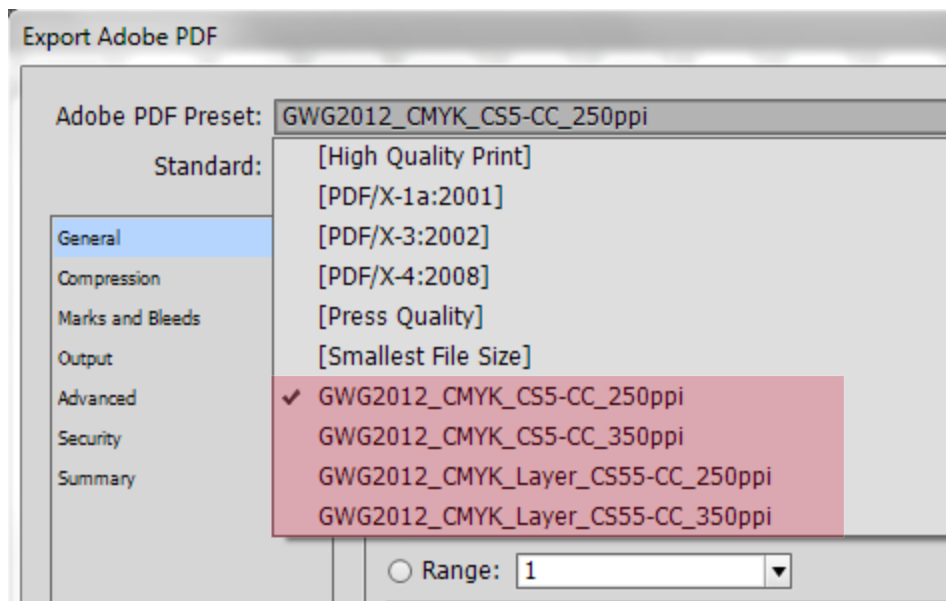
8. Click 'Done' to confirm the installation



## 2 Usage

To use the PDF presets, please follow the following instructions:

1. Create a document that meets 'all proper print requirements' for the final printing process
  - a. The 'Live Preflight' option in Adobe InDesign can be used as a preliminary tool to validate the document parameters
2. Go to File > Export
3. Select one of the installed GWG 2012 PDF presets
  - a. These should now appear from the drop down menu:



4. Click 'Export' to generate the PDF



## 3 Choice

GWG has prepared several different PDF export presets. Each preset has its own goal or purpose based on the output criteria for the file. The PDF export presets can be combined with the full suite of different GWG 2012 PDF preflight profiles developed by the GWG.

The table on the following page can be used as a guide to determine which PDF export preset best suits the output requirements.



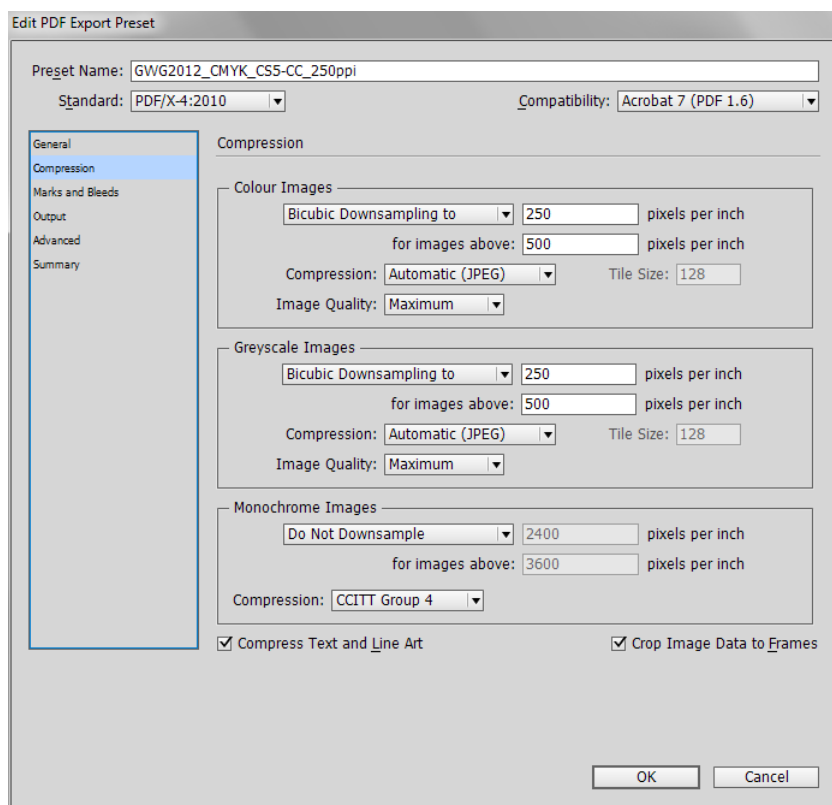
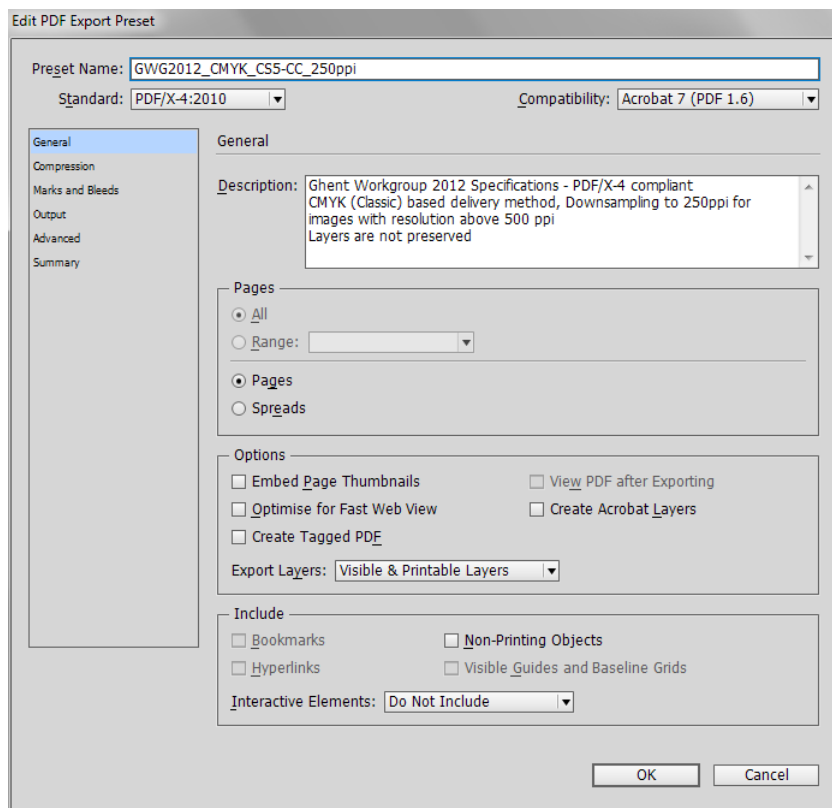
Choosing the right PDF export settings:

PDF Preset (name)	PDF Base	Layers (Optional Content)	Images / downsampling	Print Marks	Colour	End-use Examples
<b>GWG2012_CMYK_CS5-CC_250ppi</b>	PDF/X-4 (PDF 1.6)	NO	250ppi, when above 500ppi	Crop Marks Page information Use Document Bleed	CMYK and / or Spot 'Convert to Destination (Preserve Numbers)'	Sheetfed or web offset lithography (150 lpi or less), digital printing, flexography, gravure
<b>GWG2012_CMYK_CS5-CC_350ppi</b>	PDF/X-4 (PDF 1.6)	NO	350ppi, when above 700ppi	Crop Marks Page information Use Document Bleed	CMYK and / or Spot 'Convert to Destination (Preserve Numbers)'	Sheetfed offset lithography, (higher lpi), digital printing, flexography, gravure
<b>GWG2012_CMYK_Layer_CS55-CC_250ppi</b>	PDF/X-4 (PDF 1.6)	YES	250ppi, when above 500ppi	Crop Marks Page information Use Document Bleed	CMYK and / or Spot 'Convert to Destination (Preserve Numbers)'	Inclusion of layers makes this a good choice for versioning and/or packaging
<b>GWG2012_CMYK_Layer_CS55-CC_350ppi</b>	PDF/X-4 (PDF 1.6)	YES	350ppi, when above 700ppi	Crop Marks Page information Use Document Bleed	CMYK and / or Spot 'Convert to Destination (Preserve Numbers)'	Inclusion of layers makes this a good choice for versioning and/or packaging



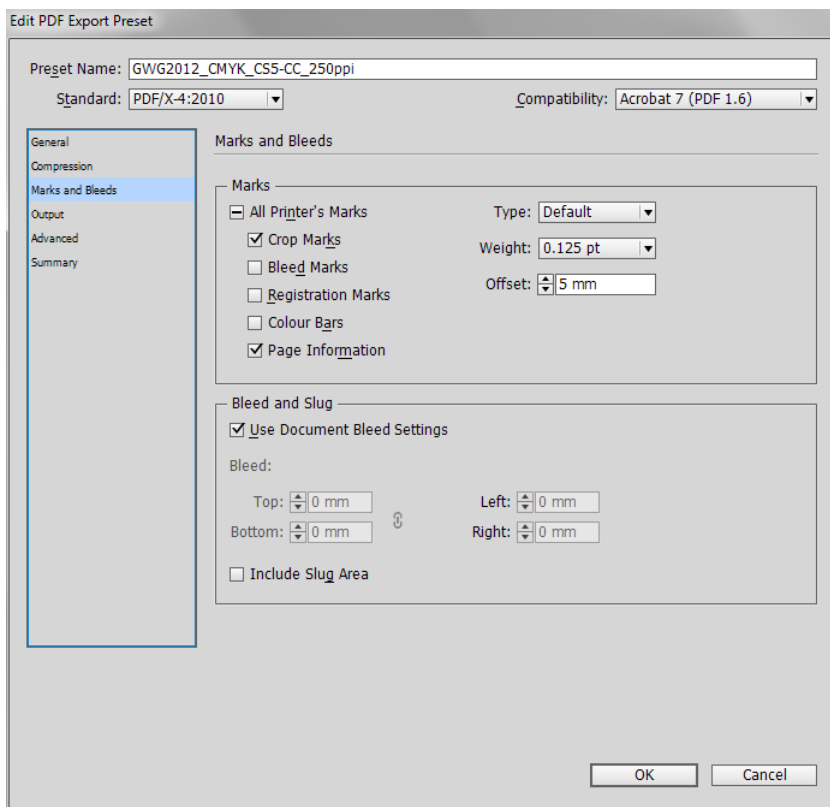
## 4 Screenshots

### 4.1 GWG2012\_CMYK\_CS5-CC\_250ppi

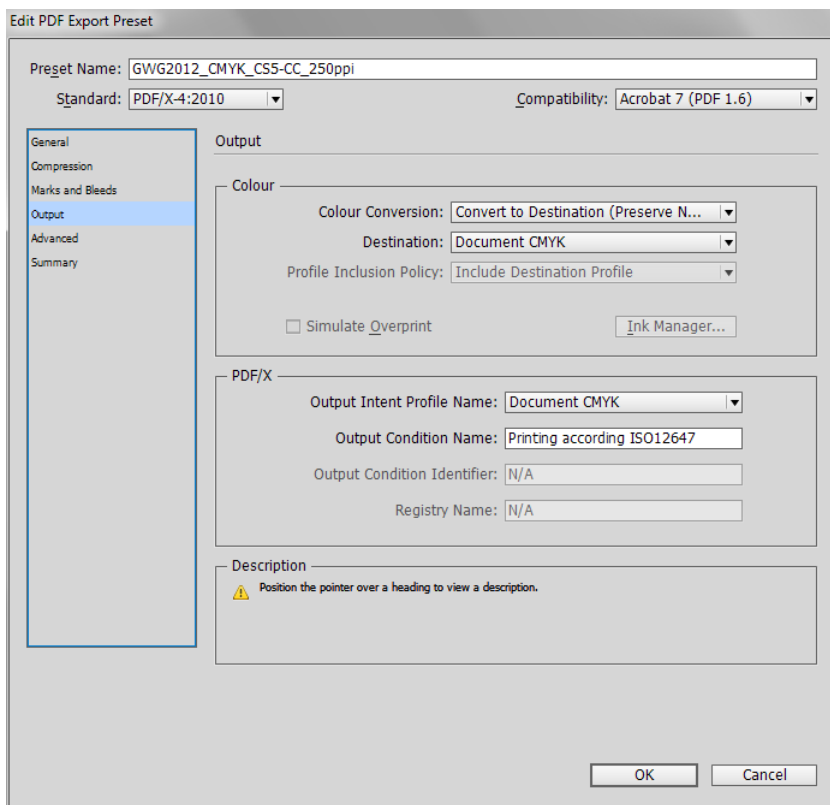


Colour and Grayscale images with a resolution > 500ppi will automatically be downsampled to 250ppi.

Monochrome images (B&W images) are not automatically downsampled.



Crop marks and Page Information is added by default. Contact your print provider if other 'Marks' should be added / used.



Colours are automatically converted to CMYK, spots are kept as spots. For the PDF/X output intent, the Adobe InDesign document CMYK colour space is used (go to 'View > Proof setup' to see which colour profile is used for your InDesign document).

In order to have the right color profile in the PDF/X output, please make sure to use the proper Colour settings in Adobe InDesign. A [list with recommended ICC profiles](#) is available on the GWG website.



Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
**Advanced**  
Summary

Advanced

Fonts

Subset fonts when percent of characters used is less than:

*i* All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images

Transparency Flattener

Preset:

☐ Ignore Spread Overrides

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
**Summary**

Summary

Description:

Ghent Workgroup 2012 Specifications - PDF/X-4 compliant  
CMYK (Classic) based delivery method, Downsampling to 250ppi for images with resolution above 500 ppi  
Layers are not preserved

Options:

PDF Preset: GWG2012\_CMYK\_CS5-CC\_250ppi  
Compatibility: Acrobat 7 (PDF 1.6)  
Standards Compliance: PDF/X-4 2010

- ▶ General
- ▶ Compression
- ▶ Marks and Bleeds
- ▶ Output
- ▶ Advanced

Warnings:

Save Summary...

OK Cancel





## 4.2 GWG2012\_CMYK\_CS5-CC\_350ppi

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

**General**

Description: Ghent Workgroup 2012 Specifications - PDF/X-4 compliant CMYK (Classic) based delivery method, Downsampling to 350ppi for images with resolution above 700 ppi. Layers are not preserved

**Pages**

☒ All  
☐ Range:   
☒ Pages  
☐ Spreads

**Options**

☐ Embed Page Thumbnails ☐ View PDF after Exporting  
☐ Optimise for Fast Web View ☐ Create Acrobat Layers  
☐ Create Tagged PDF  
Export Layers:

**Include**

☐ Bookmarks ☐ Non-Printing Objects  
☐ Hyperlinks ☐ Visible Guides and Baseline Grids  
Interactive Elements:

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

**Compression**

**Colour Images**

Bicubic Downsampling to:  pixels per inch  
for images above:  pixels per inch  
Compression:  Tile Size:   
Image Quality:

**Greyscale Images**

Bicubic Downsampling to:  pixels per inch  
for images above:  pixels per inch  
Compression:  Tile Size:   
Image Quality:

**Monochrome Images**

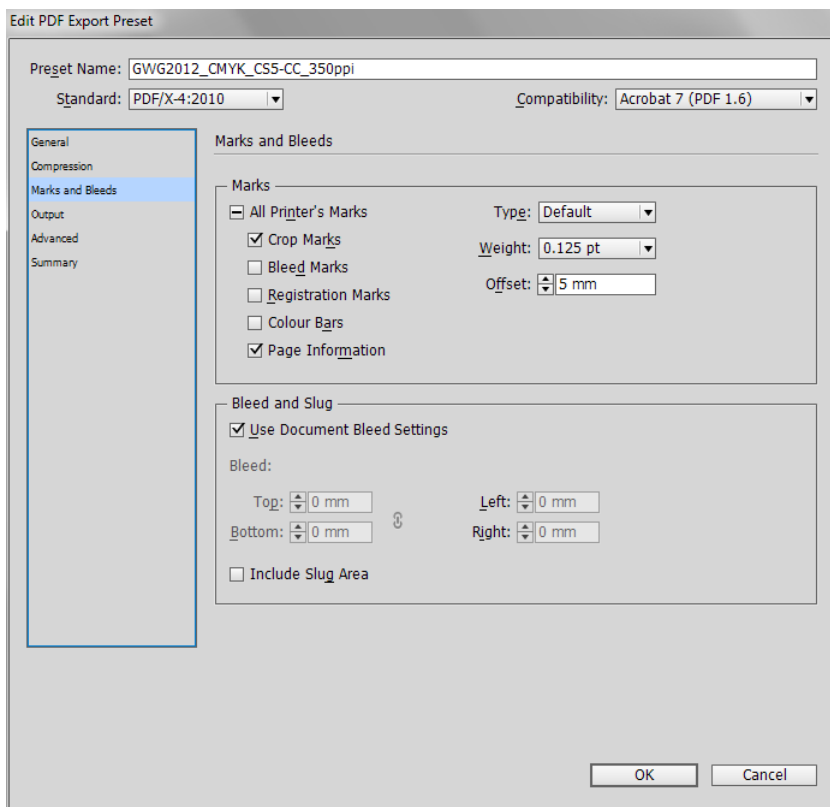
pixels per inch  
for images above:  pixels per inch  
Compression:

☒ Compress Text and Line Art ☒ Crop Image Data to Frames

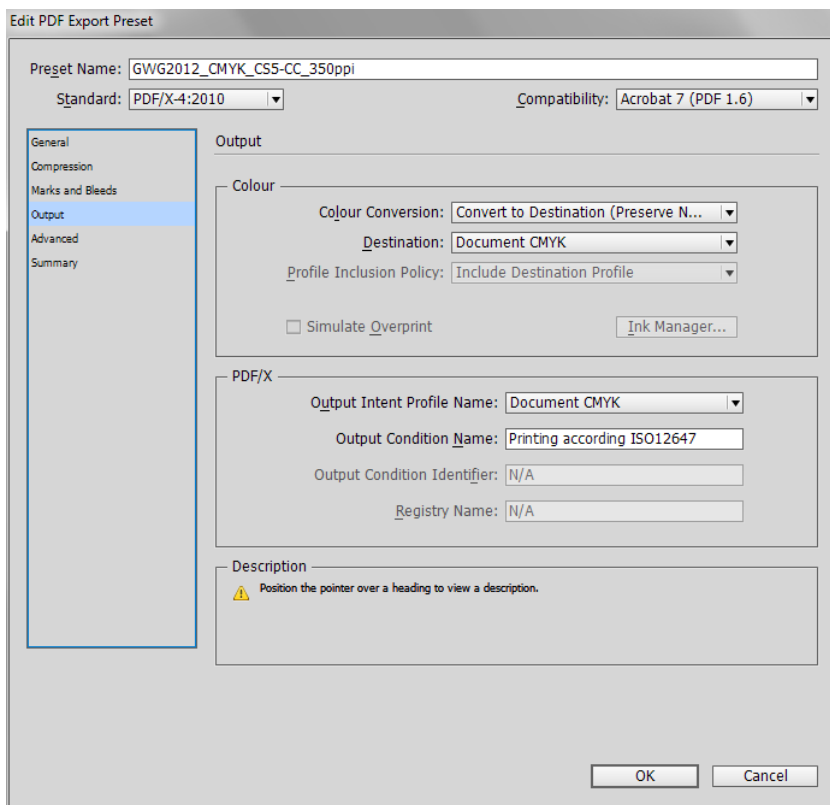
OK Cancel

Colour and Grayscale images with a resolution > 700ppi will automatically be downsampled to 350ppi.

Monochrome images (B&W images) are not automatically downsampled.



Crop marks and Page Information is added by default. Contact your print provider if other 'Marks' should be added / used.



Colours are automatically converted to CMYK, spots are kept as spots. For the PDF/X output intent, the Adobe InDesign document CMYK colour space is used (go to 'View > Proof setup' to see which colour profile is used for your InDesign document).

In order to have the right color profile in the PDF/X output, please make sure to use the proper Colour settings in Adobe InDesign. A [list with recommended ICC profiles](#) is available on the GWG website.



Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
**Advanced**  
Summary

Advanced

Fonts

Subset fonts when percent of characters used is less than:

*i* All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images

Transparency Flattener

Preset:

☐ Ignore Spread Overrides

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
**Summary**

Summary

Description:

Options:

PDF Preset: GWG2012\_CMYK\_CS5-CC\_350ppi  
Compatibility: Acrobat 7 (PDF 1.6)  
Standards Compliance: PDF/X-4 2010

- General
- Compression
- Marks and Bleeds
- Output
- Advanced

Warnings:

Save Summary...

OK Cancel



## 4.3 GWG2012\_CMYK\_Layer\_CS55-CC\_250ppi

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

**General**

Description: Ghent Workgroup 2012 Specifications - PDF/X-4 compliant CMYK (Classic) based delivery method, Downsampling to 250ppi for images with resolution above 500 ppi. Layers are preserved (creating PDF Optional Content)

Pages

☒ All

☐ Range:

☒ Pages

☐ Spreads

Options

☐ Embed Page Thumbnails ☐ View PDF after Exporting

☐ Optimise for Fast Web View ☒ Create Acrobat Layers

☐ Create Tagged PDF

Export Layers:

Include

☐ Bookmarks ☐ Non-Printing Objects

☐ Hyperlinks ☐ Visible Guides and Baseline Grids

Interactive Elements:

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

**Compression**

Colour Images

Bicubic Downsampling to:  pixels per inch

for images above:  pixels per inch

Compression:  Tile Size:

Image Quality:

Grayscale Images

Bicubic Downsampling to:  pixels per inch

for images above:  pixels per inch

Compression:  Tile Size:

Image Quality:

Monochrome Images

pixels per inch

for images above:  pixels per inch

Compression:

☒ Compress Text and Line Art ☒ Crop Image Data to Frames

OK Cancel

Colour and Grayscale images with a resolution > 500ppi will automatically be downsampled to 250ppi.

Monochrome images (B&W images) are not automatically downsampled.



Edit PDF Export Preset

Preset Name: GWG2012\_CMYK\_Layer\_CS55-CC\_250ppi

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
Summary

Marks and Bleeds

Marks

☒ All Printer's Marks Type: Default

☒ Crop Marks Weight: 0.125 pt

☐ Bleed Marks Offset: 5 mm

☐ Registration Marks

☐ Colour Bars

☒ Page Information

Bleed and Slug

☒ Use Document Bleed Settings

Bleed:

Top: 0 mm Left: 0 mm

Bottom: 0 mm Right: 0 mm

☐ Include Slug Area

OK Cancel

Crop marks and Page Information is added by default. Contact your print provider if other 'Marks' should be added / used.

Edit PDF Export Preset

Preset Name: GWG2012\_CMYK\_Layer\_CS55-CC\_250ppi

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
Summary

Output

Colour

Colour Conversion: Convert to Destination (Preserve N...

Destination: Document CMYK

Profile Inclusion Policy: Include Destination Profile

☐ Simulate Overprint Ink Manager...

PDF/X

Output Intent Profile Name: Document CMYK

Output Condition Name: Printing according ISO12647

Output Condition Identifier: N/A

Registry Name: N/A

Description

Position the pointer over a heading to view a description.

OK Cancel

Colours are automatically converted to CMYK, spots are kept as spots. For the PDF/X output intent, the Adobe InDesign document CMYK colour space is used (go to 'View > Proof setup' to see which colour profile is used for your InDesign document).

In order to have the right color profile in the PDF/X output, please make sure to use the proper Colour settings in Adobe InDesign. A [list with recommended ICC profiles](#) is available on the GWG website.



Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
**Advanced**  
Summary

Advanced

Fonts

Subset fonts when percent of characters used is less than:

*i* All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images

Transparency Flattener

Preset:

☐ Ignore Spread Overrides

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
**Summary**

Summary

Description:

Ghent Workgroup 2012 Specifications - PDF/X-4 compliant  
CMYK (Classic) based delivery method, Downsampling to 250ppi for images with resolution above 500 ppi  
Layers are preserved (creating PDF Optional Content)

Options:

PDF Preset: GWG2012\_CMYK\_Layer\_CS55-CC\_250ppi  
Compatibility: Acrobat 7 (PDF 1.6)  
Standards Compliance: PDF/X-4 2010

- General
- Compression
- Marks and Bleeds
- Output
- Advanced

Warnings:

Save Summary...

OK Cancel



## 4.4 GWG2012\_CMYK\_Layer\_CS55-CC\_350ppi

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

**General**

Description: Ghent Workgroup 2012 Specifications - PDF/X-4 compliant CMYK (Classic) based delivery method, Downsampling to 350ppi for images with resolution above 700 ppi. Layers are preserved (creating PDF Optional Content)

**Pages**

☒ All  
☐ Range:   
☒ Pages  
☐ Spreads

**Options**

☐ Embed Page Thumbnails ☐ View PDF after Exporting  
☐ Optimise for Fast Web View ☒ Create Acrobat Layers  
☐ Create Tagged PDF  
Export Layers:

**Include**

☐ Bookmarks ☐ Non-Printing Objects  
☐ Hyperlinks ☐ Visible Guides and Baseline Grids  
Interactive Elements:

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

**Compression**

**Colour Images**

Bicubic Downsampling to:  pixels per inch  
for images above:  pixels per inch  
Compression:  Tile Size:   
Image Quality:

**Greyscale Images**

Bicubic Downsampling to:  pixels per inch  
for images above:  pixels per inch  
Compression:  Tile Size:   
Image Quality:

**Monochrome Images**

pixels per inch  
for images above:  pixels per inch  
Compression:

☒ Compress Text and Line Art ☒ Crop Image Data to Frames

OK Cancel

Colour and Grayscale images with a resolution > 700ppi will automatically be downsampled to 350ppi.

Monochrome images (B&W images) are not automatically downsampled.



Edit PDF Export Preset

Preset Name: GWG2012\_CMYK\_Layer\_CS55-CC\_350ppi

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
Summary

Marks and Bleeds

Marks

☒ All Printer's Marks Type: Default

☒ Crop Marks Weight: 0.125 pt

☐ Bleed Marks Offset: 5 mm

☐ Registration Marks

☐ Colour Bars

☒ Page Information

Bleed and Slug

☒ Use Document Bleed Settings

Bleed:

Top: 0 mm Left: 0 mm

Bottom: 0 mm Right: 0 mm

☐ Include Slug Area

OK Cancel

Crop marks and Page Information is added by default. Contact your print provider if other 'Marks' should be added / used.

Edit PDF Export Preset

Preset Name: GWG2012\_CMYK\_Layer\_CS55-CC\_350ppi

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
Summary

Output

Colour

Colour Conversion: Convert to Destination (Preserve N...)

Destination: Document CMYK

Profile Inclusion Policy: Include Destination Profile

☐ Simulate Overprint Ink Manager...

PDF/X

Output Intent Profile Name: Document CMYK

Output Condition Name: Printing according ISO12647

Output Condition Identifier: N/A

Registry Name: N/A

Description

Position the pointer over a heading to view a description.

OK Cancel

Colours are automatically converted to CMYK, spots are kept as spots. For the PDF/X output intent, the Adobe InDesign document CMYK colour space is used (go to 'View > Proof setup' to see which colour profile is used for your InDesign document).

In order to have the right color profile in the PDF/X output, please make sure to use the proper Colour settings in Adobe InDesign. A [list with recommended ICC profiles](#) is available on the GWG website.





Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
**Advanced**  
Summary

Advanced

Fonts

Subset fonts when percent of characters used is less than:

*i* All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images

Transparency Flattener

Preset:

☐ Ignore Spread Overrides

OK Cancel

Edit PDF Export Preset

Preset Name:

Standard:  Compatibility:

General  
Compression  
Marks and Bleeds  
Output  
Advanced  
**Summary**

Summary

Description:

Ghent Workgroup 2012 Specifications - PDF/X-4 compliant  
CMYK (Classic) based delivery method, Downsampling to 350ppi for images with resolution above 700 ppi  
Layers are preserved (creating PDF Optional Content)

Options:

PDF Preset: GWG2012\_CMYK\_Layer\_CS55-CC\_350ppi  
Compatibility: Acrobat 7 (PDF 1.6)  
Standards Compliance: PDF/X-4 2010

- General
- Compression
- Marks and Bleeds
- Output
- Advanced

Warnings:

Save Summary...

OK Cancel