Guidelines for Creating Source Documents
InDesign Native Files & PDFs for Press, Print, or Web

What to place or use in the source document	InDesign/Press-quality PDFs *Printed on conventional printing presses and digital ink-based presses*	Print-quality PDFs *Printed on office printers, such as laser & inkjet printers, photocopiers, Xerox DocuTech and Nuvera, Oce Vario, Canon imageRunner, and POD "print on demand" devices*	Web-quality PDFs *Viewed on computer monitors and hand-held devices; possibly printed on desktop printers*
Fonts	■ **OpenType** preferred (emerging standard for the printing industry) ■ **PostScript** (older standard for the printing industry) ■ **TrueType** ■ Check font restrictions, make sure fonts are embeddable, not protected.	■ **OpenType**, or **TrueType**. ■ Some digital printers cannot use **PostScript** fonts, but check before using them in the source document. ■ Check font restrictions, make sure they are embeddable, not protected.	■ **OpenType** preferred because they tend to render better on computer monitors and contain more characters for multiple languages. ■ Check font restrictions, make sure they are embeddable if you want the document to retain your design when viewed on a user's computer.
File Formats —Bitmap images *photos*	■ **.TIF** (printing industry standard) ■ **.PSD** (native Adobe Photoshop: emerging printing industry standard) ■ **.JPG**, but only if it is a high-quality/low-compression JPEG	■ **.TIF** ■ **.JPG** ■ **.GIF** ■ **.PNG** ■ **PowerPoint**, **Excel**, and **WordArt** office graphics ■ Pretty much any graphic file format: if it prints on your desktop printer, it usually will print on the final output printer.	■ **.JPG** for photos. ■ **.GIF** for other graphics ■ **.PNG** (not readable by older Web browsers)
File Formats —Vector Graphics *logos, illustrations, graphical charts*	■ **.EPS** (printing industry standard). ■ **.AI** (native Adobe Illustrator: emerging printing industry standard) ■ **.PDF** (emerging printing industry standard)	■ **.EPS** ■ **.PNG** ■ **.PDF** ■ **PowerPoint**, **Excel**, and **WordArt** office graphics ■ Pretty much any graphic file format: if it prints on your desktop printer, it usually will print on the final output printer.	The source document can use any graphic format because all graphics are converted to GIF or JPG by Acrobat when it creates the PDF.

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Resolution *only for bitmap images, photos*	■ **300 dpi** (printing industry standard) ■ **400-600 dpi** for water presses, digital presses, and high-quality jobs	■ **300 dpi** (standard) ■ **266 dpi** is acceptable for lower-quality job, such as newsletters and flyers ■ **400 dpi** may be required for high-quality printers.	■ **72 dpi/ppi** (old standard for CRT monitors) ■ **96-100 dpi/ppi** (new standard for flat-panel monitors)
Colors	Only printing ink colors: ■ **CMYK** ■ **PANTONE PMS** spot inks ■ **CMYK + PMS** spot inks ■ **Grayscale** (GS) ■ **Black/white** ■ **Hexachrome** (not to be confused with hexadecimal colors for Websites)	■ **CMYK** ■ **PANTONE PMS** spot inks ■ **RGB** screen colors ■ **Grayscale** (GS) ■ **Black/white** ■ The source document can use any type of color because all colors are converted by the printing device. However, a color shift could occur.	■ **RGB** ■ The source document can use any type of color because Acrobat will convert all colors to RGB when the PDF is created. However, a color shift could occur.
Features for 508-Accessability	None required. Printed documents are not 508-accessable.	None required. Printed documents are not 508-accessable.	Required: ■ **Alt-tags** on graphics ■ **Heading tags** on titles, subheads, and table heads ■ **Caption tags** on graphics ■ **Bookmarks** ■ **Hyperlinks** ■ **Text-threading/flow**
Metadata/Document Properties	None required.	None required, but helpful if the document will be archived for future printing.	Required: ■ **Author** ■ **Title** ■ **Subject** ■ **Description** or **Summary** ■ **Keywords**