



**FONT GUIDELINE**

**Before exporting your file, please ensure all fonts are converted to outlines, no live copy must remain.**

If you save your artwork in a format where fonts are present, when the same artwork file is opened on a different computer that does not have access to the original font, the font will most likely be substituted. This means the letters could appear totally different, affecting the text's size and throwing off the whole design.

Use the following methods to ensure that your fonts will not be substituted when sent over to our Artwork Team:

## 1. FONT OUTLINING (RECOMMENDED)

### What is outlining?

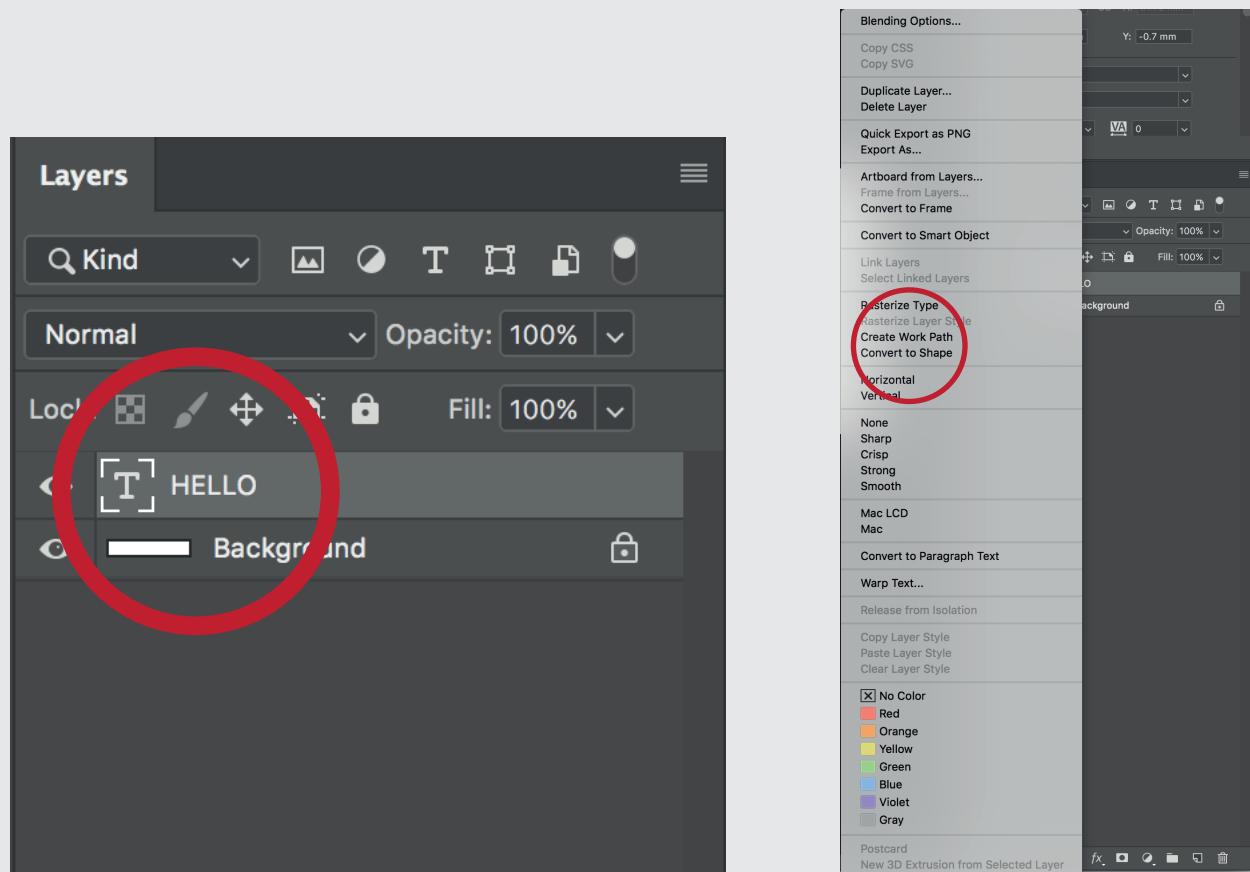
This means changing text or type into shapes for print and ensures that it will not be converted in to another font when you send the file from one computer to another.

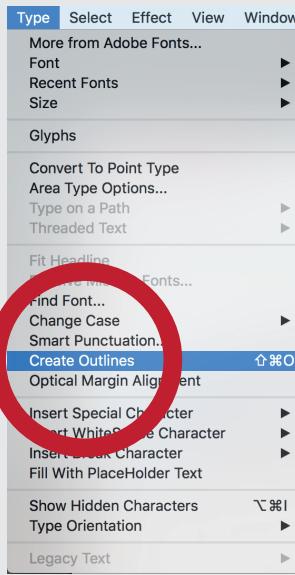
*How to outline your fonts in Adobe Creative Suite*

Once outlined, text is un-editable. Either keep a copy of the original design in case you want to make any changes in the future or duplicate the text element before you create outlines and hide it on a new layer.

#### PHOTOSHOP

To outline your text in Photoshop, right click the text layer and select create outlines or convert to shape. This will convert your font into pixels to be printed.





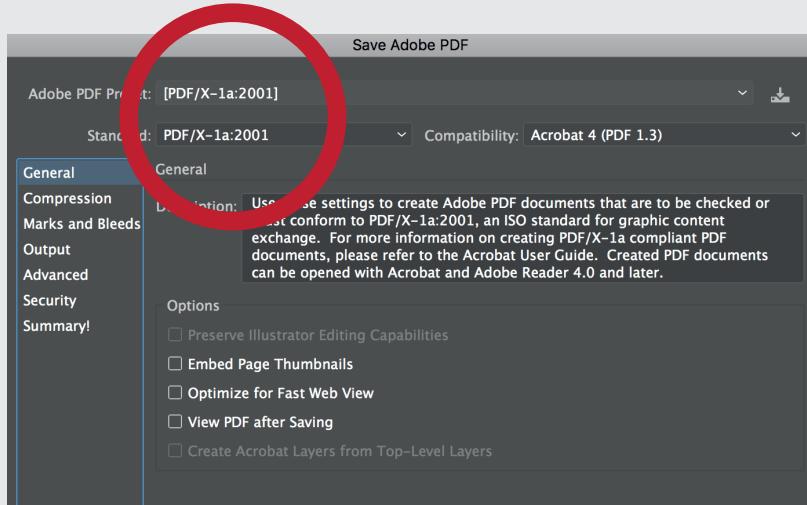
## 2. FONT EMBEDDING

### What is font embedding?

Embedding a font means to save the font information within the document. Doing so packages the fonts with the document information files, so that when opened on another computer it will look exactly the same. This normally happens when exporting your file as a PDF.

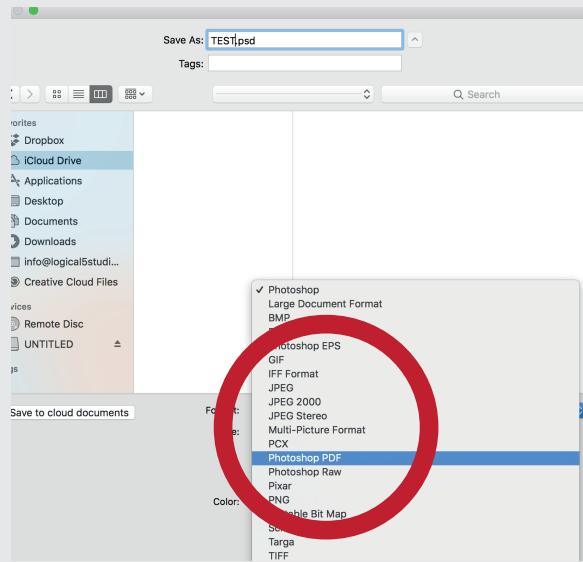
#### *How to embed your fonts in Adobe Creative Suite*

If you're using Adobe Creative Suite and have the font license for the font(s) you have used in the design file, your fonts will automatically be embedded provided the PDF pre-set is set to PDF/X1a. If you're using Adobe Creative Suite make sure the PDF pre-set is set to PDF/X1a to ensure all fonts are embedded. This will only occur if you have the font(s) license for the font(s) you have used in the design file. When converting into a PDF you will be asked if you would like to embed the fonts in the document. Selecting 'yes' packages the fonts with the document information files, so that when opened on another computer it will look exactly the same.



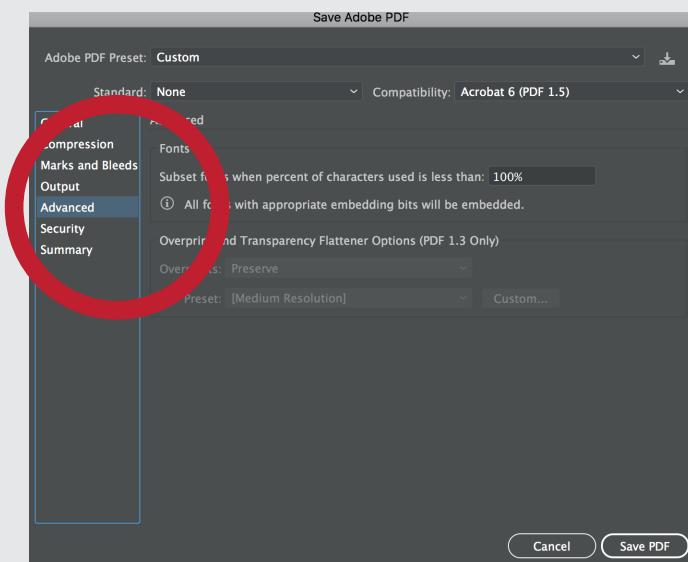
## PHOTOSHOP

To embed your font in Photoshop, position the font and keep the text layer. Export your file as a PDF by clicking File > Save As and choose Photoshop PDF as the file format.



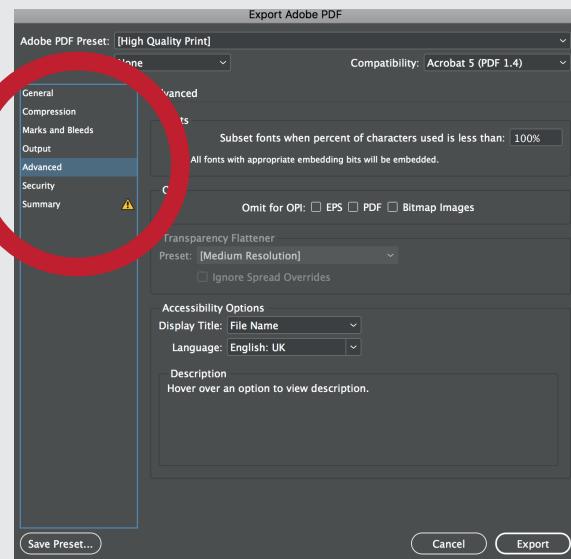
## ILLUSTRATOR

Being a vector-based graphics program, Illustrator is better suited to export PDFs. Once you position text into your document, Illustrator will consider it as text layer and embed the type accordingly during the export. To create a PDF from Illustrator, click File > Save As and choose PDF as the file format. The export window opens with the advanced panel. Here you can review whether the text is actually embedded in the PDF when exporting the document



## INDESIGN

InDesign, like Illustrator, will automatically embed all fonts when exporting the file provided that this is permitted by the vendor's licensing conditions. To make sure that all fonts are included when exporting your artwork as PDF, go to the Advanced tab in the export window of InDesign. This will only occur if you have the font(s) license for the font(s) you have used in the design file. This window displays the notice "Only fonts with appropriate permission bit will be embedded". This means that all characters of the corresponding font that have been used will be stored in the file during export.

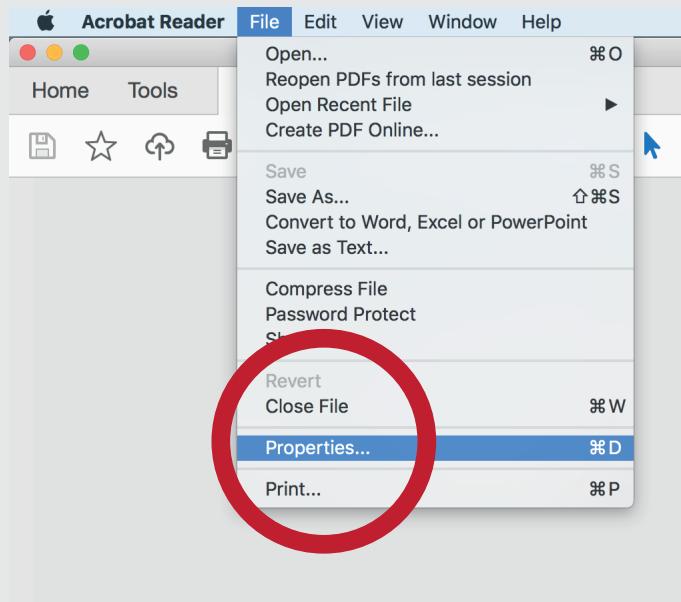


# HOW TO DETERMINE IF FONTS ARE EMBEDDED IN A PDF FILE?

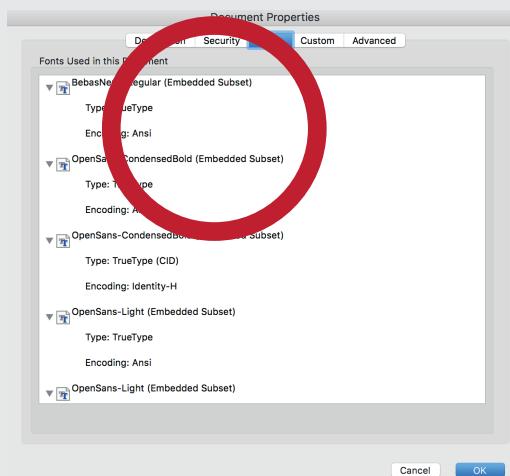
To determine if all of your fonts are embedded in your pdf file, open your pdf file in Adobe Acrobat or Adobe Reader.

From the File... menu, select "Properties..."

From the Document Properties dialog box, click on the "Fonts" tab, which is circled below.



On the fonts tab, the words "Embedded Subset" or "Embedded" must appear next to each font, as shown in the example below.



If a subset of a font is embedded, this means that only the characters used in that particular document are embedded. This is acceptable for final print files because these documents do not need to be edited in their pdf form. If you expect someone to be editing the pdf file in the future, embedding the entire font is a good idea.