Why should I embed fonts?

Fonts

There is a huge variety of fonts available to designers in order to satisfy their layout needs. Holding libraries that contain all these fonts and any variants of a typeface would be an impossible task, and the cost of maintaining such a library would be enormous. The answer is for the designer to embed the fonts within the PDF created from their artwork. This is a legitimate action if the designer has purchased the font in the first place.

Fonts are required to be embedded within a supplied PDF in order to maintain the typographical accuracy of the designers artwork. If a font is not embedded then this could lead to illegible or missing characters or words. Our preflight will flag a missing font as an error and will not allow it to pass through the system without intervention. This safety net gives the customer the ability to correct and resupply the file.

General recommendations

In order to avoid any issues when processing files follow these simple recommendations:
 •Always set your PDF engine to error when a font cannot be embedded.
 •Always embed all fonts.
 •Always embed complete fonts, do not subset fonts. This ensures that all font encodings are added to the PDF and if any post PDF editing is required the font is available.

How Do I Embed

Applications such as Indesign and Quark will automatically embed fonts when using PDFX1a_200x settings. It is a requirement of the PDFX1 protocol to have fonts embedded. If using applications such as Publisher to prepare PDFs ensure that the export options in the PDF setting is set to "include all fonts".

Text

• Wherever possible text that is set to knockout should not be any smaller than 12pt. Any slight mis-alignment during the printing process could render this type of text to become illegible.

• Another common problem with text is setting white objects to overprint. Because the white of the type is made up from the underlying paper colour and not a printed ink, this overprint white text will result in missing type or objects. Our softproof systems will highlight this problem, but the designer can readily see this in their PDF by setting their Acrobat preferences to "show overprint". This will replicate what will be seen on the printed sheet.

• Creating text out of 4-colours can also cause issues if the type is very small and this should be avoided wherever possible.