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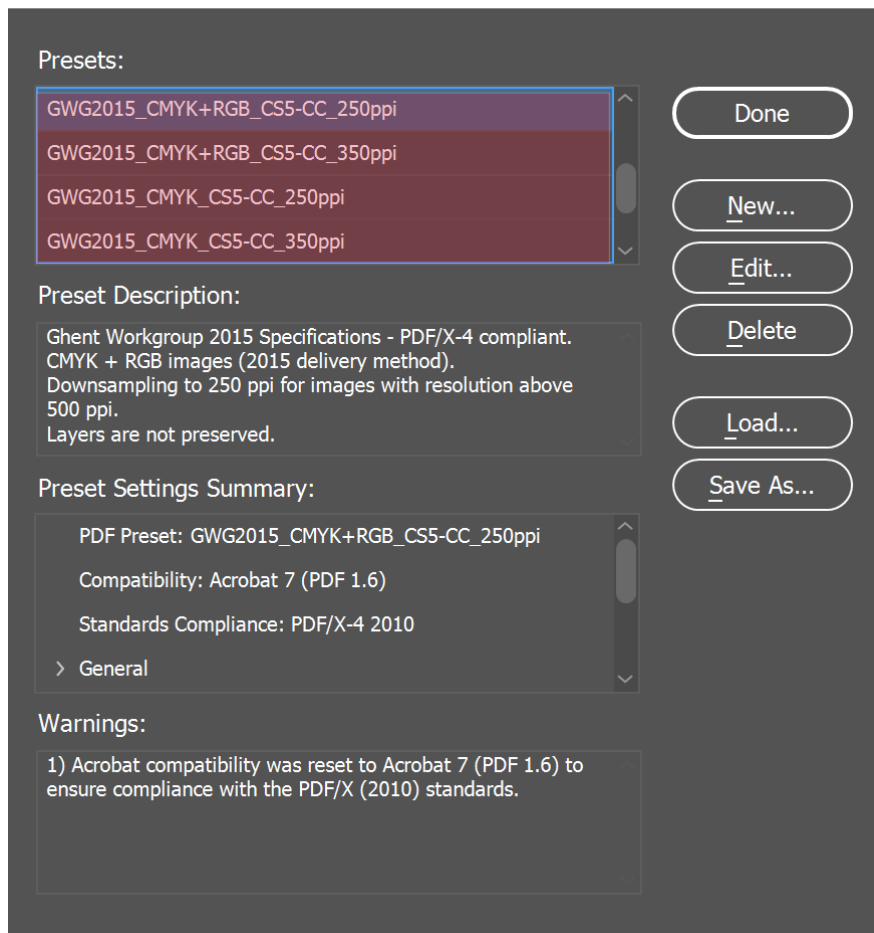


1 Installation

To install the PDF presets, please follow these instructions:

1. Open Adobe InDesign, Illustrator or Photoshop
2. Go to File → Adobe PDF Presets → Define (Adobe ID/PS CS5/CS5.5 – CC) or Import (Adobe ILL 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

Adobe PDF Presets



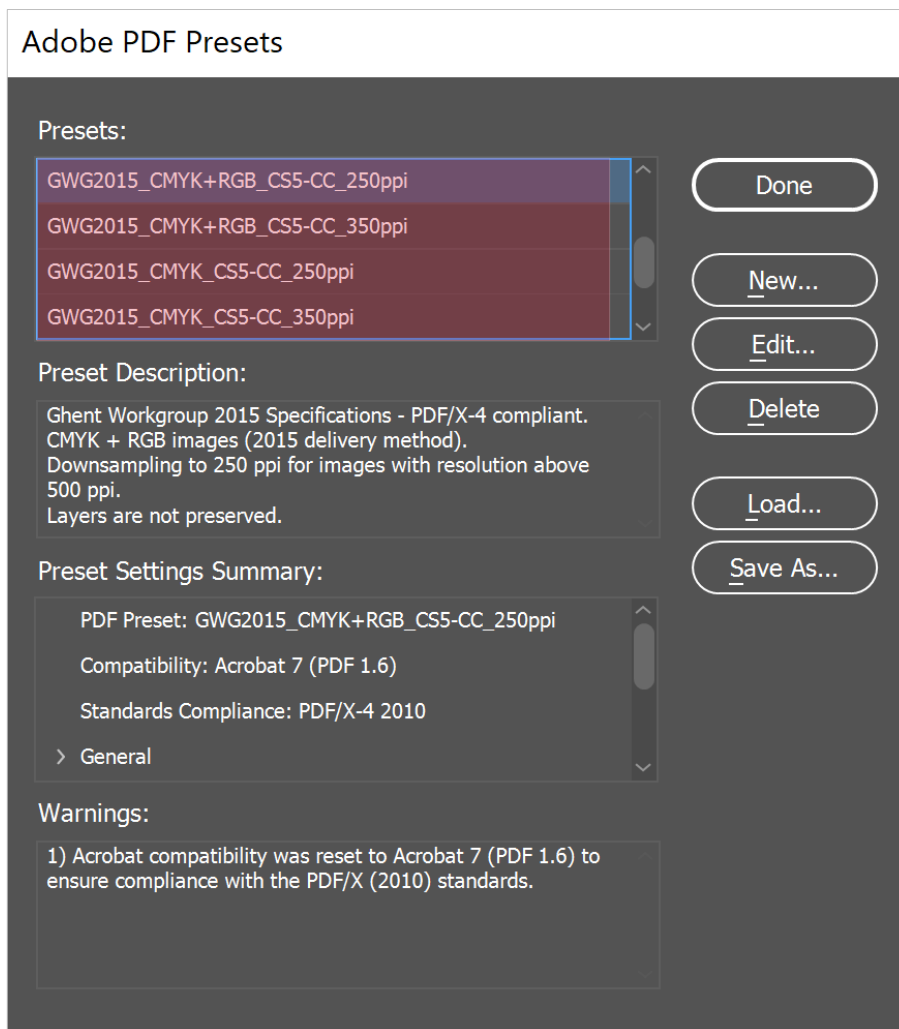
8. Click 'Done' to confirm the installation



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 (Adobe ID CS5/CS5.5 – CC) or File > Save As (Adobe ILL/PS CS5/CS5.5 – CC)
3. Select one of the installed GWG 2015 PDF presets
 - a. These should now appear from the drop down menu:



4. Click 'Export' or 'Save As' 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 2015 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
GWG2015_CMYK_CS5-CC_250ppi	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
GWG2015_CMYK_CS5-CC_350ppi	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
GWG2015_CMYK_Layer_CS55-CC_250ppi	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
GWG2015_CMYK_Layer_CS55-CC_350ppi	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
GWG2015_CMYK+RGB_CS5-CC_250ppi.joboptions	PDF/X-4 (PDF 1.6)	NO	250ppi, when above 500ppi	Crop Marks Page information Use Document Bleed	CMYK, RGB, Lab and / or Spot 'No Colour Conversion'	Sheetfed or web offset lithography (150 lpi or less), digital printing, flexography, gravure
GWG2015_CMYK+RGB_CS5-CC_350ppi.joboptions	PDF/X-4 (PDF 1.6)	NO	350ppi, when above 700ppi	Crop Marks Page information Use Document Bleed	CMYK, RGB, Lab and / or Spot 'No Colour Conversion'	Sheetfed offset lithography, (higher lpi), digital printing, flexography, gravure



4 GWG color settings files

4.1 Goal

Next to the PDF presets, GWG also wants to pay attention to the color settings (.csf files). Color settings are important. They determine how colors are displayed in Adobe InDesign, Illustrator or Photoshop and whether colors may or may not be converted during PDF export.

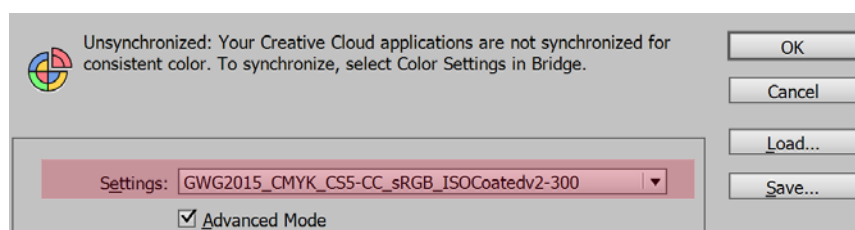
In order to have predictable color results, GWG advises certain color settings. A sample color settings file is delivered with the PDF presets to illustrate the setup.

4.2 Installation

To install the GWG color settings file, please follow these instructions:

1. Open Adobe InDesign, Illustrator or Photoshop
2. Go to Edit → Color settings
3. Click the 'Load' button
4. Browse to the .csf file you just downloaded from the GWG website
 - a. Please make sure to unzip the package first, otherwise the color settings files will not be available from the file browser.
 - b. It is advised to store the .csf file in the same location as the other Adobe color settings files.
5. Select the GWG color settings file
6. Click 'Open' to install
7. Click OK to confirm

If everything went well, the color settings are now available from the 'Color Settings' menu



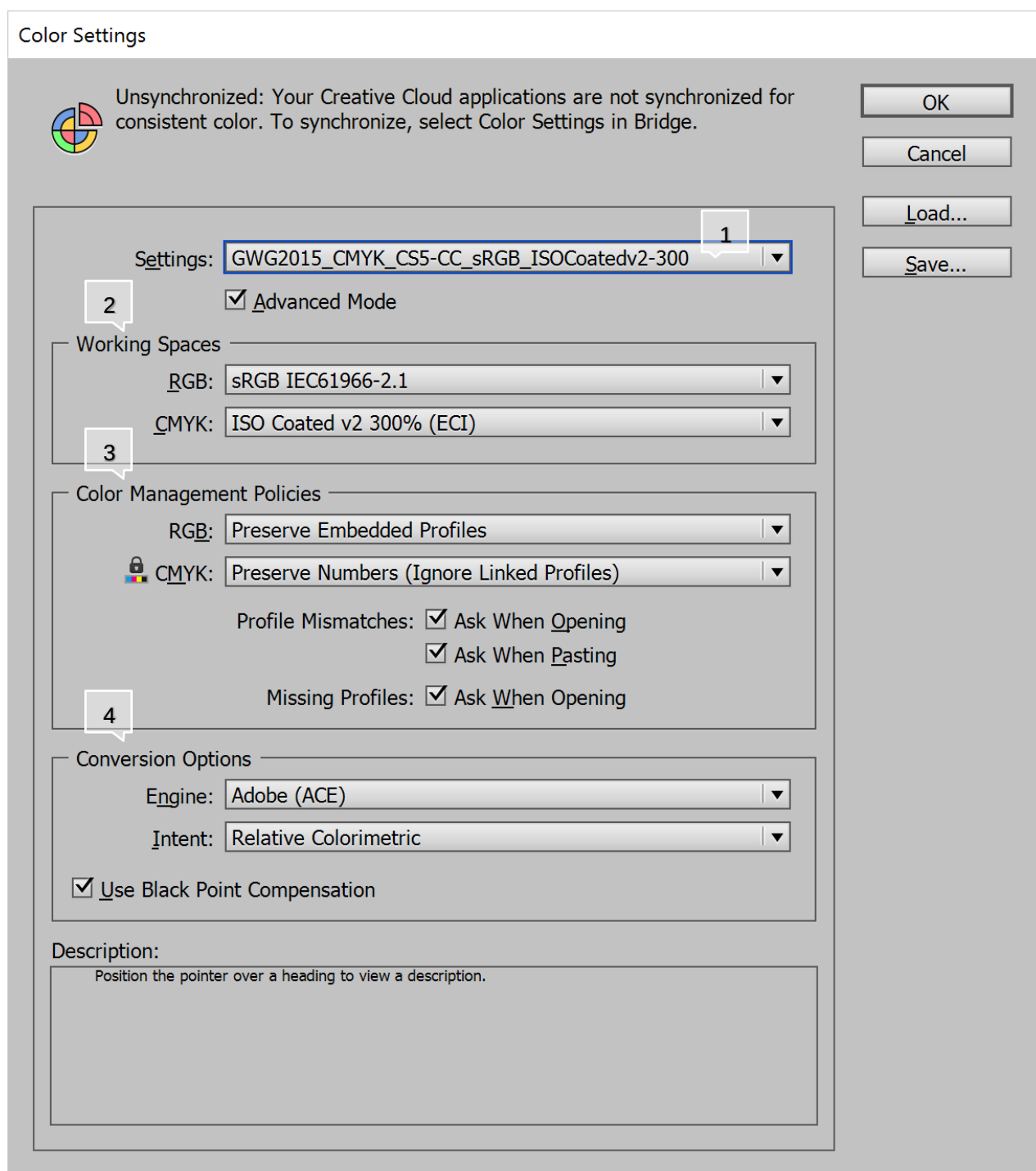
4.3 Usage

To use the color settings, please follow the following instructions:

5. Open Adobe InDesign, Illustrator or Photoshop
6. Go to Edit > Color Settings
7. Select the GWG color settings from the drop down menu
8. Adjust – if needed – the 'working spaces' to the appropriate color profiles for your application or region
 - a. In the sample GWG color settings the 'ISOCoated v2 300% (ECI)' and the sRGB color profile are used.
 - b. If you don't have the 'ISO Coated v2 300% (ECI)' CMYK color profile installed on your computer, you first should download and install it profile from www.eci.org.
9. Adjust – if needed – the conversion options to the proper settings for your application
 - a. 'Relative Colorimetric' with 'Black Point Compensation' is generally used for Coated and Uncoated stock
 - b. 'Perceptual' intent is often used for Newspaper printing
10. Create a new document
11. The GWG color settings shall now be applied to the newly created document.



4.4 Screenshot



1. **Settings:** installed GWG color settings file
2. **Working spaces:** allowed to change, depending on your application or region (e.g. ISOCoated v2 300% for Coated stock, ISONewspaper26v4 for newspaper printing)
3. **Color Management Policies:** better to not touch these settings, they have been set like this for a certain reason
4. **Conversion Options:** Allowed to change, depending on your application or region. For Newspaper print, the Perceptual rendering intent is often used, for printing on Coated stock, this is 'Relative Colorimetric with Black Point Compensation (BPC)'.