St Andrews Press
DESIGN AND PRINT

A Guide to Fonts

The minimum font size on printed jobs should be 5pt, and we strongly recommend using 100% black for any text that is smaller than 12pt.

When supplying print-ready artwork, it is important that your fonts are embedded or flattened

WHAT CAN HAPPEN IF FONTS AREN'T EMBEDDED

When document is created it is done so using the fonts available on your computer at the time. If the same document is opened on another computer that does not have access to the original fonts it is likely that the fonts will be substituted. This can mean that the letters appear differently and as the replacement fonts may not be the same size as the original so the document formatting can be affected. This is more likely to be a problem if your design uses fonts that aren't commonly available.

HOW TO AVOID PROBLEMS WITH FONTS

The best way to get round problems with fonts is to make them part of your original document through embedding them, flattening them or converting them to outlines. When creating a PDF of your artwork, ensure that all fonts are embedded.

SAVING AS AN IMAGE

By saving the file into a raster format, i.e. jpeg, png, tiff, etc., the fonts become part of the image. As with converting to outlines, it is hard to edit at a later date (and sometimes impossible!) however this will ensure that your document is displayed with the correct fonts.

EMBEDDING

This is dependent on font licensing and is normally used for PDF files. Most professional design programs will ask if you would like to embed the fonts into a document. If you select 'yes' this will then package the fonts into the document to ensure that when it is opened on another computer the correct fonts are available to display.

CONVERTING TO OUTLINES

This method converts the fonts that are used in the document into shapes as opposed to letters. This method does have the disadvantage that documents are again harder to edit at a later date but is effective at ensuring that your fonts remain as intended.

Stuck?
DON'T HESITATE TO GIVE US A CALL AND ONE OF OUR TEAM WILL BE ONLY TOO HAPPY TO HELP YOU TO RESOLVE YOUR DESIGN PROBLEMS!
01749 672477