



# PDF WORKFLOW AND DESIGN TEMPLATING

If you commission design and print then you need to know about PDF workflow and Design Templating. Combined, these two software techniques are bringing benefits to our clients.

- Up to 20% off your total design, pre-press and print costs
- Reduced lead times
- Reduced correction costs
- Better print quality

Complete Picture pioneered the use of Adobe Acrobat technology for electronic publications within the construction industry with the launch of the first Complete Regulations CD ROM to architects in 1995. This was featured in a [case study](#) highlighting Acrobat applications by Adobe systems.

Over the years Acrobat has grown into de-facto format for both print and electronic documents. Alongside our electronic publications Complete Picture is able to offer the benefits of an Acrobat PDF workflow to slash printing and design costs. PDF or 'Portable Document Format' is a robust technology that is revolutionising design and print.

For the first time you can easily view the designers work on your own PC, and then progress to full digital proofs and quality print at any size and quantity, without resorting to expensive traditional repro.

## Design Templating A better way of working

As users of professional layout and graphics programs we provide fast and affordable solutions for producing exceptional marketing materials. Our design library is packed with graphic design templates of brochures and newsletters. Our design templates are professionally executed to exacting standards. The high resolution layouts are purpose built to technical standards required for commercial printing.



Layout file production is carefully monitored and tested to meet commercial printing requirements and to ensure trouble-free print output.

### **Professional Design**

We select a design that best suits your needs from our professional library. If we find a layout you like, but it's for a different business type, no problem – we'll customize it to meet your specific needs.

### **Custom Layout Service**

We will personalise the design as much or as little as you like. Our layout services include placing your copy and logo, changing images, modifying colours and substituting fonts. If you don't have a logo or need copywriting, we can help with that too. You'll see your first proof within 2-3 business days, and there are no surprises about cost since our design projects are offered at a fixed price.

### **PDF Electronic Workflow**

We are experts in design using the latest PDF software, once the design process is complete instead of sending proofs to the client. PDF files are sent via email for approval prior to printing. Once you have approved your pages, and even reviewed any late changes within minutes of the designer completing the final corrections, we progress to making PDF print format files. Due to our template based workflow we can guarantee our PDF carry all the high resolution images. As self contained files with all graphics, pictures and fonts embedded, the old gremlins of type run-arounds and missing pictures are banished. These files are then run as digital colour proofs –accurate colour from the established industry standard.

Now we have reached a stage where you are ready to print using PDF's with computer to plate technology. The PDF's are processed by the printer who makes the plates direct from the files, no film is involved.

### **Print Partners**

Many traditional design and repro companies, not to mention older printers have not adopted this new technology. However Complete Picture has identified and partnered with companies that have embraced PDF workflow. To ensure the best value for our clients we choose the most cost effective printer option from our partners, your job suites our partners schedule which means you get the best price.

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