

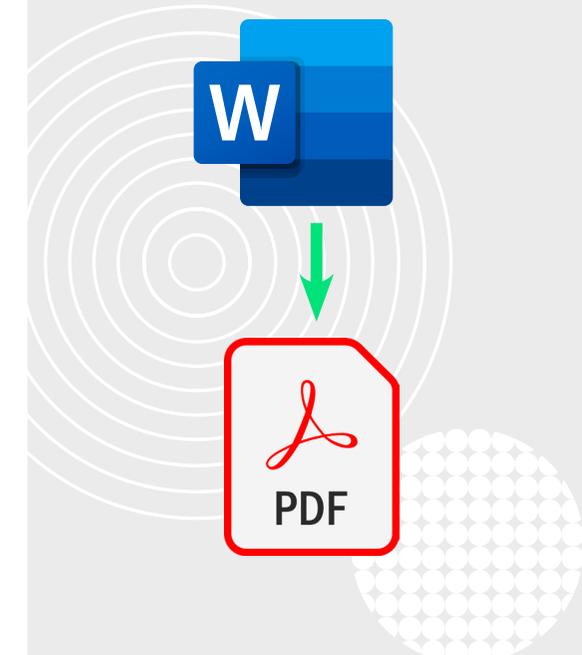
‘Word to PDF’ – Best Practice

If you have a Word document that you require us to convert to PDF for publishing, please use this guide to ensure your document is ready for studio.

In this guide we explain the main pitfalls seen in supplied Word files, and ways to address them to avoid potential production delays or additional costs, and to maximise the **quality** of the end product – both for print and accessibility.

For ease, click on the contents list below to go straight to the section you are interested in.

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1. Please note ...

With 'Word to PDF' documents, you are responsible for the content and appearance of the document – any changes require a new, correct Word file to be supplied which will have both cost and time implications.

Also note that all Word files should be supplied with A4 page size – not US letter or A5

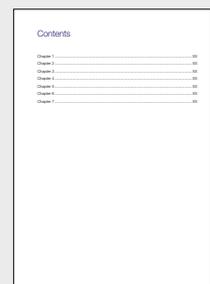
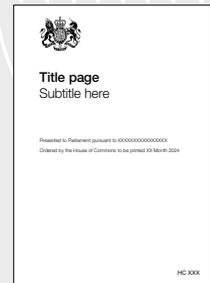
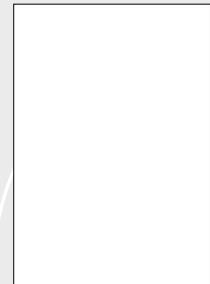
TIP: Go to the 'Layout' ribbon, and click on 'Size' to check the page size for each section in your document.

2. Pagination for blank pages

Each sheet of paper has two sides, and each side constitutes a page that needs to be present in the PDF, **even if it is blank**, because this affects whether a page appears as a left- or right-hand page of the finished printed document. The example on the right shows how pages will work when printed.

- The **front cover** is the first page, the blank page that follows makes the **inside front cover**, which is on the left of the printed document.
- The next page is the **title page** – a right-hand page. The **copyright page** is on the back of it – a left-hand page.
- Then comes the **contents page** (in most cases) – another right-hand page.

So, if you want the first page of text *after* the contents to appear on a right-hand page, and the contents page is only one page long, you need to include a blank page after the contents.



3. Page numbers

The 'preliminary' pages – the front cover, title page, copyright page (and any blank pages) – should **not** feature **any** page numbers (Journal Office rules). Page numbers should start on the first page **after** the copyright page (most often the Contents or Foreword).

The numbering system should **not** include the cover pages – page number 1 should either be the title page or the first page after the copyright page.

TIP: This can be managed by using a '[section breaks](#)' after the copyright page and the next page of your document. Each 'section' can have its own setting for headers and footers, though you may need to ensure the section after the copyright page isn't '[linked to previous](#)' If this proves challenging to fix, we can look to fix this for yourselves, just let us know.

Page number location

If the page numbers are located at the bottom right of each page and you're sending a Word file for conversion to PDF, then on the left-hand pages of your printed document they will appear on the 'inside' of the page, closest to the spine, and on the right-hand pages, they will appear on the 'outside' of the page – away from the spine.

While it is possible to set up a Word file to print the page numbers with 'different odd and even pages', if you're not sure how to do this it's best to avoid the issue entirely by having your page numbers centred at the bottom of each page.

TIP: Page numbers placement and formatting can be changed at the [beginning of each section](#)

4. Headings coming adrift from the associated text

If headings are not styled using heading paragraph styles, or if paragraph markers are used for spacing in your document, it's very easy for a heading to be left on its own at the bottom of a page. Please check your document through thoroughly before supplying it to HH Global.

TIP: To avoid this, you can select a heading (and any empty paragraph markers that follow it, if any), bring up you paragraph options, and under advanced, click 'Keep with next'.

5. Widow and Orphan Lines

These are single lines of text at the end of a paragraph appearing on the previous or next page from the paragraph they are part of. Best practice is to have at least two lines of text at the top or bottom of a page when a paragraph needs to be split over page breaks.

TIP: Edit the paragraph settings – under the 'line and page breaks' tab, ensure the 'Widow/Orphan control' is ticked. If you're using a template, this option should already be on in your main body text style, but you can amend it if not – it will apply that rule to all paragraphs using that style.

6. Copy being too close to the edge of the page

Ensure the content of your document – including any tables – comes no closer than 10mm from the edge of the page. Once printed and bound, content that is very close to the edge of the page can 'disappear' into the spine of the finished document.

7. Avoid elements that 'bleed' off the page

These are elements that are designed to print right up to the edge of the finished, printed page. In the printing process, the print area is extended outside of the finished A4 sheet, to ensure the integrity of the final document, and then cut to the correct size prior to binding (see **Figure 1**).

If your document does require bleed to be added, this can be created through the HH Global studio, but it will be at an extra cost. Extra time will also be required to complete the process.

8. Image Quality

All recent versions of Word can support two types of images – 'pixel'-based images (see **Figure 2**), and 'vector'-based images (see **Figure 3**).

Vector-based images are built from lines which retain their quality at any size. These are best for logos, charts, infographics and diagrams.

Figure 2: Pixel-based image



Figure 3: Vector-based image



TIP: You can right-click elements like charts from PowerPoint/Excel and 'Save as Picture', selecting .svg as the filetype – you may get better quality output. Also, experiment with how you paste images into your Word file – you can always export a PDF yourself to check the quality.

Figure 1



9. Fonts

Word documents should be created using the standard fonts that are included with Word (such as Arial, Calibri, Trebuchet, etc.). If using fonts that others in the process don't hold, Word will replace that font, causing reflow and repagination, and the obvious change in appearance.

If you're using a template which uses such fonts, you may need to supply a PDF to studio, rather than a Word file.

TIP: To save the PDF, choose **File>Save As**, (**Figure 4**), then see **Figure 5** for the settings you'll need to use to ensure that PDF is not only good for printing, but also carries the various metadata required for accessibility.

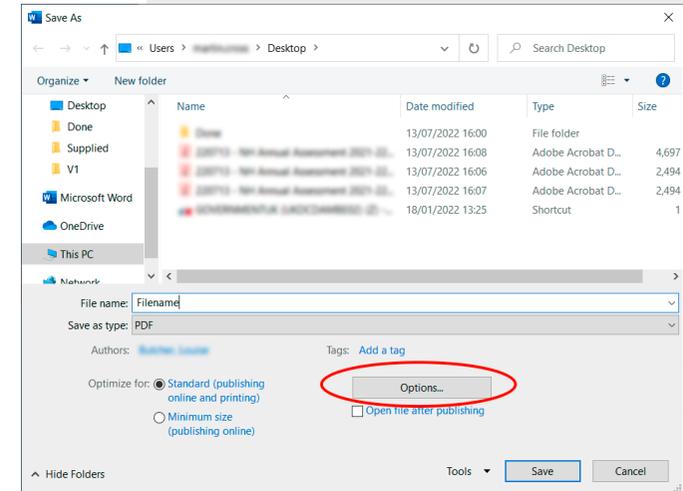
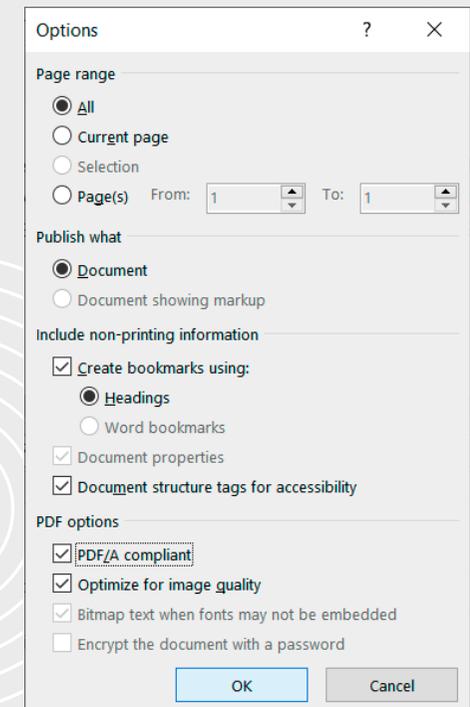


Figure 5



10. Tables

Tables can be difficult to handle, especially if lengthy, running over multiple pages. These can be made tidier by avoiding rows awkwardly breaking across pages, and ensure any long tables have the header rows set to repeat at the top of the page.

TIP: You can stop rows splitting across pages by selecting the table, right-clicking, and selecting 'Table Properties'. Under the 'Row' tab, deselect 'Allow row to be broken across pages'.

Repeating header rows can be managed by selecting the header rows you want to repeat, go to the **Layout** tab in the ribbon, and selecting 'repeat Header Rows'.

11. If possible, use a template

Word templates are set up with 'paragraph styles' covering all the content of your document for heading levels, the main body text, bullets, etc. They not only help to ensure your document looks consistent, but also:

- help to populate automated contents lists
- assist in document navigation (for accessibility purposes)
- keep headings with their associated text (stopping a heading appearing on its own at the bottom of a page)

Many governmental departments have templates for document creation, but if not, Word has in-built templates to assist consistent styling and creation of your document.

If you don't have a template, and are going to create many documents to the same style, HH Global can create bespoke Word templates at an additional cost.

12. Considerations for accessibility

PDFs hosted on Public Bodies' websites need to adhere to Web Content Accessibility Guidelines (WCAG) standards by law. The content of your Word file can impact this.

Text alignment

Justified text creates variable sizes of spaces between words. These can cause issues for some users – all main body text should be left-aligned. (see [Figure 6](#) for a comparison)

Text size

Main body text size should ideally be 12pt, or 11pt minimum (although table text/footnotes can be smaller to accommodate on a page, if necessary)

Text colour

If using coloured text for headings, please ensure that the text colour is dark enough to have good contrast against the background colour (white) to ensure the text is clearly legible.

Alt text

'Alt text' is metadata that describes the content of an image to users of assistive technologies.

TIP: This can be accessed by selecting an image in Word, right-clicking, and selecting 'View Alt Text...'. Avoid using Word's own default alt-text – it rarely creates a meaningful description. If an image is used for decoration only, it can be marked as Decorative.

Tables

Avoid using tables for layout purposes – i.e. for boxed text, or to arranging elements on a page.

Abbreviations lists can be indented text. Boxed text can be achieved with a paragraph border. Tables should only be used for 'tabular content' – i.e. defined rows and columns, with column/row headings.

TIP: As an alternative to tables for boxed text, look into setting up a [bordered paragraph style](#).

Figure 6

Justified text

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Table of Contents

If you make proper use of heading styles, you can use Word's **Table of Contents feature** to build your contents list, rather than typing them manually – these are better for accessibility and quicker for you to update.

13. Checklist

Page numbering – No page numbers on preliminary pages, blank pages, or back cover

Page size is A4

Headings not on their own at the bottom of the page

No single lines appearing on previous or next page, separate from main paragraph

Document content well within page margins

Body text left-aligned, and 11pt minimum