

# ‘Typesetting’ or ‘Word to PDF’

If you have a document that you need to produce, use this guide to help you decide whether it's to be ‘typeset’ or ‘Word to PDF’.

‘Typesetting’ and ‘Word to PDF’ are terms that describe different work processes to produce your document. They have different time-scales, and different costs. Whichever route you choose, all final outputs are still available.

In this guide we explain the different processes, and some other things to think about when you are deciding which process is best for your document.

You can read through this guide or click on the contents list below to go straight to the section you are interested in.

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# 1. 'Typesetting'

This process is where you send us a Word document, but you want the final printed document to have a *different* appearance to the Word file. For example, to follow your brand guidelines and layouts and to use colours and visuals.

We will import your Word file into professional page layout software called InDesign, and 'typeset', or 'style' it to match a department's brand or a previous styled document.

Because this process is more time consuming and involves multiple proof stages, it will cost more than simply converting a Word document to a PDF. However, the final document will look more polished and professional.



## Supplying files for typesetting

### How your document will look

Please send us a “clean” Word file of your document. This means it doesn’t have any tracked changes or comments in it. We also need to know what you want it to look like, so let us have a previous document to use as a guide, or your brand guidelines or style sheets.

If your document is for the UK government and you don’t know what branding it should have, please ask your department’s marketing or communication team, or you can find HM Government branding guidelines at

[https://gcs.civilservice.gov.uk/wp-content/uploads/2022/03/HMG\\_Identity-Guidelines\\_2022.pdf](https://gcs.civilservice.gov.uk/wp-content/uploads/2022/03/HMG_Identity-Guidelines_2022.pdf)

### Imagery and Icons

Any images you want to include need to be supplied as high resolution files, as although it’s possible to extract images from a Word file, they’re usually too low quality for professional printing so they look fuzzy.

- **Pixel-based** imagery such as photos like the one in **Figure 1**, should be supplied in .JPG or .TIF format at **300 dpi**.
- **Line-based** imagery such as logos, graphs, infographics, or icons like those in **Figure 2**, should be supplied as ‘vector-based’ files – .EPS, .AI, .SVG. Some departments have ‘stock libraries’ for icons, so contact your communications team and ask them to send us the original files.

**If you can’t supply high resolution imagery, we can source or create it for you.**

### Photos

We can also source images from the Adobe stock library – ask your account manager for usage costs. We’ll need a brief on the sort of images you’d like.

**Figure 1: Pixel-based image**



**As these images are created with pixels, the more they are enlarged, the more the pixels are visible**

**Figure 2: Line-based image**



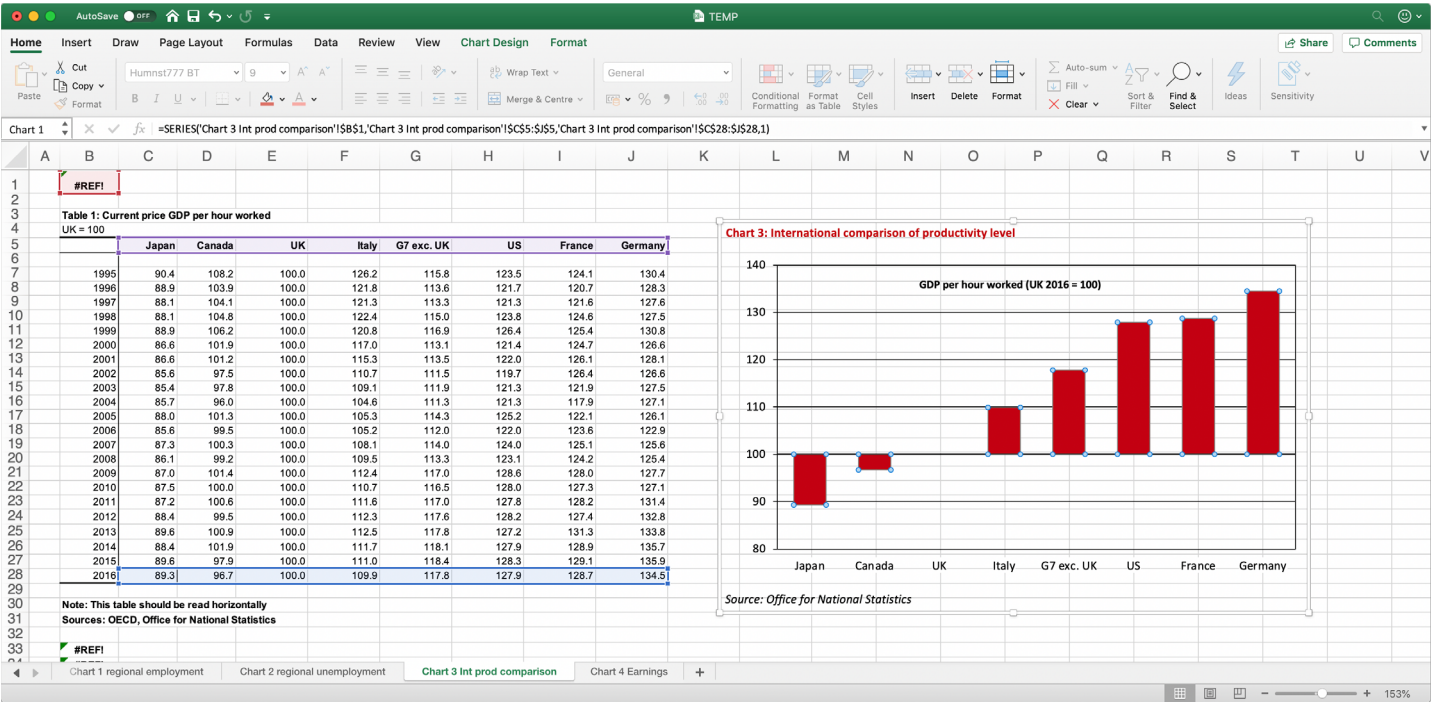
**As these images are drawn with lines (or ‘vectors’), they are infinitely scalable.**

# Charts/graphs

If there are charts/figures in your document that you can't supply as a high resolution file, we will be happy to create them for you.

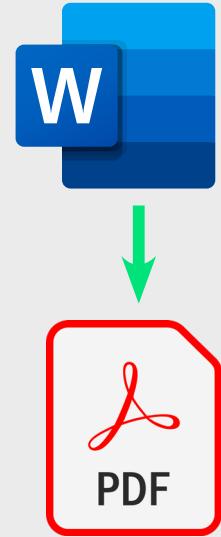
We would require the raw data supplied as an Excel file, and any updated data would need to be supplied in the same manner.

The excel file should feature each chart and it's corresponding data on the same worksheet, with each worksheet named to correspond with the figure/chart number within the Word document (as in the example below). It will also avoid delays if the charts are coloured in the same way you want them to appear in the printed document.





If there are changes to the content, we'll need a new clean Word file, so give your Word file a thorough check over and send us your final approved version and not a draft.



## The Purpose of the Small Business Commissioner

**Small Business Commissioner**

The Small Business Commissioner (SBC) was established under the Enterprise Act 2016 (the Act) to provide general advice and information to small businesses in connection with their supply relations and to provide advice and information to small businesses in connection with their supply relations, to consider complaints from small businesses about payment matters in connection with their supply relations, to provide advice and information to small businesses about non-binding decisions and recommendations, and to provide advice and information to small businesses and the Department for Business, Energy and Industrial Strategy (BEIS) is the responsible department for the Office of the Small Business Commissioner. The Office of the Small Business Commissioner is classified as a Non-Departmental Public Body.

The Secretary of State will review the Commissioner's performance every three years in accordance with the requirements of Section 10 of the Act. The first review period is from 6 April 2017 to 31 March 2020. The Commissioner will be reviewed every three years after this time.

Performance Report section of this Annual Report is designed to satisfy the requirements of the Enterprise Act 2016, as well as the Small Business Commissioner's requirements for financial reporting that apply to all public bodies.

cover our mission, priorities and strategy for the first three years of our performance indicators, our financial review, the Performance Analysis section of the 2017-18 to the end of the first full financial year in March 2019.

For 2018-19 was the first use of the Commissioner's naming powers, to recover over 33.5 million pounds for small businesses. These two large businesses. For small businesses, what matters to them is that they are owned, and the interest payments due to them is to improve payment practices to help what poor practice looks like. However, feed into the longer-term progress on culture change in, and help us to achieve our aims.

hope to expand on both these achievements, recovering more for small  
and more larger businesses improve their payment practices.



ner will provide general advice or information that the Commissioner  
be useful to small businesses in connection with their supplier  
with large businesses.

businesses with the right information to make sure they get paid is a statutory  
Our information provision is primarily through our [website](#), which we review  
15/15.



Further, 8% said they were aware of the Commissioner but that it needed to be publicised further. Following the consultation, several representative bodies responded that most of their members were unaware of the Small Business Commissioner.<sup>1</sup>

Our stakeholders can be split into four broad categories: small businesses; large businesses; business representative bodies and other interested organisations. Some of our communications, such as social media, span all four groups while others are more targeted.

The small business community is our most important stakeholder. There is notable disparity within the small business sector, from micro or lifestyle business to those with up to 50 employees. It is this variety which makes it difficult for us to engage with this sector as a consolidated or singular group. Some businesses are members of representative organisations, but many are not and so we have trialled a variety of different approaches in 2018-19.

We had some success in meeting small businesses through business breakfast events, where local businesses and business representatives were invited to discuss late payment issues and meet the Commissioner. We also partnered with several high street banks who hosted similar events, which were very successful. Through this we met more than 200 small businesses. Exhibiting at business shows was also successful in 2018-19, with both the Commissioner and the staff of the Commissioner's office attending in person. It is difficult to measure how many small businesses we have reached but we estimate that we have spoken to around 1000.

After each event, there was a spike in activity on the website and a corresponding increase in the number of enquiries and complaints. In March, June and October 2018, we attended a series of business breakfasts, roundtables, and business events, which increased the number of late payment complaints we received. The number of formal complaints received in the first year was low, but there was a significant increase in the number of complaints received in the second year.



When using the number of complaints as an indicator for success we are aware of seasonal and economic trends. For example, during August and December, when a large proportion of

## 3. Matters to consider

### Timelines for production

Typesetting is more involved than converting a Word file to a PDF, so please liaise with your HH Global Account Manager to confirm schedules. If your document needs to be produced, laid and printed at very short notice you may have no other option than to convert your Word file to PDF.

### Accessibility

‘Accessible PDF’ is a term that you will hear during the process of planning your document with your account manager. We will create an accessible PDF to the approved standard required for governmental websites.

The criteria that ensure that a PDF is accessible are best applied by the ‘authoring’ program – i.e. the software used to create the PDF.

The accessible PDF can only be created once the standard version has been approved. Depending on the size of your document, this could take 2-3 days.

If we are typesetting your document for you, we’ll also create the accessible formats for you.

If another studio is artworking your document, ideally, they would also create the accessible PDF, but in any case, please ensure you pass the below links to them for guidance:

<https://helpx.adobe.com/uk/indesign/using/creating-accessible-pdfs.html>

<https://www.w3.org/TR/WCAG21/>

## Blank pages

Each sheet of paper has two sides, and each side constitutes a page that needs to be present in 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

If a document is being typeset, we will add pages as required as standard procedure.

If you're supplying a Word file for us to convert to PDF, in order to avoid potential production delays or additional costs, it is good to be aware of how pages will work when printed. Please take a look at the **example on the right**.

- The 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 information, or page furniture, is on the back of it – a left hand page.
- Then comes the contents – another right hand page.

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

## Placement of page numbers

If the page numbers are 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.

