'Typesetting' or 'Word to PDF'

hh global®

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.

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

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
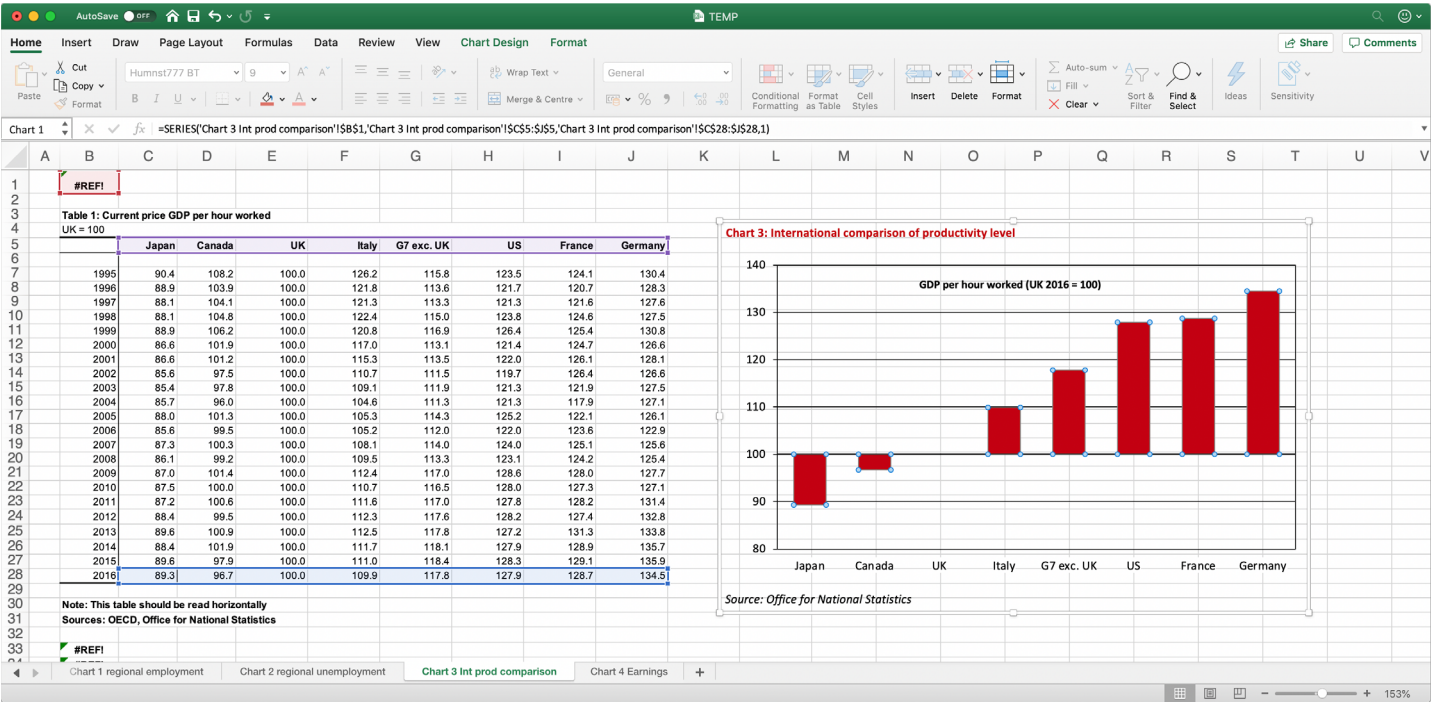
Figure 2: Line-based image

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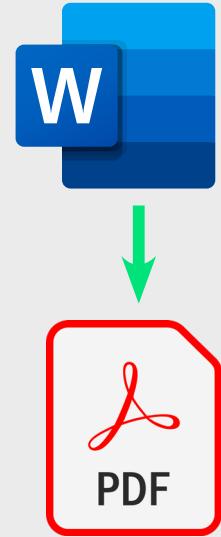
We would require the raw data supplied as an Excel file, and any updated data would need to be supplied in the same manner.

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.

Table 1: Current price GDP per hour worked
UK = 100

	Japan	Canada	UK	Italy	G7 exc. UK	US	France	Germany
1995	90.4	108.2	100.0	126.2	115.8	123.5	124.1	130.4
1996	88.9	103.9	100.0	121.8	113.6	121.7	120.7	128.3
1997	88.1	104.1	100.0	121.3	113.3	121.3	121.6	127.6
1998	88.1	104.8	100.0	122.4	115.0	123.8	124.6	127.5
1999	88.9	106.2	100.0	120.8	116.9	126.4	125.4	130.8
2000	86.6	101.9	100.0	117.0	113.1	121.4	124.7	126.6
2001	86.6	101.2	100.0	115.3	113.5	122.0	126.1	128.1
2002	85.6	97.5	100.0	110.7	111.5	119.7	126.4	126.6
2003	85.4	97.8	100.0	109.1	111.9	121.3	121.9	127.5
2004	85.7	96.0	100.0	104.6	111.3	121.3	117.9	127.1
2005	88.0	101.3	100.0	105.3	114.3	125.2	122.1	126.1
2006	85.6	99.5	100.0	105.2	112.0	122.0	123.6	122.9
2007	87.3	100.3	100.0	108.1	114.0	124.0	125.1	125.6
2008	86.1	99.2	100.0	109.5	113.3	123.1	124.2	125.4
2009	87.0	101.4	100.0	112.4	117.0	128.6	128.0	127.7
2010	87.5	100.0	100.0	110.7	116.5	128.0	127.3	127.1
2011	87.2	100.6	100.0	111.6	117.0	127.8	128.2	131.4
2012	88.4	99.5	100.0	112.3	117.6	128.2	127.4	132.8
2013	89.6	100.9	100.0	112.5	117.8	127.2	131.3	133.8
2014	88.4	101.9	100.0	111.7	118.1	127.9	128.9	135.7
2015	89.6	97.9	100.0	111.0	118.4	128.3	129.1	135.9
2016	89.3	96.7	100.0	109.9	117.8	127.9	128.7	134.5

Note: This table should be read horizontally
Sources: OECD, Office for National Statistics

Chart 3: International comparison of productivity level

GDP per hour worked (UK 2016 = 100)

Source: Office for National Statistics

Sheet tabs: Chart 1 regional employment | Chart 2 regional unemployment | **Chart 3 Int prod comparison** | Chart 4 Earnings

2. 'Word to PDF'

This process takes a supplied Word file and converts it to a PDF that can be used for commercial printing. This is a quicker process as there is less studio work involved.

If you chose to supply a Word file, you are responsible for the look and feel, as well as the accuracy, of your 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.

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.