

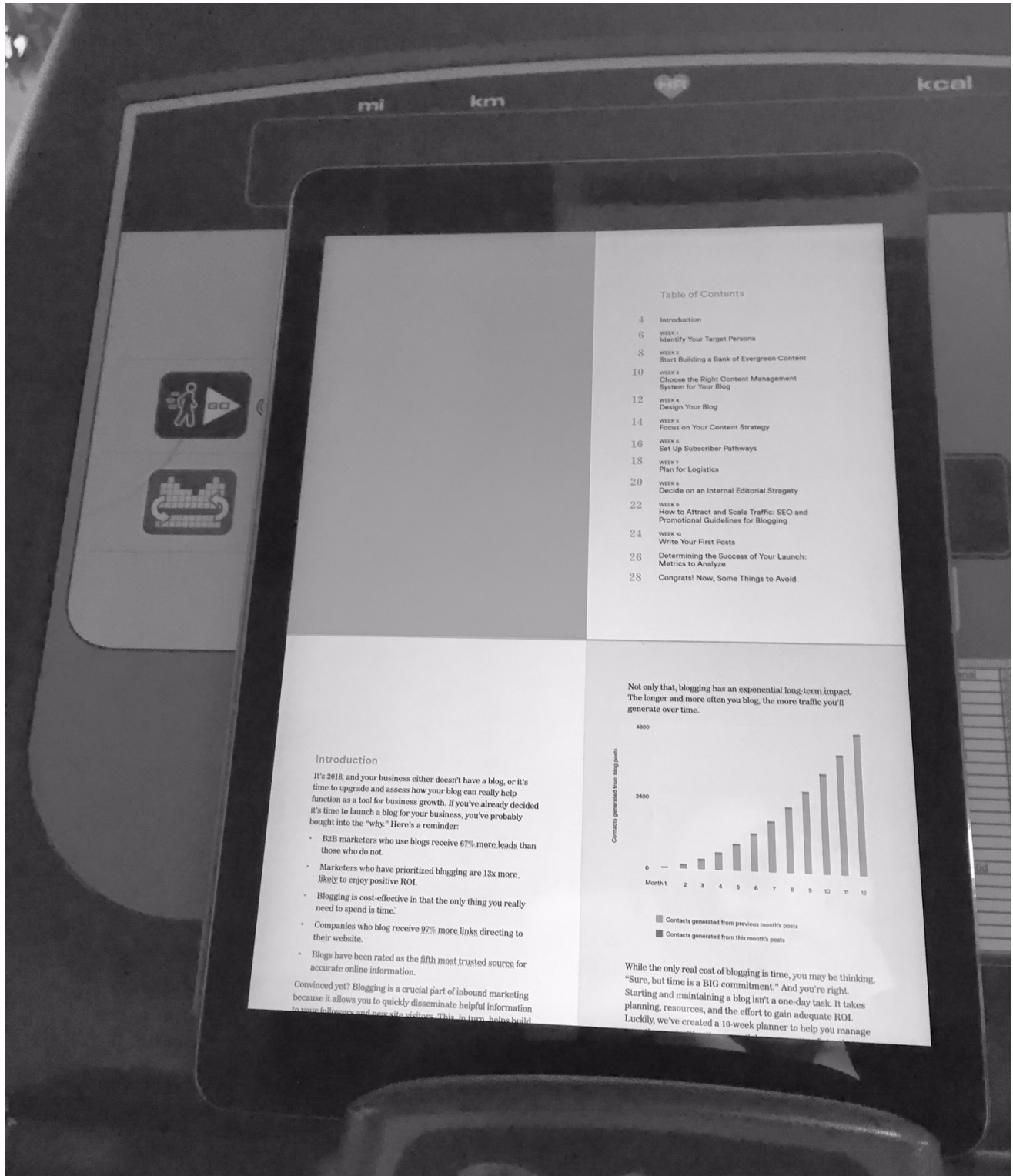
# HOW TO CORRECTLY EXPORT PDF FILES

**HCG**  
CORPORATE  
DESIGNS

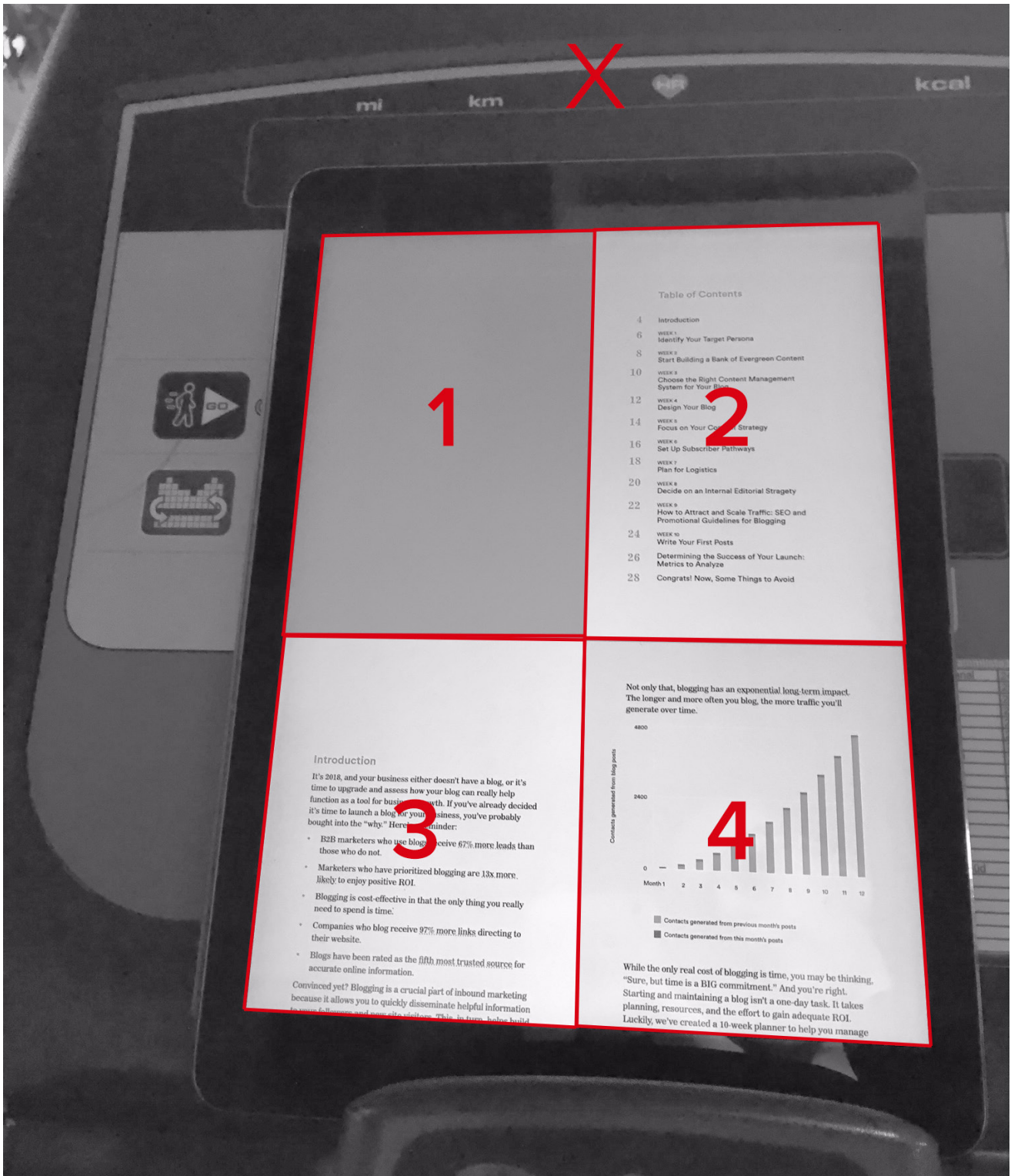


If you want to export an e-book, a brochure or another type of publication from Adobe InDesign into a PDF format, you should consider how this PDF file will be consumed by the reader.

The following example shows you why. In order to keep myself fit and healthy, I spend a few evenings per week in the gym and read newsletters, e-books or other articles on my iPad while crosstraining. In this case, I wanted to read an e-book on content marketing:



As this content was promoted as an e-book, the producer of the e-book should have taken into account that this PDF file would be consumed digitally, on a computer screen or a mobile device.



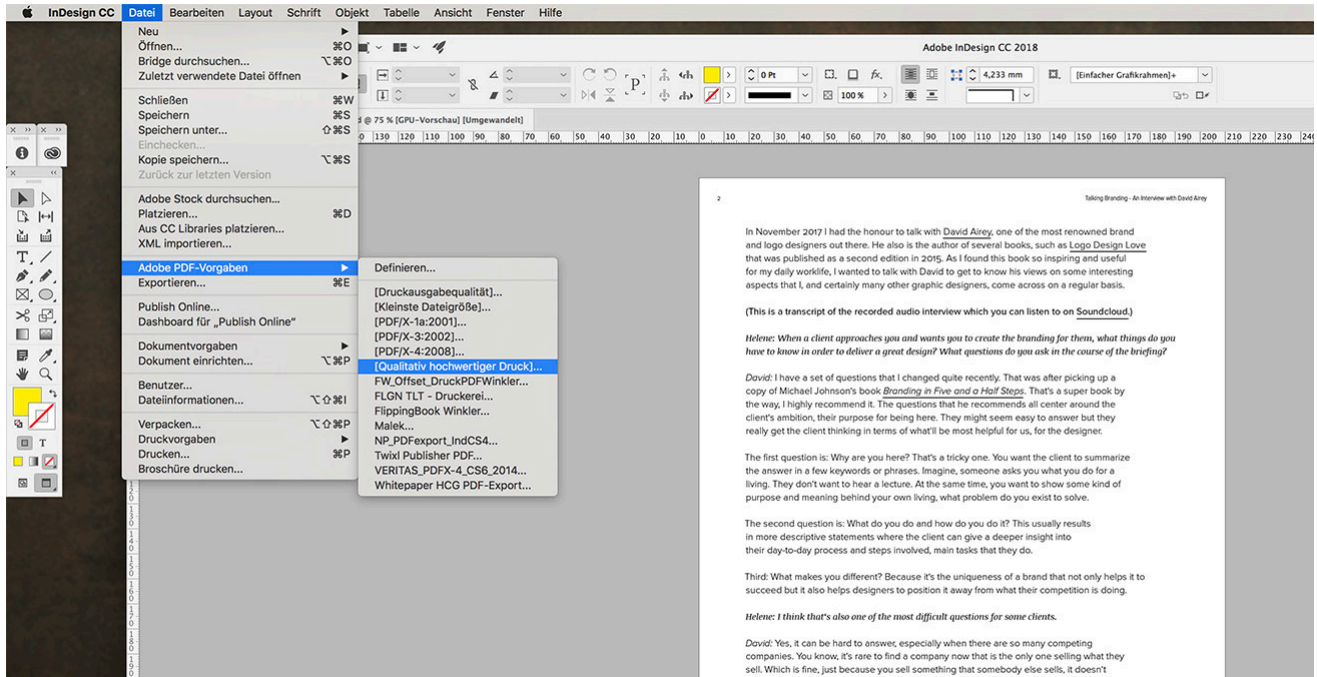
As you can see, the e-book was exported so that several PDF pages are visible at once. This e-book PDF was exported as spreads, so one PDF page does not equal one display page on the tablet. This made it very difficult to read this e-book as I constantly had to manually zoom in and out - on every single page!

As this e-book had approx. 30 pages, you can maybe imagine how nerve-wracking it was to consume this content. The reading flow was so impaired that many people would probably not finish reading this e-book. What a shame.

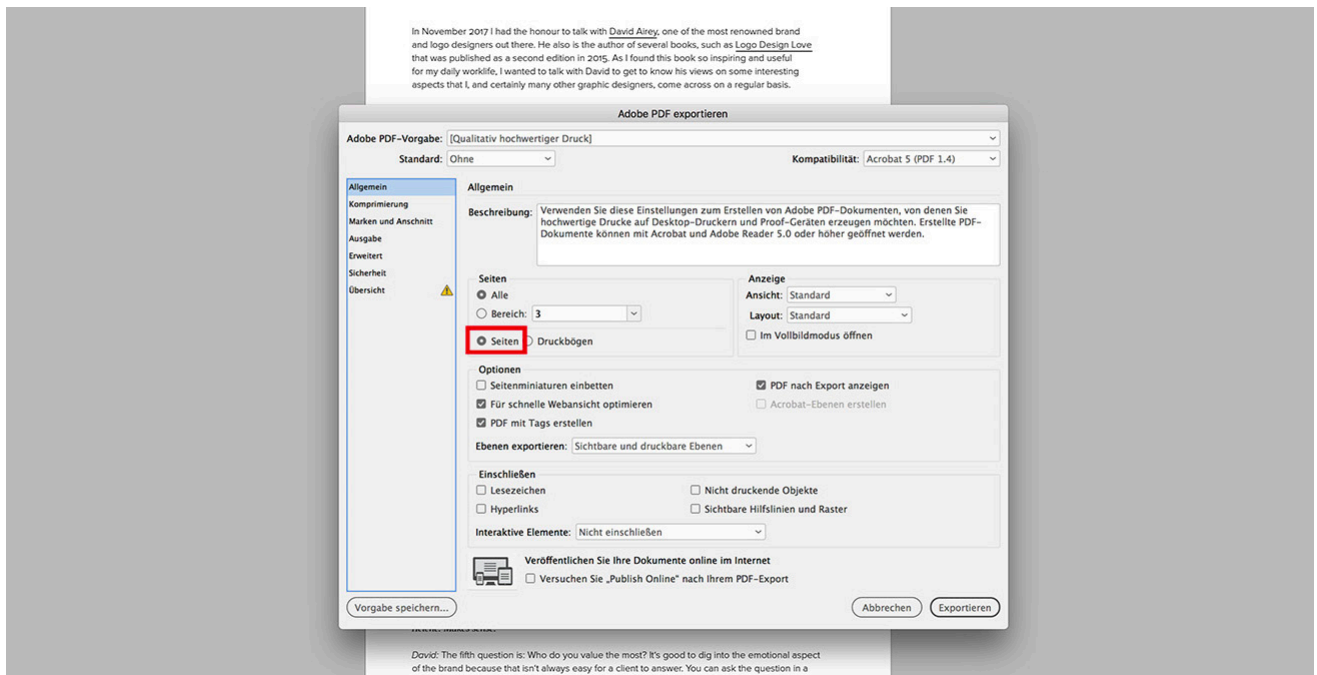
The solution: correctly export PDF files!

# HOW TO EXPORT PDF FILES FOR DIGITAL READING

If an e-book or a PDF file is intended for digital reading (on a computer or mobile device), I recommend to export it as separate pages. This is how to do it (Adobe Indesign):

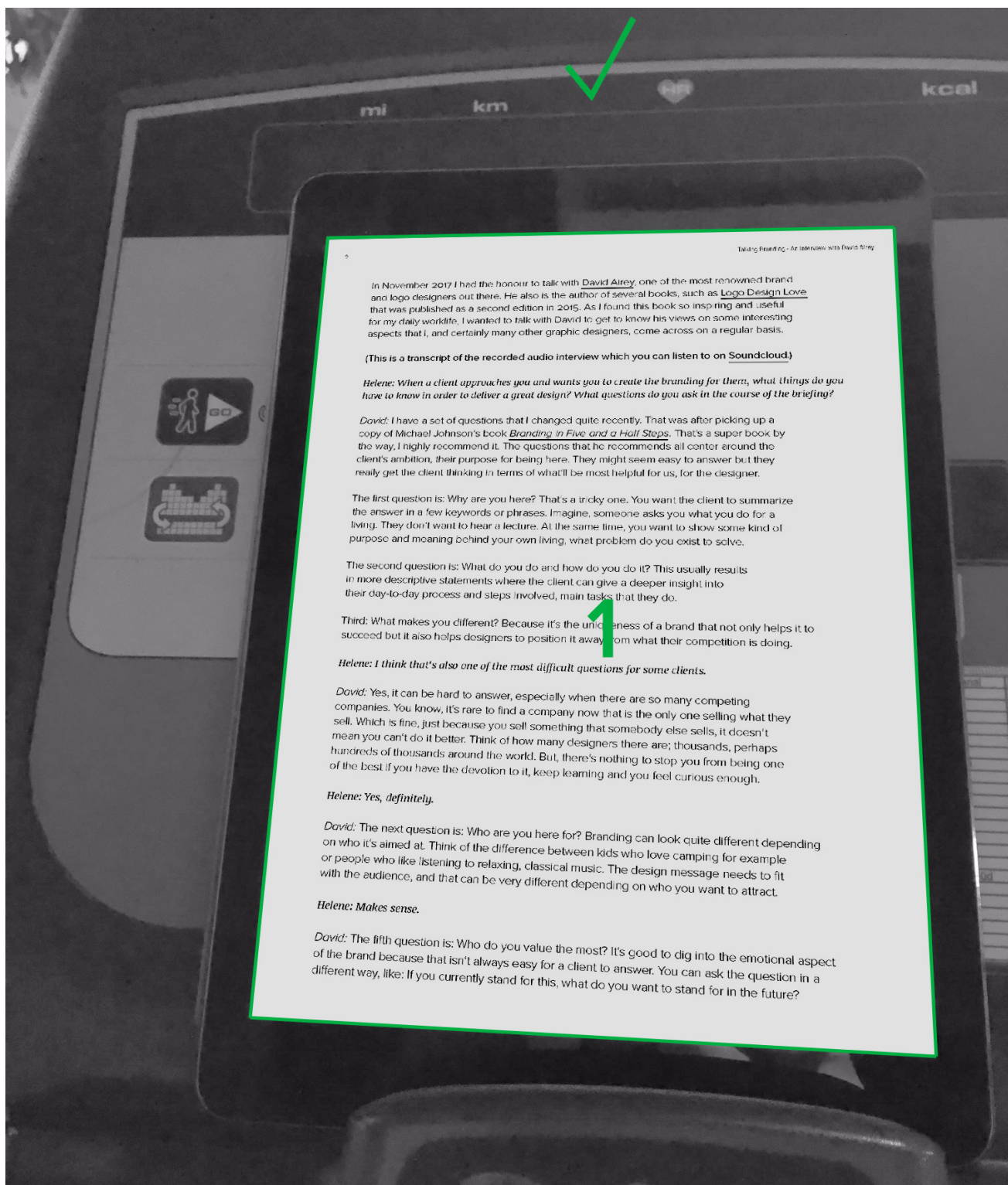


File (Datei) - Adobe PDF Presets (Adobe PDF-Vorgaben) - High Quality Print (Qualitativ hochwertiger Druck) (or another preset)  
 save (speichern)  
 select Pages (Seiten)  
 export (exportieren)



By the way, I recommend to activate the command *View PDF After Exporting* (PDF nach Export anzeigen) so the PDF file automatically opens up right after the export, so you can check everything again.

The end result is a PDF file that is displayed perfectly for digital reading. One PDF page equals one page on the iPad:



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Talking Branding - An interview with David Airey

In November 2017 I had the honour to talk with David Airey, one of the most renowned brand and logo designers out there. He also is the author of several books, such as Logo Design Love that was published as a second edition in 2015. As I found this book so inspiring and useful for my daily worklife, I wanted to talk with David to get to know his views on some interesting aspects that I, and certainly many other graphic designers, come across on a regular basis.

**(This is a transcript of the recorded audio interview which you can listen to on Soundcloud.)**

**Helene:** When a client approaches you and wants you to create the branding for them, what things do you have to know in order to deliver a great design? What questions do you ask in the course of the briefing?

**David:** I have a set of questions that I changed quite recently. That was after picking up a copy of Michael Johnson's book Branding In Five and a Half Steps. That's a super book by the way, I highly recommend it. The questions that he recommends all center around the client's ambition, their purpose for being here. They might seem easy to answer but they really get the client thinking in terms of what'll be most helpful for us, for the designer.

The first question is: *Why are you here?* That's a tricky one. You want the client to summarize the answer in a few keywords or phrases. Imagine, someone asks you what you do for a living. They don't want to hear a lecture. At the same time, you want to show some kind of purpose and meaning behind your own living, what problem do you exist to solve.

The second question is: *What do you do and how do you do it?* This usually results in more descriptive statements where the client can give a deeper insight into their day-to-day process and steps involved, main tasks that they do.

Third: *What makes you different?* Because it's the **1** uniqueness of a brand that not only helps it to succeed but it also helps designers to position it away from what their competition is doing.

**Helene:** I think that's also one of the most difficult questions for some clients.

**David:** Yes, it can be hard to answer, especially when there are so many competing companies. You know, it's rare to find a company now that is the only one selling what they sell. Which is fine, just because you sell something that somebody else sells, it doesn't mean you can't do it better. Think of how many designers there are; thousands, perhaps hundreds of thousands around the world. But, there's nothing to stop you from being one of the best if you have the devotion to it, keep learning and you feel curious enough.

**Helene:** Yes, definitely.

**David:** The next question is: *Who are you here for?* Branding can look quite different depending on who it's aimed at. Think of the difference between kids who love camping for example or people who like listening to relaxing, classical music. The design message needs to fit with the audience, and that can be very different depending on who you want to attract.

**Helene:** Makes sense.

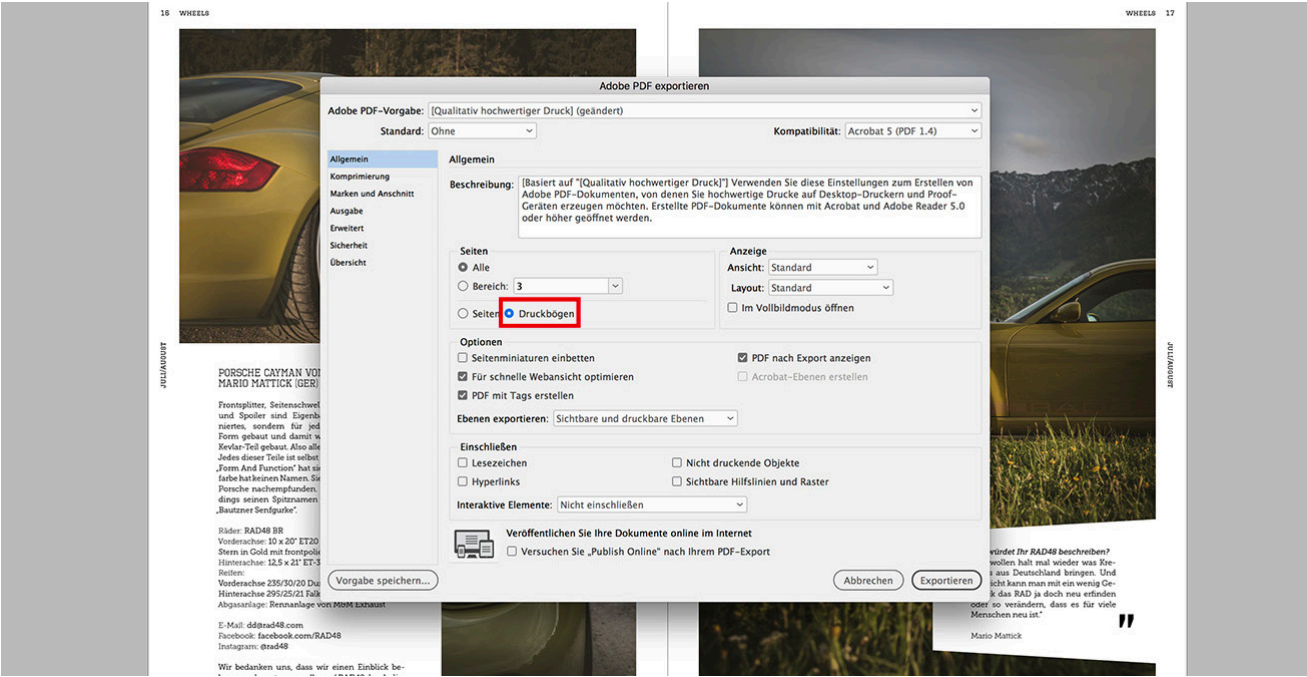
**David:** The fifth question is: *Who do you value the most?* It's good to dig into the emotional aspect of the brand because that isn't always easy for a client to answer. You can ask the question in a different way, like: *If you currently stand for this, what do you want to stand for in the future?*

# HOW TO EXPORT PDF FILES FOR PRINT

If a PDF file shall be read in printed format (i.e. book, brochure, magazine), I recommend to export it as spread. This is how you do it (Adobe Indesign):



File (Datei) - Adobe PDF Presets (Adobe PDF-Vorgaben) - High Quality Print (Qualitativ hochwertiger Druck) (or another preset)  
 save (speichern)  
 select Spread (Druckbögen)  
 export (exportieren)



Attention though: Different printing companies work with different printing presets that should be taken into account during the export! If you want to export a PDF file for print purpose, always speak with your printer upfront to make sure you use the correct PDF presets.

# HCG

## CORPORATE DESIGNS

### ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?  
I'd love to hear from you.

## DESIGNS FOR DIGITAL AND PRINT

