



# OVERPRINT WHITE TEXT IN DESKTOP PUBLISHING

## AND WHAT THIS MEANS FOR YOUR MAGAZINE

**HCG**  
CORPORATE  
DESIGNS

## AN EXAMPLE FROM REAL LIFE

In the course of designing the catalogue for the Münchner Stoff Frühling 2014 (a big textile exhibition in Munich), I also placed a full page advertisement of Ralph Lauren Home. I got sent two separate files: a jpg file for the photo and an ai file for the logo. When placing these files into Adobe Indesign, my manually preset Preflight warned me of "Content contains overprint of white". So the white logo would be overprinted by the background photo and thus disappear (see photo bottom left). This PDF shows you how to discover and erase such errors so the advertisement can be printed correctly (see photo bottom right).



*false*



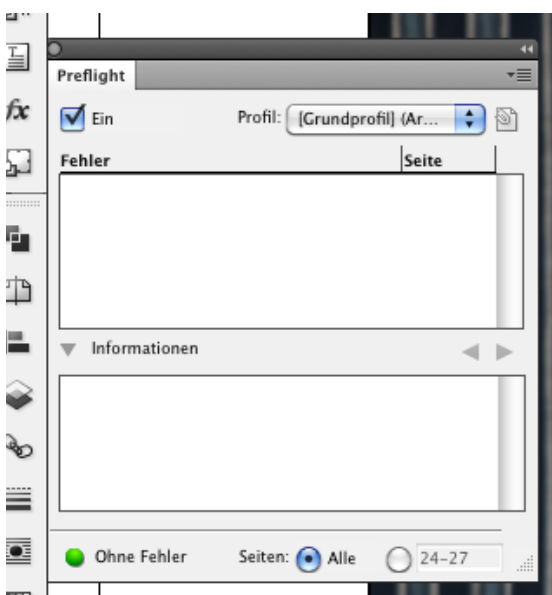
*correct*

## LAY THE IDEAL FOUNDATIONS: PRESET PREFLIGHT CORRECTLY

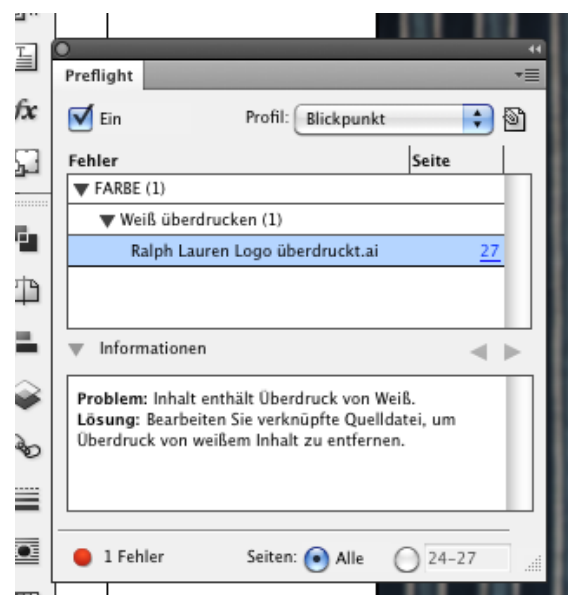
In order to even discover the error of "overprint white", Preflight has to be preset in a certain way (Preflight is a kind of warning system that shows you problems in Indesign). Standard settings are of no help here. When designing magazines for print, I always work with a specifically set Preflight profile that I created for this purpose. One of the things I want to be made aware of, is "Overprints white or (paper) colour". Activating this, Preflight warns you with a red light if a white or paper coloured object is overprinted and thus made invisible in the printing process. Of course you must not forget to always run that specific Preflight profile in the background or checking the file in the end with it!



Generating a new Preflight profile - activating "Overprints white or (paper) colour"  
(German in this photo: "Überdrucken auf Weiß oder (Papier)-Farbe angewendet")



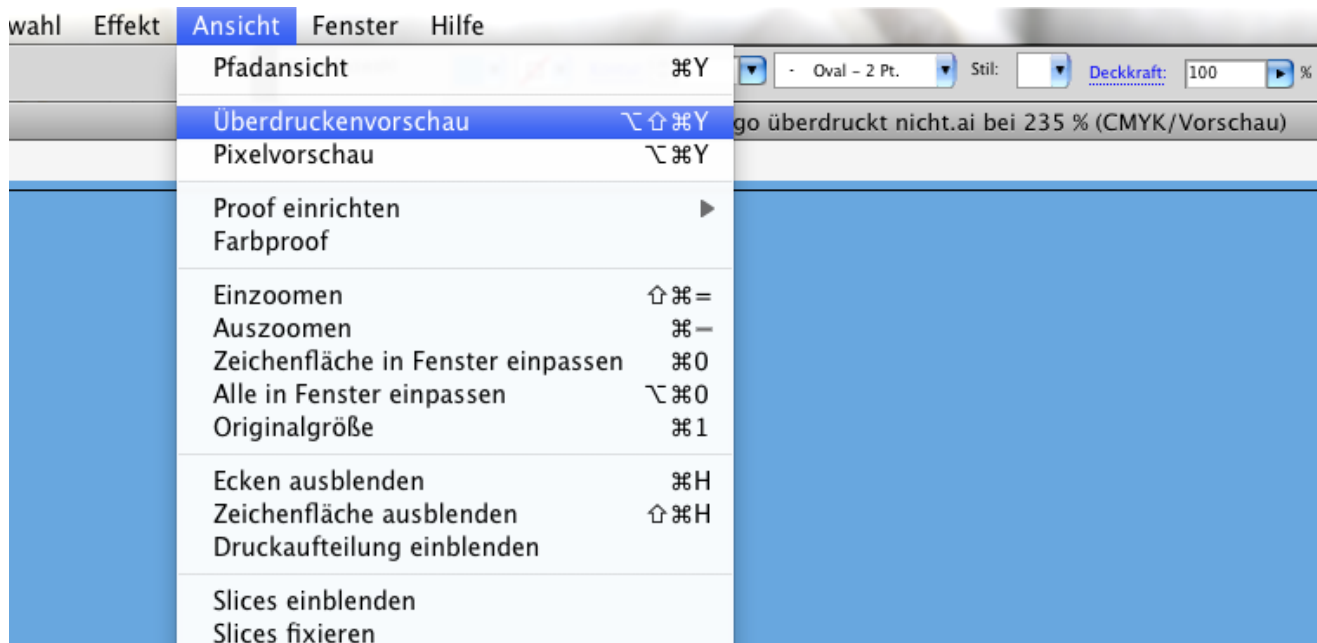
the wrong profile (standard -  
German in this photo: "Grundprofil")  
does not discover the error  
and does not warn you



the manually generated profile  
discovers the error  
and warns you

## SOLVING THE CORE PROBLEM: EDIT SOURCE DATA IN ILLUSTRATOR

Solving the problem lies in editing the white logo (ai file) in Adobe Illustrator. I added a colour background on a layer underneath the logo for better visibility. Then I switched to the Overprint Preview (in the View menu). Here I could once again see that the "Ralph Lauren" lettering would really not be printed.



*under View - Overprint Preview (German in this photo: "Ansicht" - "Überdruckenvorschau")  
Adobe Illustrator shows, what is printed and what is not printed*



*Overprint Preview in Adobe Illustrator: "Home" would be printed, "Ralph Lauren" would not be printed*

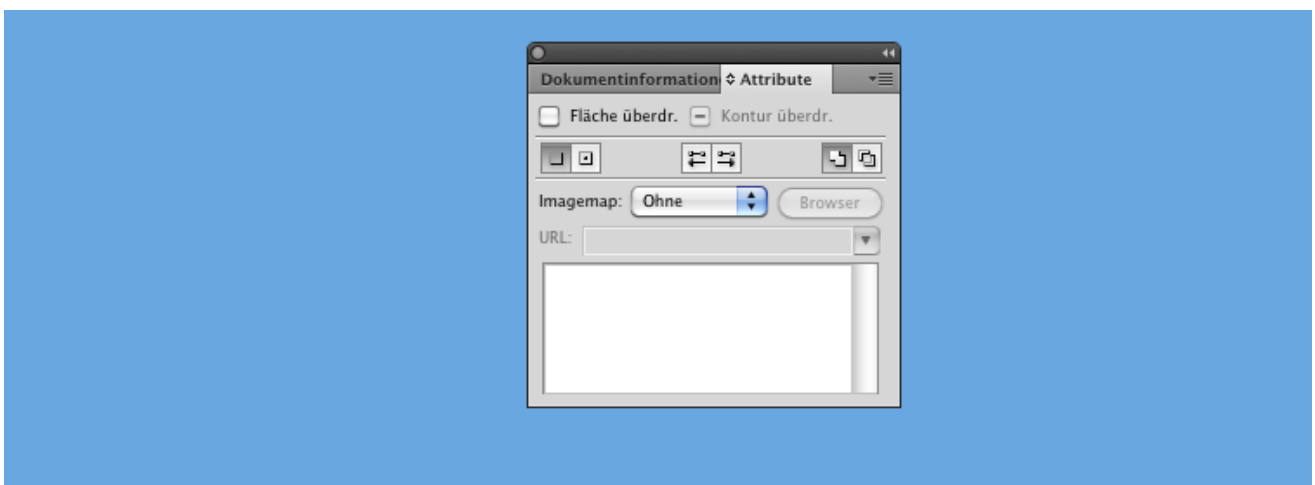
Then I had to format the "Ralph Lauren" lettering so it would not be overprinted:



Window - Attributes (German in the photo: "Fenster" - "Attribute")



select "Ralph Lauren"

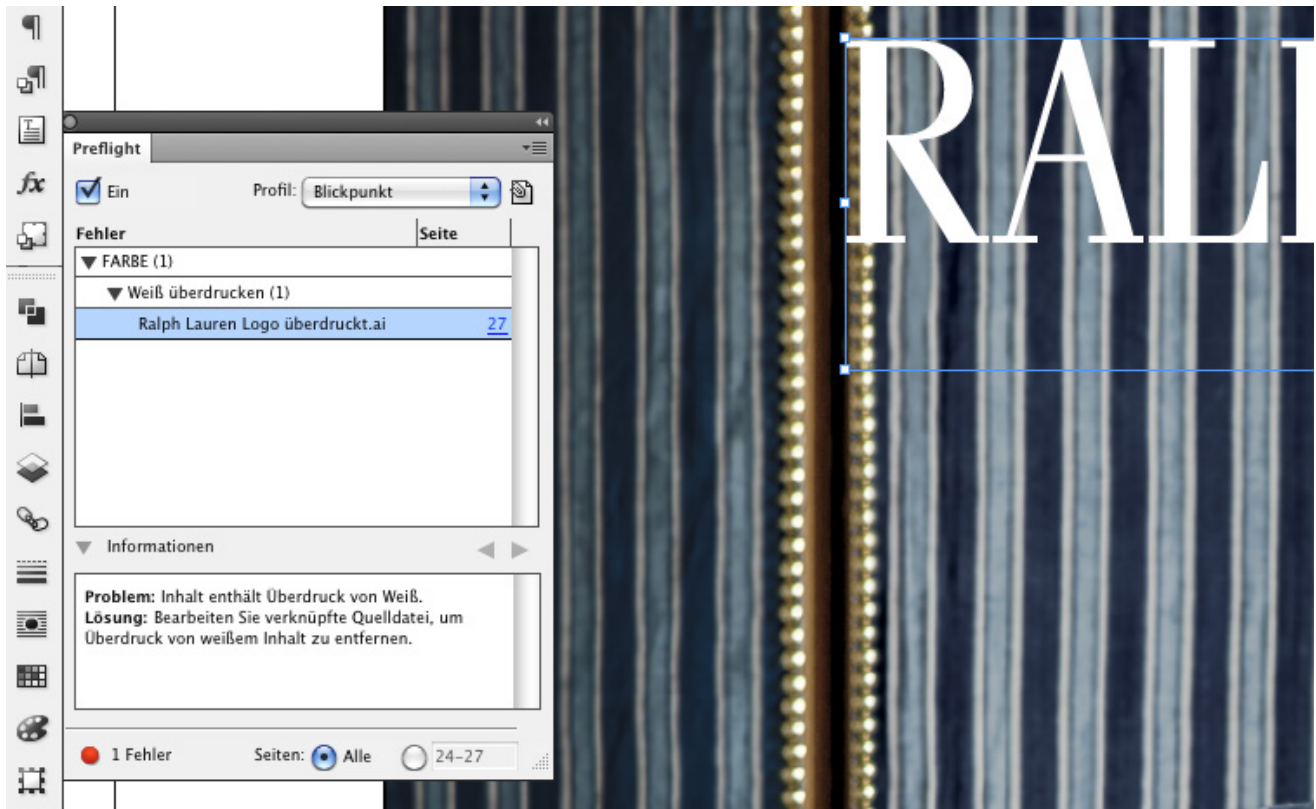


deactivate "Overprint" (German in the photo: "Fläche überdrucken")

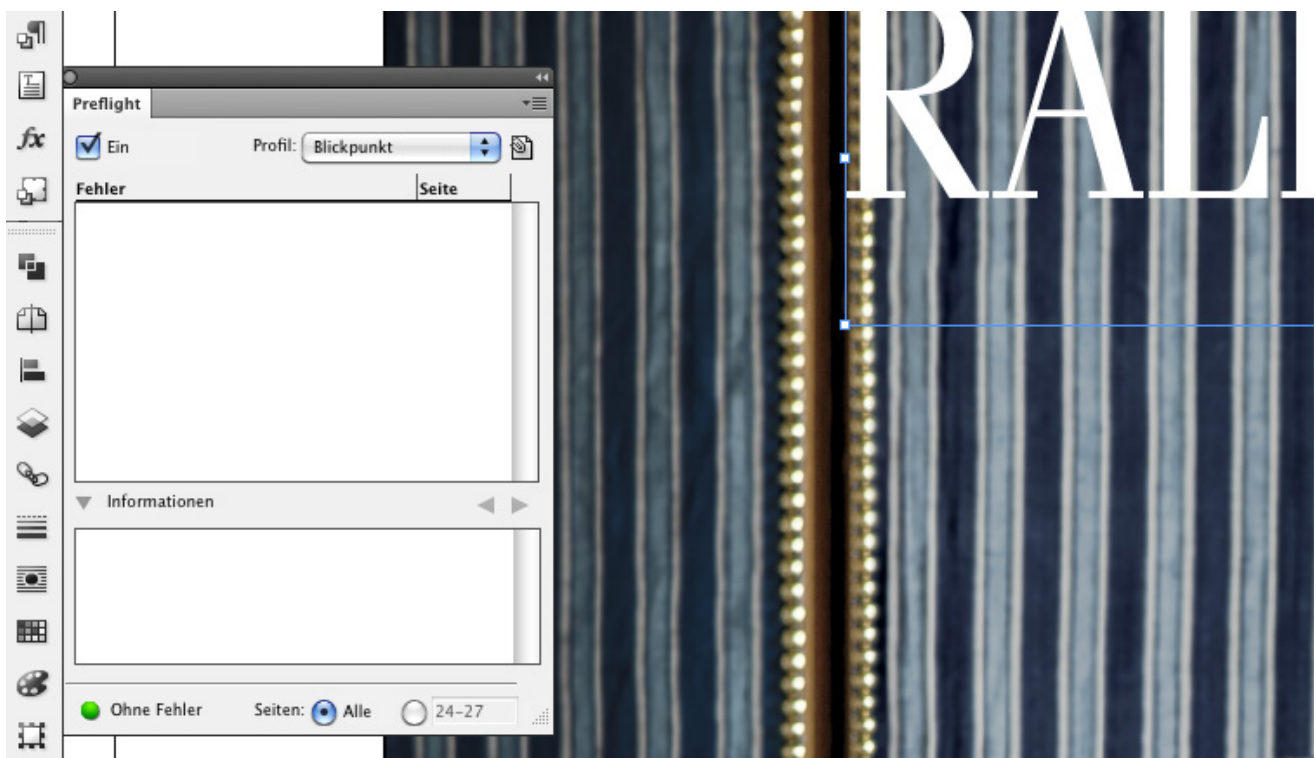
(Remark: I deactivated the overprint in Adobe Illustrator CS4. In Illustrator CC you can do this in the print profile under File - Document Settings.)

## SOLVING THE PROBLEM IN INDESIGN: RE-LINK THE SOURCE FILE

The white "Ralph Lauren" lettering in the source file is not being overprinted any more. I re-linked the corrected ai file in Indesign. My specifically set Preflight profile showed a green light so there were no problems any more. This file could be printed without problems then.



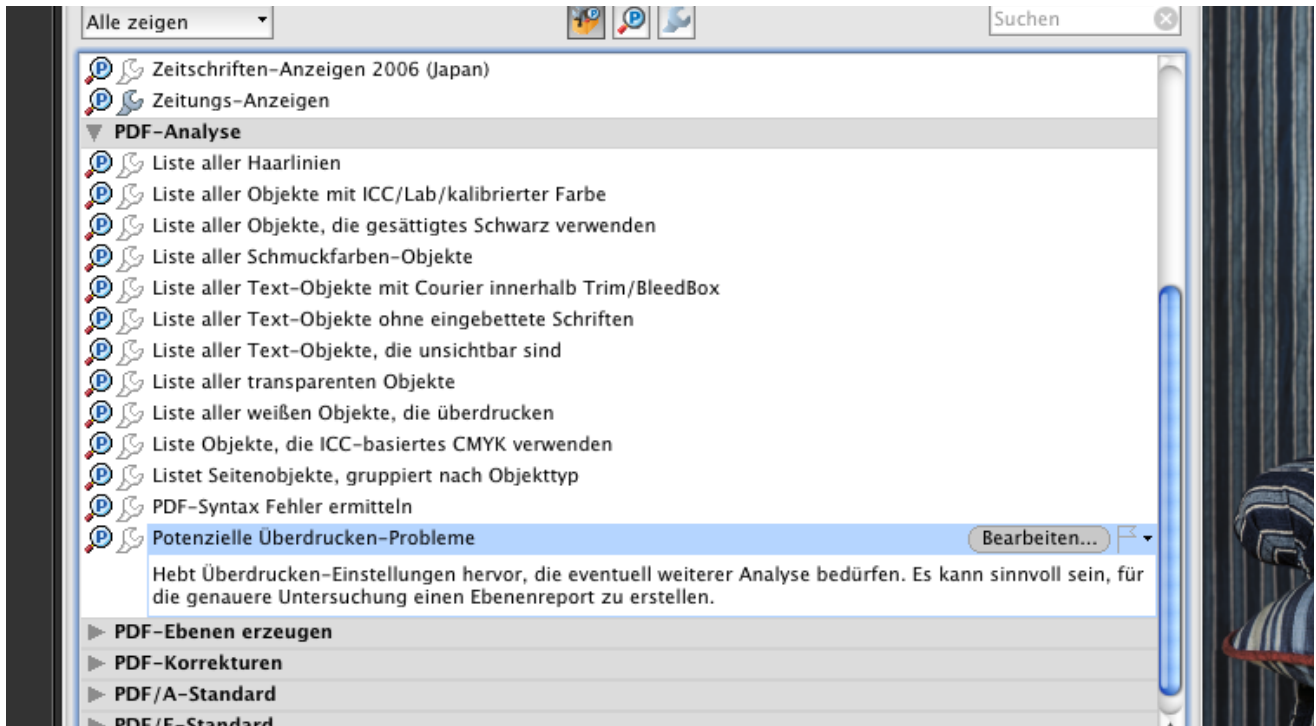
*before*



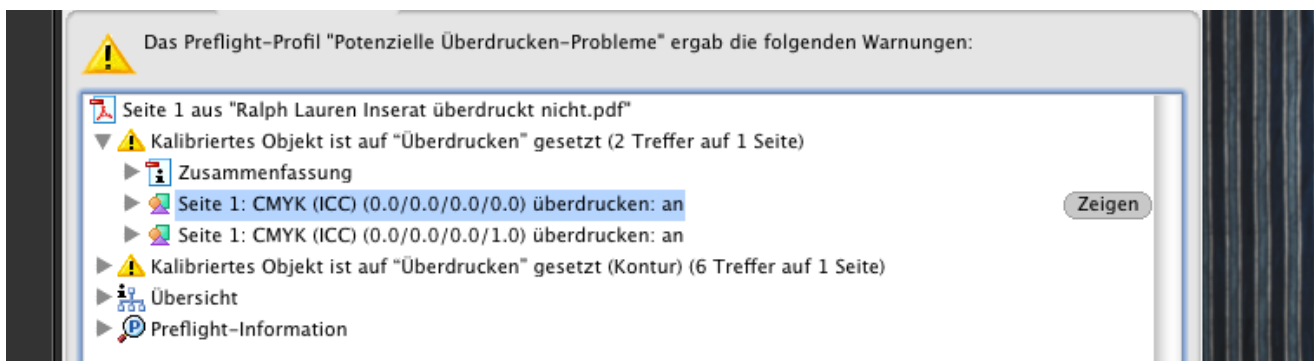
*after*

## ADOBE ACROBAT PRO: A LAST CHECK

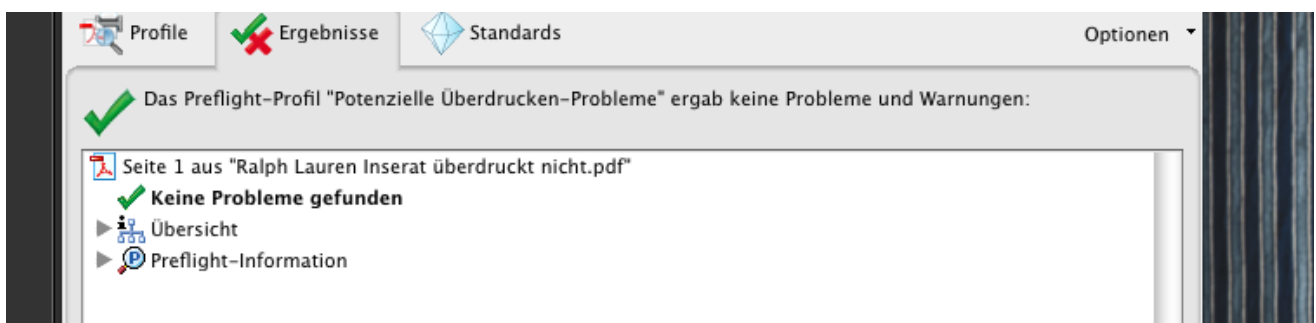
Adobe Acrobat Pro offers further checks before a pdf file gets forwarded to a printing company. Here I could do a last check if the file really looks fine when being printed. Also here, I worked with a Preflight function.



*Advanced - Preflight ... - PDF analysis - Potential overprint problems - double click  
(German in this photo: "PDF-Analyse" - "Potenzielle Überdrucken-Probleme")*



*Preflight warning with the original ai source file*



*Preflight warning with the corrected ai source file (overprint white deactivated)*

# 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

