Section 12: Appendix/Supplemental

Best Practices Guide

Presenting: Tips for Better Publications

DON'T:

- use more than three different type fonts per publication.
- use hard-to-read type fonts or sizes (no smaller than 9-point for body copy) or too-large sizes that rudely shout at the reader.
- forget to include the university logo and web address.
- alter the university's identity marks.
- use identity marks other than university-approved marks.
- use dull, poor quality or inappropriate photographs in your publication.
- clutter or crowd your pages.
- try to emphasize everything.
- fall in to the FOUR-IN-ONE TRAP! You don't need ALL CAPS, underscoring, bold face and exclamation marks (!) to show emphasis. In trying to emphasize everything, we emphasize nothing.
- use the wrong method of mailing for your publication. Refer to Campus Mail Services for guidance.

DO:

- use one clean, readable type font with different weights or italics for emphasis where needed.
- use a standard, easily read, 9- to 12-point type size for body copy of your newsletter or brochure.
- use consistent type sizes for headlines, subheads and body text.
- use larger size type and dull paper for older audiences.
- leave adequate leading, margin and gutter space.
- limit the number of graphics or clip art per page.
- make sure clip-art styles match.
- leave a comfortable amount of white (or breathing) space around headlines — add at least a pica/.25" of space above a headline to separate it from the previous story.
- include at least a pica of space around text inside boxes.
- decide on the few most important things to emphasize and subordinate everything else to these items.
- emphasize main topics through headlines. Headlines look attractive in boldface and slightly larger type sizes than body text.
- include the university logo in the proper way (see guidelines).
- include attractive, action-oriented photos that communicate the message of the nearby text.
- check with Creative Design Services before you start your publication to:
  1. ensure the most appropriate and least expensive method of printing and mailing for your publication needs; and
  2. ensure the proper postal indicia accepted by the U.S. Postal Service.
- note that the zip code for VSU is 31698 and the zip code for Business Reply Mail is 31698.

Glossary

Bleed — Bleed is the extra area outside of a finished document that designers must allow if they want images that are butting up to the edge of the page to be cropped properly.

Because printed documents are guillotined in large batches, is it impossible for the printer to guarantee that every sheet will be cropped exactly on the crop-marks. Printers will generally specify that graphics must extend into the bleed areas by at least .125". In larger print jobs, it is sometimes necessary to allow up to .25"'.

Bitmap — A bitmap image is a graphics file that is made up of pixels. Its quality and usable size are defined by the number of pixels per square inch (PPI). In direct contrast to a vector graphic image, bitmap images will lose quality if they are enlarged and gain quality if they are reduced in size. As such, they are resolution dependent.

Photographic images are bitmaps. Many of the most common file formats used professionally by graphic designers, pre-press and web designers are bitmaps. For example, TIFF, JPEG, GIF and native Photoshop PSD files (although these can now combine vector and bitmap information). Some graphics file formats are capable of being either vector or bitmap, for example EPS – Encapsulated Postscript and WMF - Windows Meta Files.

Boldface — a heavier version of a typeface.

Brand — A brand is a graphic, font, image or a series of concepts that defines a company's, or product's, identity.

By establishing a strong and identifiable brand, a company or organisation is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.

CMYK (Cyan, Magenta, Yellow, Black) — the subtractive primaries, or process colors, used in color printing. Black (K) is added to enhance color and contrast.

Column width — the measurement from the left to the right side of a column of type.

Entity — Something that exists as a particular unit of another unit.

EPS — An Encapsulated PostScript (EPS) file is a self-contained PostScript graphic file that contains vector image data. The 'Encapsulated' part means that graphics applications, such as Adobe Illustrator, Freehand and CorelDraw can use the information to lay out a page.

In practice, what this means for designers, is that line art drawings made in programs such as Illustrator and Freehand can be saved, exported and printed as PostScript files. An EPS graphic file has the advantage of all vector images, in that it can be enlarged to any size, without a loss of quality. However, it should be noted that it is also possible to have imported bitmap images embedded in, or saved as, EPS file formats. Theses graphics will lose visual quality as they are expanded in size.

Flush left (or flush right) — type set up to align at the left (or right).

GIF (Graphics Interchange Format) — a file format popular on the World Wide Web because of its small size. Limited to 256 colors, therefore not generally suitable for printing.

Gutter — the blank area between facing pages or between columns on a page.

Halftone screen — printing devices that control tonal and density values of an ink color.

Identification program — a program that establishes a standard for an institution's identity and conveys strategies, methods and standards for communications activities.

Indicia — markings on bulk mailings used as a substitute for stamps or cancellations (most will be a non-profit mailing).

Institutional colors — the combination of colors chosen to represent the institution and used wherever possible.

Institutional identity — the totality of all visual impressions of an institution. This includes, but is not limited to, the institutional trademark, stationery, color, advertising, publication packages and vehicle graphics.

Institutional identity standards manual — a manual that promotes consistency in the identity projected by an institution. The manual is a tool intended to help achieve a more effective and cohesive identity for the institution.

Institutional image — the combination of general impressions and feelings about an institution that people receive from direct and indirect experiences.

Integrated Marketing — Marketing is the theory and practice of creating and sustaining exchange relationships. Traditionally, it involves price, product, place and promotion. To be successful, marketing must build and sustain honest relationships over time so that the desired transactions will follow. Integrated marketing focuses on a holistic approach. It combines the power of marketing, advertising, and public relations and involves the entire organization in communicating a consistent message designed to produce strategic results. (Definition adopted by the Integrated Marketing Committee.)

Italic — type in which the letters are slanted to the right.

JPEG/JPG — JPEG is a type of file format used to compress the size of images. The downside is that there is some loss of quality in a JPEG image. This can be limited by using a high quality setting, but this results in a larger file size.

JPEGs are used less in graphic design for print these days, due to the relative cheapness of large storage devices, such as hard disks, CDs and portable hard disks – which allow the use and storage of non-compresed graphic file formats, such as TIFF and EPS. The JPEG format is largely used to keep the file size of web images (especially photographic images) down, to enable faster downloads.

Justified — Justified text is when a paragraph of text is set to the full width of the line length, so that it aligns flush on both sides.

Justification — Justification is the varying of the spaces between words in a justified block of text. This can help ensure a more readable and visually pleasing block of body copy.

Kerning — the adjustment of horizontal spacing between individual characters.

Leading — the vertical spacing between lines of type.

Logo — the name, trademark or symbol of a company or institution, such as Valdosta State University.

Margin — The margin is the blank edge area of the printed page outside of the type area.

Mascot — the symbol of a group of people, whether the group is an athletic team or other organization.

Pantone Matching System (PMS) — The definitive international reference system for selecting, specifying, matching and controlling ink colors. It allows designers to 'color match' specific colors when a design enters production stage—regardless of the equipment used to produce the color.

PDF — Portable Document Format is the Postscript file format used by Adobe Acrobat. It is a cross-platform file format designed to preserve the integrity of a document, regardless of the software that was used to create it.

Nowadays PDF files are a very common format for sending files off to be professionally printed. Because it is a 'closed' format, to some degree, and can also accommodate a number of security features, it is ideal for integration into an organized proofing system involving writers, editors, clients and (of course) designers and pre-press professionals.

Perfect Binding — a book binding in which a layer of adhesive holds the pages and cover together.

Perfect binding puts all the pages or signatures together, roughens and flattens the edge, then a flexible adhesive attaches the paper cover to the spine. Paperback novels are one example of perfect binding.

Pica — a unit of measure equaling 12 points. Six picas equal one inch.

Point — the standard unit of measure for type. There are 72 points to the inch.

Ragged — multiple lines of type set with either the left or right edge uneven.

Reversed — changing something from black to white or white to black

Roman (regular) — type that has a vertical emphasis (compare to italic). The regular or standard form of a typeface.

Saddle Stitch — A printed document is saddle stitched by stapling its sheets at the fold of the spine, over a mechanical saddle. Saddle stitching is used for thin magazines, brochures and journals.

Thicker documents often have to be perfect bound.

Signature — the institution's name and seal used as a unit in a variety of arrangements to identify the institution, its divisions or activities.

TIFF (Tagged Image File Format) — a high-quality graphics file format suitable for desktop publishing and printing and capable of retaining information about various color depths and resolutions.

Trademark — a word, name, symbol, device or any combination of these used by an institution or corporation to distinguish a product or service from those of competitors. Usually registered and protected by law.

Type family — all the variations of one base style of typeface design.

URL (Uniform Resource locator) — a web address

Visual communications design — information, ideas and concepts transmitted by visual means. It is a logical problem solving process, not the arbitrary application of style.

White space — the space between or surrounding visual elements and text blocks. It should be used as a design element.