

DESIGN Tips

The quality of your agenda will directly reflect the quality of the artwork you provide. Here are some tips to help prepare your Handbook.

Margins

Your Word template has all the margins pre-set. DO NOT change the dimensions. Type in, or cut and paste, your information into the template. You may add columns to your handbook if you like.

Fonts

Please limit fonts to the following typefaces:

Arial	MS Sans Serif
Book Antiqua	MS Serif
Gadget	New York
Geneva	Palatino
Georgia	Palatino Linotype
Helvetica	Tahoma
Impact	Times
Lucida Console	Times New Roman
Lucida Grande	Trebuchet MS
Lucida Sans Unicode	Verdana
Monaco	

If you wish to use another font, you **MUST** include the font with your file.

General suggestions for font sizes:

- *Body text* – 12 pt. Avoid using all caps, so it's easy to read. Larger sizes are best for young readers.
- *Subheadings* – Should be bold, italicized, 1 or 2 point sizes larger than text, or combinations of all three. Avoid underlining large sections (it's difficult to read and looks messy; use italics or bold instead).
- *Titles* – Should be bold, italicized, all caps, 3-6 pt sizes larger, or combinations of all three.

IMPORTANT: Avoid using the style bar (*i.e. bold, italic, underline, shadow*) — use only fonts from the font menu (*i.e. Helvetica Bold or Times Italic*). This will prevent your type from “reflowing” during processing.

General suggestions for fonts in applications (programs):

- *Drawing programs* – Convert fonts to paths or curves. Include the name of the font.
- *Image editing programs* – Flatten or rasterize fonts.
- *Native files* – Include all fonts.

Lines or Borders

Lines should be a minimum of 1 pt. Anything smaller may not make for a quality reproduction.

Screens or Gray Areas

Avoid using screens. They are unpredictable and may appear darker or blotchy when reproduced.

Photographs or Images

• Submit the original photograph (*electronic or paper*). We will scan your image if necessary.

• Electronic files – A minimum of 300 dpi at the final output size.

SCANNERS: The scanner must be set to the proper resolution. 150 ppi is the default setting on many scanners. Set the scanner so it results in 300 ppi at the final print size.

• Digital Camera Images – Use the highest possible camera setting to assure print quality. Most cameras have various resolution settings, dependant on the amount of Megapixels your camera has.

• Web images – These are generally at a resolution of 72 dpi. This is too LOW and is UNACCEPTABLE for reproduction purposes.

TIP: Shrinking a large electronic image with a small dpi can increase the resolution. *Remember, the final size should be a minimum of 300 dpi.*

Artwork (mascots, logos, crests)

• Resolution – 300 dpi or higher for electronic files. *Most images downloaded from websites are unacceptable (72 dpi is the standard for websites).*

TIP: Art files at low resolutions (less than 300 dpi) cannot be improved by increasing the resolution manually. You may submit the best printed version you have and we will scan the artwork at the correct resolution. The art should be as large as possible on a 8.5 x 11 size sheet.

If your file size is too large, try saving it as a pdf or jpg file. Embed all fonts and images for a pdf file. For jpg, save files at the highest setting (10-12).

• Preferred formats – .eps, .ai, .tif, .jpg, .pdf, .psd. Eps files should be produced in a vector program (Illustrator, Freehand, CoralDraw). Resolution should be at least 300 dpi for raster files: .tif, .jpg, .psd.

• Flat art (non-electronic) – should fit within a 4" square.

• Microsoft Word – Submit all image files separately. Quality of images placed in word cannot be guaranteed.

• Web – Images are typically 72 dpi and unacceptable for good quality reproduction. Many are also protected by copyright laws.

Check List

○ Dates – Check that all dates are the correct for this year's agenda.

○ TOC – Make sure your Table of Contents matches the page numbers.

○ Pages – Check that your final page count is correct.
