

Copresco's next installment of...

Seven Habits for Highly Successful Documents

In our April *Overnight Lite* issue, we discussed two of seven important preparation habits Copresco has developed for highly successful documents.

This month, we offer you three additional rules that will help you produce your masterpiece. The final issue of our trilogy will be published next month.

Don't Go Overboard With Fonts

There's no need to use all the fonts installed on your hard drive. Normally three type faces (for headlines, body copy and captions or special sections) are enough for most documents.

Other Type Tips

- Consider serif type for body copy. It's easier to read than sans-serif, particularly for lengthy books and manuals. The serifs on the letterforms give the readers' eyes horizontal guidance through the lines of text.
- Don't use large amounts of italics. They're hard to read. But in small amounts italics are fine for contrast and impact.
- Avoid lines that are over 40 to 60 characters in length.
- Don't use underlining for text. Use **bold** or *italic* instead.
- Don't double space after periods. Single space only.
- Use reverses sparingly.

Use A PostScript Driver

Set a PostScript driver as your printer driver before you start the project. If your printer doesn't say "PostScript," it isn't. Don't use an HP (Hewlett-Packard) or other driver. We need to know the driver you used to create the document. This will prevent reflow, which may cause page counts to change, text to improperly wrap around graphics...headers to move to

incorrect locations...and more. The problem is significantly magnified in text-intensive documents.

Publishers' Choice

Printer drivers are created by all types of companies, each with its own agenda. For publishing purposes, a printer driver created by Adobe, creators of PostScript, is a good choice. You may select the appropriate driver for your operating system and quickly download it from Adobe's website (see address below).

If you're creating PDF files, use the Adobe Acrobat Distiller driver that was installed when you loaded the software on your computer.

Follow Our Formatting Tips

First, don't use spreads in your layout. Use single-page format. It will reduce the computer time necessary to prepare your document for printing.

Your page size should be defined as final trim size. For 8 1/2" x 11" pages, crop marks are not required. For smaller page sizes, you should provide crop marks from your Page Setup or Preferences menu.

Leave It To Us

The problem of shingling needs to be considered, but you can leave the details to us.

Shingling is an adjustment for the

way page images in a folded signature tend to move toward the outer or the facing edge of a book. The amount of shingling steadily increases as you move toward the center signatures of the book. This is one reason why there are limitations on the number of pages a saddle stitched book may contain.

Years ago, offset negatives had to be physically moved to compensate for the image shifts. Today, these adjustments are made digitally by Copresco.

Final Installment...

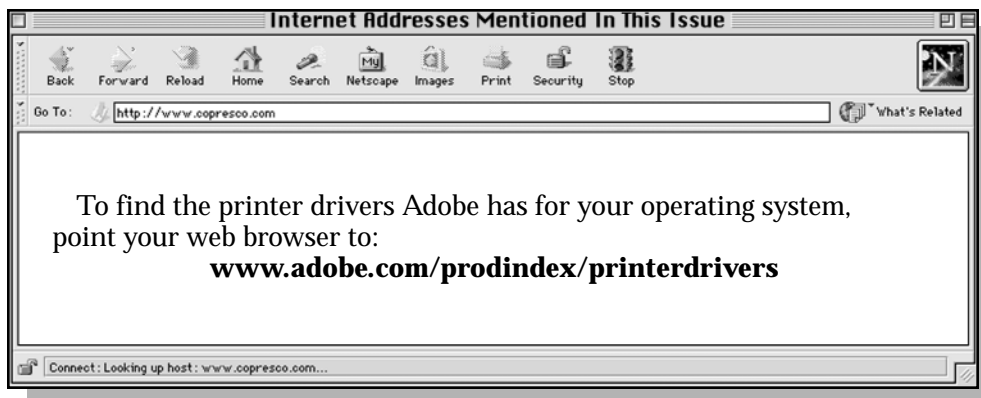
You now have five of Copresco's seven document preparation habits. Stay tuned. We'll wrap up the piece with our final installment next month.

Meanwhile...call Copresco for all your digital books and manuals on-demand printing needs.

(630) 690-2000 • Fax (630) 690-8182
lite@copresco.com • www.copresco.com



Copresco will be closed Memorial Day, May 29. Have a great weekend.





Copies Overnight, Inc.

262 Commonwealth Drive

Carol Stream, IL 60188

Address Correction Requested

Bill Gates recently invested \$5 million into a research group studying DNA. During a press conference, he



announced, "We should be able to debug DNA the same way we debug software."

For their commencement exercises, my kid's college plays different music for different majors. For computer science majors they play *High Hopes*. For liberal arts majors they play *Baby, It's Cold Outside*.

Famed historian, Edward Gibbon, listed these five reasons for the fall of the Roman Empire:

1. The breakdown of the family.
2. A weakened sense of personal responsibility.
3. Excessive taxes and government intervention.
4. Seeking increasingly hedonistic pleasures.
5. The decline of religion.

Why do women love cats? Cats are independent, they don't listen, they like to stay out all night, they don't come when you want them to, and when they do come home they expect to be fed and pampered, then want to be



left alone to sleep all day. In other words, every quality that women hate in a man.

"The secret of managing is to keep the guys who hate you away from the guys who are undecided."

—Casey Stengel

Adam and Eve had the perfect marriage. He didn't have to hear about the men she could have married, and she didn't have to hear about his mom's cooking.

Proverb: a short sentence based on a long experience.

A married couple, celebrating their 50th anniversary, was asked how they stayed together so long. "We made an agreement," the husband explained. "I would make all the major decisions and my wife would make all the minor decisions. In fifty years, thanks to her," he continued, "I never had to make a major decision."

"Why are some of your hairs grey?" a child asked his mother.

"Every time that you do something wrong and make me



unhappy," the mother teased, "one of my hairs turns grey."

The child thought about this for a moment. "Is that why Grandma's hairs are all grey?"

Now that I'm raising kids of my own, I'm beginning to suspect that my mother gave me a middle name just so I'd know when I was in big trouble.

"My responsibility is to get my twenty-five guys playing for the name on the front of their uniform and not the name on the back."

—Tommy Lasorda

A missionary, after devoting his life to the poor in South America, was returning to the U.S. Next to him on the plane was a famous entertainer, coming back from a weeklong good-will trip. The missionary couldn't help but notice the huge throng of fans at the gate, cheering the return of the famous entertainer.

"Lord, I don't want to sound ungrateful," the missionary prayed, "but I gave forty years of my life to South America, and this man gave only one



week. Yet everybody welcomes him back home and there's not one person to welcome me."

"Relax, my son," the Lord replied. "You're not home yet."