

Fonts and color etiquette...**Seven Habits for Highly Successful Documents**

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

This month, we offer you two more rules that will help you produce your masterpiece.

3. 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. Small amounts of italics are fine for contrast and impact.

- Avoid lines 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.

4. Avoid the Overuse of Color

Color can play just as an important a role in technical documentation as it does in promotional literature.

The effective use of color—with solid coverage, type reverses, bleeds, full-color photos and illustrations—enhances books and manuals and technical publications as well as product and sales materials.

Color adds distinction and increases readability for publications by unifying, dividing and directing the eye.

Like the conservative use of fonts, we believe that less is often more.

Two or three colors for body copy, headlines and subheads are generally recommended for most publications.

Organizational Benefits

Do use color to organize your documents. Color coding can be very effective for distinguishing product lines, regions, subject areas, etc.

Accuracy Needed

Watch out for color accuracy. The accurate reproduction of color is absolutely essential for style or branding manuals, high-end marketing materials, scientific publications and other color-specific documents.

Final Installment

Now you have four of Copresco's seven habits for the preparation of successful documents.

Watch for the final installment in a future *Overnight Lite* issue.

STC Honors Copresco

Copresco has won two awards for exceptional technical writing from the Society for Technical Communication, Chicago chapter.

Excellence Award

We were honored with an Award of Excellence for an article written by Copresco president and CEO Steve Johnson for the forecast issue of *PIA Magazine*, a monthly publication of the Printing Industries of America.

Bold New World

In the "Digital Printing Blossoms in the Bold New World of Web 2.0," Steve allays the fears many printers have that Web-based media will destroy print as a primary communications medium.

He sees the "Web 2.0," also known as the "Social Internet," offering enormous databases of text, video and graphics that can be turned into digitally printed and bound books.

Color picture books are a prime example, Steve noted. Social networking



Steve Johnson receives the prestigious STC Award of Excellence.

site Flickr offers free image hosting but charges for layout, imposition, digital printing and binding of those images.

Web-savvy consumers expect online services to be free of charge, but perceive print services to be of higher values and are willing to pay for them.

Running the Gamut

Steve also received an Award of Merit for his article: "Color Presses Run the (Color) Gamut."

He described gamut as the range of color that a press can reproduce and the differences between offset and digital processes.

Copresco's digital presses have a wider color gamut than offset systems, a critical advantage in printing high-quality color publications.

Advancing the Arts

STC is an international organization dedicated to advancing the arts and sciences of technical communication.

Independence Day

Copresco will be closed Monday, July 4, to celebrate Independence Day. Enjoy the holiday weekend.

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"Well," snarled the tough old sergeant to the quivering young private, "I suppose after you get discharged from the Army,



you'll just be waiting for me to die so you can spit on my grave." "Not me, Sarge!" the private shook his head. "Once I get out of the Army, I'm never going to stand in line again!"

"I owed the government \$4,400 in taxes. So I sent them two hammers and a toilet seat."—Michael McShane

Finance: The art of passing currency from hand to hand until it disappears.

Ethernet: Something used to catch the etherbunny.

I used to feel like I was lost in the shuffle. Now I feel like I'm just shuffling along with the lost.

Lottery: A tax on people who are bad at math.

Flashlight: A case for holding dead batteries.

A frightened homeowner called police late at night to report that he had been attacked behind his house. A young officer was sent to investigate, and returned to headquarters with a lump on his own head. "What happened?" the sergeant asked. "I closed the case." "Fast work," commended his superior. "How did you solve it?" The rookie replied, "I stepped on the same rake."

"Basic research is what I'm doing when I don't know what I'm doing."
—Wernher von Braun

"All great discoveries are made by men whose feelings run ahead of their thinking." —C. H. Parkhurst

A professor watched while a mechanic removed layers of engine parts from his car to get down to the valves. A surgeon, waiting for his car that was being repaired, walked over to observe. "You know, doc," the professor said as he pointed to the



mechanic, "I can't help but think his work is as complicated as yours." "I'll believe that," the surgeon replied, "when I see him do it while the engine is running."

Patient: "Doctor, I keep thinking that I'm a deck of cards!" Psychiatrist: "Sit over there. I'll deal with you in a minute."

"Mr. Smith, it's so good to see all of you again."—Airport Transportation Security Administration officer.

The meek shall inherit the earth—if only because they are too sissy to refuse.

"I've got bad news, and very bad news," the doctor said. "Give me the best news first," responded the patient nervously. "We got your test results back, and they indicated you only have 24 hours to live." "Only 24 hours to live?" the man blinked. "How could any news be worse than that?" "Well," replied the doctor, "I've been trying to reach you since yesterday..."

Copresco's Overnight Lite

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ISSN 1930-2274

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