



# Print Tips

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## DO SWEAT THE STUFF

It's the little things that make the difference, that make good work great. Things you might not even notice when they're right, but glare at you when they're not. The things that you once learned the right way, made you cringe when you saw it some other way. We've amassed an eclectic set of details that, when taken together, go a long way toward buttoning a design down and tightening it up.

**1. Hyphen or dash?** There are actually three hyphen-like characters; use each in specific circumstances: The hyphen itself, the en dash and the em dash:

THE HYPHEN:

- As the name suggests, the hyphen is that automatically-generated dash that occurs when a word breaks at the end of a line
- Use it to link compound modifiers and other hyphenated words (e.g. Catherine Zeta-Jones)
- Use it for telephone numbers (e.g. 800-555-1212)
- Do not put a space before or after a hyphen

THE EN DASH:

- Use as a substitute for "through" (e.g. 1990–2000)
- Do not use with "from" (e.g. I was in school 1996–2000, not from 1996–2000)
- Do not put a space before or after an en dash

THE EM DASH:

- Use it to signify an abrupt change of meaning or

thought in a sentence (e.g. The em dash—that's a long dash you would use to separate a thought within a sentence—is twice as long as an en dash.)

- Do not put a space before or after an em dash

**2. Avoid underlines.** The underline is a visual relic of the typewriter age. The typeset equivalent is *Italic*.

If for some reason you do need to underline text, you should use the RULE BELOW command, or manually draw it with the RULE TOOL. In both instances, you can set a rule's weight, yet with the underline style, the weight will vary depending upon the output resolution. Underlines that look OK on lasers can be invisible when output at high resolution.

**3. Quotes and inch marks.** Typewriters do not differentiate between quotes and inches. Typographers do. Unfortunately, your keyboard doesn't differentiate either, so you have to know how to generate the right character. To make it a little easier, many word processing and page layout applications support SMART QUOTES. With SMART QUOTES enabled, straight quotes convert

SEE OUR SPECIAL CHARACTERS REFERENCE CHART FOR MAC AND WINDOWS ON PAGE THREE



automatically to open-close quote pairs. You can enable SMART QUOTES in QuarkXPress at PREFERENCES > APPLICATION > INTERACTIVE.

#### 4. *Dot, Dot, Dot... a.k.a. the ellipsis.*

Replace omitted text with an ellipsis.

These “dot-dot-dots” are subject to specific grammar rules that are often overlooked. If words are omitted at the end of a sentence, use an ellipsis followed by a period. If sentences are omitted between other sentences within a quotation, use an ellipsis after the period of the preceding sentence.

- 5. *Stick to a Grid!*** A baseline grid is an invisible grid that can make your pages look more symmetrical and uniform. When you enable the baseline grid, as it is on this page, text across multiple columns is always aligned, giving multiple columns a cleaner look. It doesn't work very well with space before or space after, since text that varies even one point below the grid will be forced down an entire line space. In Quark, set the baseline grid value under PREFERENCES (you must use the primary line space value as your grid amount) and then make sure it is checked for each style or paragraph of text under the FORMATS palette.



- 6. *Hang in there!*** Rely on a HANGING INDENT when you want to align the text in subsequent lines to a point within the line above them.

Hanging indents are most often used to float quotation marks outside a border or to indent multi-line bulleted text. Create a hanging indent by placing the cursor where you want the second line of type to align and then hold down the OPTION key and type \ (above the return key).

Hanging indents are great for bullets, but not for a serial list (123, ABC; the indents will be misaligned). For these types of lists, create a style sheet:

1. Choose FORMATS from PARAGRAPH STYLE SHEET

2. Set the LEFT INDENT in the amount of the hanging indent (this examples uses 1p6)
3. Set the FIRST LINE INDENT to the negative of the Left Indent (-1p6)
4. Click on TABS
5. Create a left tab with the same amount as the Left Indent (1p6) and an optional tab if you want your bullets or numbers indented (p6 in this example)



- 7. *Double spaces are so obsolete!*** Never use a double space to separate sentences. This is an outdated practice you might have used when you were in middle school, but not anymore. Modern fonts and applications require only one space. Use one space after periods, colons, exclamation points, question marks, quotation marks—everywhere. The use of double spaces causes large gaps within the paragraph that will make the eye jump around the page.

- 8. *It's the color-blind kitten that's eating its cat food.*** It's a conjunction, a combination of the pronoun it and either the verb is or has. Examples of conjunctions include THEY'RE or HE'D. **Its, without the apostrophe, refers to a possessive, like hers or his. Even though a possessive noun uses an apostrophe, its does not.**

- 9. *Be wary of widows and on-guard for orphans.*** Widows are single words on one line at the end of a paragraph. Similarly an orphan is a single word at the top of the page. Widows and orphans are easy to prevent.

1. Choose the CONTENT TOOL.
2. Click in a paragraph.
3. Choose STYLE > FORMATS
4. Check KEEP LINES TOGETHER.



# Typography ON THE Desktop

5. Click ALL LINES IN ¶ to keep all the lines of a paragraph together. OR Click START to turn on orphan and widow control, then enter “2” in the START and END fields to ensure that no less than two lines of a paragraph are standard at the top or bottom of a column.

## 10. Use a polygon box to define a run-around.

“How do I make a nice run-around without having to manually create a silhouette or vector mask?” Place the image into a rectangular picture box in Quark, sending it to the back with a background of white. Trace the run-around on the top layer by creating a new polygon box. Set the polygon box’s CONTENT to NONE and its BACKGROUND to NONE. You’ll save hours of work.

## 11. Brackets vs. Parentheses?

Brackets [ ] are used to enclose explanatory material inserted into a quotation by someone other than the original writer or person being quoted [I did not know that! –Editor]. Use parentheses (the marks surrounding this phrase) as a way to provide an additional or alternative explanation of the subject at hand. Acronyms are good examples of parentheses usage: National Football League (NFL); The temperature outside today is 60°F (15°C).



Mark	Description	Macintosh	Windows
“	open quote	[	[
”	close quote	[	]
'	open single	]	[
'	close single	]	]
¶	foot mark	.	.
””	inch mark	””	””
•	bullet	8	8
...	ellipsis	;	.
—	em dash	-	=
-	en dash	-	-
©	copyright	g	c
®	registration	r	r
™	trademark	2	2
	en space	space	space
é	accent marks	e e	0225 See Note
è	accent marks	` e	0224 See Note

To input an ASCII character in Windows, type the four numerals on the keypad portion of the keyboard while holding down the ALT key.

IT’S OK TO STAND OUT, BUT NOT WITH POOR GRAMMAR, STYLE OR TYPOGRAPHY.

**12. *Hola, ¿Cómo Estás?*** Access accent marks with the Mac **OPTIONS** or PC **ALT** keys. Some samples are in our special character chart on the previous page; for a more comprehensive set of marks, see the keyboard layout for your computer or for the font you've selected.

**13. *Spell out numbers under 10.*** The rule for numbers is to spell out those that are less than ten; and to use numerals for 10 and above. Always spell out numbers at the beginning of a sentence, except for calendar years (e.g. Four Score and seven years...) Maybe that is why Lincoln's speech is written out that way, because four score plus 7 is equal to 87. Always use numerals for percents, hours, and ages (e.g. 7%, 3 hours, 2 years old).

**14. *Colons and semi-colons.*** Use semi-colons to connect two closely related sentences and avoid run-ons. Do not capitalize after a semi-colon. Use a colon to announce a list or similar point of focus. The word immediately after the colon is always initial-capitalized.

**15. *Keep track of your image files.*** Do not delete images from your hard drive after importing them into QuarkXPress. Programs like Quark only import low-resolutions versions and maintain pointers to the folders or directories where your images are stored. Consider keeping your file organization and folder naming conventions consistent. You'll always know where to find those pictures if you do. A good habit to get into is to keep all your files together in one folder. This way if you need to move a folder your files will be organized and you have a better chance of finding them. Check if your images are properly linked, under **UTILITIES** pull down menu > **USAGE** > **PICTURES**. If you see the **OK** designation after every image name, your images are ready to print. If missing or modified appears, it means Quark may have lost track of your images, and may ask for your assistance in updating them.

**16. *Enlarge or Shrink?*** Scaling your images in QuarkXPress can be risky. If you enlarge a bitmap picture, you reduce its effective resolution. For example, a 200% increase of a 300 DPI image will result in an image that is just 150 DPI on output. This may result in pixelization and other image defects that you will see on the proof. If possible, always scan an image at or near 100% of the size you plan to use it; if that's not possible, scale the image in Photoshop, not in your page layout program.

**17. *Scale those EPS!*** If you place a EPS vector image, such as a Illustrator or Freehand graphic, you do not need to be concerned about scaling it in Quark. Why? Instead of relying on pixels to describe the image the way that scans do, vector graphics use mathematical formulas similar to fonts. And just like fonts, they can be scaled to any size without sacrificing quality.

**18. *Save As Doesn't Cut It.*** Note that a Photoshop EPS image is only scalable if it entirely comprises vectors (no pixel data such as a photograph in the image, for example). Just saving an image as an EPS does not make it scalable. Pixels are pixels, no matter whether you save them as EPS or as TIFF.

If your image contains a hybrid of pixel data (e.g. a scan) and vector data (e.g. a line of type), you should save your file as an EPS, not a TIFF. The EPS allows us to output the type component of your image at the resolution of the high resolution device; not just at 300 DPI.

## PRINT. IT WORKS.

There's nothing experimental about print. It just works.

Whether direct mail, branding materials, investor relations or your corporate identity, a well-printed piece makes you look your best. Give them something tangible to keep your message top-of-mind.

Need help? Call one of our Sales Representatives. That's what we're here for.



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