

HOW TO LOOK

good

ON PAPER

*and make the most
of your PrintGear™ fonts*



check it out



HOW TO LOOK

good

ON PAPER

This is your on-line guide to using the 78 fonts you received with your new PrintGear printer. It introduces you to the PrintGear type capabilities now at your fingertips and shows you how you can use type well to create professional-quality documents that convey your message accurately, persuasively, and effectively.

contents



HOW TO LOOK

good

ON PAPER

CONTENTS

- ➔ *your PrintGear fonts*
- ➔ *type basics*
- ➔ *creating great-looking documents*
- ➔ *document samples*
- ➔ *glossary*



fonts

- ➔ *the fonts*
 - ➔ *why all these faces?*
 - ➔ *which face?*



THE

fonts

When you purchased your PrintGear printer, you received a collection of 78 fonts to use with it. The following four screens list your new typefaces alphabetically, by family.

ITC ANNA®

Arquitectura™

ITC Avant Garde Gothic® Book

ITC Avant Garde Gothic Book Oblique

ITC Avant Garde Gothic Demi

ITC Avant Garde Gothic Demi Oblique

ITC Bauhaus® Light

ITC Bauhaus Demi

Blackoak™

Bodoni Poster Compressed

ITC Bookman® Light

ITC Bookman Light Italic

ITC Bookman Demi

ITC Bookman Demi Italic

Carpenter ICL

Castle™

Childs™ Dds

COPPERPLATE GOTHIC 32BC

COPPERPLATE GOTHIC 33BC

more fonts

SECTION HEAD



MORE

fonts

Refer to this list when you want to choose type for the printed pieces you create.

Courier

Courier Oblique

Courier Bold

Courier Bold Oblique

CRITER™

FARFEL™ Felt Tip

Franklin Gothic* Regular

Franklin Gothic Condensed Regular

Adobe Garamond™ Regular

Adobe Garamond Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

ADOBE GARAMOND Small Caps

Helvetica* Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

and more fonts

SECTION HEAD



AND
MORE

fonts

Helvetica Narrow Regular

Helvetica Narrow Oblique

Helvetica Narrow Bold

Helvetica Narrow Bold Oblique

Lemonade™ Regular

Lemonade Bold

ITC Lubalin Graph® Book

ITC Lubalin Graph Book Oblique

ITC Lubalin Graph Demi

ITC Lubalin Graph Demi Oblique

ITC MACHINE® Bold

MESQUITE™

ITC Mona Lisa® Solid

MYTHOS™

New Century Schoolbook Roman

New Century Schoolbook Italic

New Century Schoolbook Bold

New Century Schoolbook Bold Italic

Palatino* Roman

Palatino Italic

Palatino Bold

Palatino Bold Italic

even more fonts

SECTION HEAD



EVEN
MORE

fonts

Quake™

STENCIL

Stuyvesant Solid

Tekton™

Tekton Bold

TOOLBOX™

Times* Roman

Times Italic

Times Bold

Times Bold Italic

TRAJAN™ Regular

ITC Zapf Chancery® Medium Italic

Symbol fonts

 Carta™

 Mini Pics Lil Events™

 Mini Pics Lil Folks™

 Mini Pics Red Rock™

 Mini Pics Lil Faces™

 Qwerty™

αβχδεφγηιθ Symbol

 ITC Zapf Dingbats®



WHY ALL THESE

faces?

You have something to say—and you want to say it well. These 78 PrintGear typefaces give you the capability to produce great-looking documents that contain the highest quality type available. Your collection includes fonts for professional business documents, for personal projects, and just for fun. Use them in countless combinations to set exactly the right tone for your message.



which face?

SECTION HEAD



WHICH

face?

As you use your fonts, you'll develop an eye for which ones look best in a specific kind of document. In the meantime, the following screens offer some suggestions.

**MEMOS, FAXES, LETTERS,
REPORTS & PROPOSALS**

ITC Bookman Light

Adobe Garamond Regular

New Century Schoolbook Roman

Palatino Roman

Times Roman

more suggestions

SECTION HEAD



WHICH

face?

PRESENTATIONS: HEADS

ITC Avant Garde Gothic Demi

COPPERPLATE GOTHIC

Franklin Gothic Condensed Regular

ADOBE GARAMOND Small Caps

Helvetica Bold

ITC Lubalin Graph Demi

New Century Schoolbook Bold

Palatino Bold

Times Bold

more suggestions

SECTION HEAD



WHICH

face?

PRESENTATIONS: TEXT

ITC Bookman Light

Adobe Garamond Regular

Helvetica Regular

ITC Lubalin Graph Book

New Century Schoolbook Roman

Palatino Roman

Tekton

Times Roman

more suggestions

SECTION HEAD



WHICH

face?

SPREADSHEETS & GRAPHS

Franklin Gothic Regular

Franklin Gothic Condensed Regular

Adobe Garamond Family: Regular, Italic, Bold, Bold Italic

Helvetica Family: Regular, Oblique, Bold, Bold Oblique

Helvetica Narrow Family: Regular, Oblique, Bold, Bold Oblique

Tekton Family: Regular, Bold

Times Family: Roman, Italic, Bold, Bold Italic

more suggestions

SECTION HEAD



WHICH

face?

Command attention with these faces for headlines and key copy in flyers and signs. Pair them with text faces for the remaining copy.

FLYERS & SIGNS

Arquitectura

ITC Bauhaus Demi

Blackoak

Bodoni Poster Compressed

Chilada Dos

Courier Bold

CRITTER

FARFEL FELT TIP

Lemonade Bold

MESQUITE

MYTHOS

Quake

STENCIL

Tekton Bold

TOOLBOX

TRAJAN

more suggestions

SECTION HEAD



WHICH

face?

NEWSLETTERS & BROCHURES:
HEADS & SUBHEADS

ITC Avant Garde Gothic Demi

Franklin Gothic Condensed Regular

ADOBE GARAMOND Small Caps

Helvetica Bold

ITC Lubalin Graph Demi

New Century Schoolbook Bold

Palatino Bold

Times Bold

more suggestions

SECTION HEAD



WHICH

face?

NEWSLETTERS & BROCHURES: TEXT

ITC Bookman Light

Adobe Garamond Regular

New Century Schoolbook Roman

Palatino Bold

Tekton

Times Bold

more suggestions

SECTION HEAD



WHICH

face?

CERTIFICATES & INVITATIONS

ITC ANNA

Arquitectura

Carpenter

Castle

Stuyvesant Solid

ITC Mona Lisa

ITC Zapf Chancery

more suggestions

SECTION HEAD



WHICH

face?

Create symbols, bullets, and borders, or add clip art with these faces.

BORDERS, BULLETS, CLIP ART, & SYMBOLS



Carta



Mini Pics Lil Events



Mini Pics Lil Folks



Mini Pics Red Rock



Mini Pics Lil Faces



Qwerty



Symbol



ITC Zapf Dingbats

For general information about choosing and using type, please go to

TYPE BASICS

SECTION HEAD



contents

type

BASICS

➔ *types of type*

➔ *type tips*

➔ *type in style*



TYPES
OF

type

Like people, type comes in all shapes and sizes. Each typeface has its own distinct character, although most type can be classified into one of five broad groups: serif, sans serif, script, display, and symbol.

Serif

In early ages, words were carved in stone. The serif of a letter was the means of achieving a clean cut at the end of a chiseled stroke. Serif faces are easy to read, because serifs help to differentiate individual letters and guide the eye from letter to letter and from word to word across a line. Serif faces are excellent for text set in sizes from 8 to 14 points.



8 point text
9 point text
10 point text
12 point text
14 point text

more types



TYPES
OF

type

Sans Serif

From the French, *sans* means *without*. Sans serif faces lack serifs and are easiest to read at large, or display, sizes. On the other hand, sans serif typefaces also work well wherever space is at a premium, such as in a caption, table, or list.

Heads
Subheads

more types

SECTION HEAD



TYPES
OF

type

Script

Script faces typically derive from hand lettering or calligraphy. Many are quite elegant and reminiscent of the earliest hand-copied manuscripts. Other scripts are casual and trendy, reflecting a contemporary style. Script faces can add distinction to invitations and certificates. They also work well in headlines, or in small amounts of text.

more types



TYPES
OF

type

DISPLAY

Display faces stand out in a **BIG** way—making the best impression when used in headlines, subheads, and titles. In general, display type works best at sizes

of **18 points** or **LARGER**, which makes these fonts perfect for titles, signs, flyers, and posters.

more types

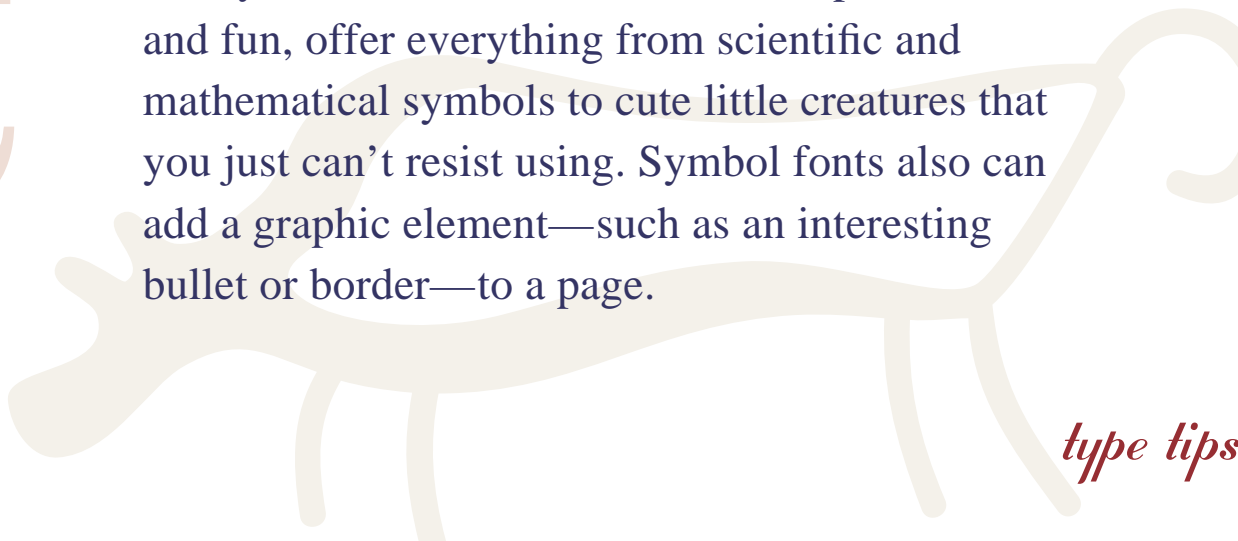
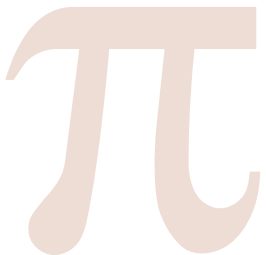


TYPES
OF

type

Symbol

Some fonts include no alphabetic characters at all. Symbol faces, which can be both practical and fun, offer everything from scientific and mathematical symbols to cute little creatures that you just can't resist using. Symbol fonts also can add a graphic element—such as an interesting bullet or border—to a page.



type tips



TYPE

tips

Here are a few guidelines to keep in mind when choosing and using type.

NO BAD TYPE

There is no bad type—although some treatments may be questionable. Remember that every typeface has its appropriate setting. Here's the test: Read your page; if your type gets in the way of your message, you need to rethink your type treatment. Consider what you want to say, how you want to say it, who you want to say it to, and the space in which you have to say it. And then choose accordingly.

more tips

SECTION HEAD



TYPE

tips

TYPE FOR TEXT

For long passages of text, choose a font that's easy on the eye. Typically, serif faces are good, unobtrusive text faces; they don't get in the way of what you want to say. Quirky, condensed, or **heavily flourished** faces can be difficult on a reader's eyes after a while and can obstruct the flow of your message.

Imagine what you can create; create what you can imagine.

Imagine what you can create; create what you can imagine.

more tips



TYPE

tips

TYPE FOR HYPE

When you want your audience to sit up and take notice, grab attention with a bold use of type. Consider a **sans serif** or **display** face. At large point sizes, both sans serif and unique display faces make a statement that **STANDS OUT.**

Sans serif faces are versatile; you can set them **large** or set them **small**. When you create graphs or tables, sans serif typefaces—especially condensed ones—can be particularly effective.

more tips



TYPE

tips

Using proper punctuation can give your printed piece a truly professional polish.

“SMART PUNCTUATION”

Instead of straight hash marks for quotation marks and apostrophes, use the typographically correct, curled counterparts, which you can access through keyboard combinations. Do the same to create professional variants of dashes, quotation marks, and bullets.

MAC

- “ = option [
- ” = shift option [
- ' = shift option]
- = shift option -
- = option 8

PC—Hold down the ALT key, and type a zero on the numeric keypad followed by the ASCII Character Code.

CHAR	ASCII CHAR CODE	CHAR	ASCII CHAR CODE
“	147*	—	151
”	148*	•	183
'	146*		

more tips



TYPE

tips

COMBINING TYPE

Limit yourself to two or three typefaces in one publication. Too many typefaces can distract your reader and give them a mixed and unclear message. However, you can create variety and interest on your page by using one family for text and a typeface from a distinctly different but complementary family for titles.

more tips

SECTION HEAD



TYPE

tips

MATCHES MADE IN HEAVEN

How do you choose the winning type combination? Generally, use only one serif and one sans serif type family in a single document. Too many or too similar families can look awkward when they appear on the same page. **Franklin Gothic Condensed** and Times complement each other well, for example.

Sales Revenue Up 15%

At fiscal year close, company sales revenue was five percent higher than analysts predicted

Heading:
Franklin Gothic Condensed
Text:
Times Roman

type in style



TYPE IN

style

A type family often includes many variations, or faces. Bold, regular, italic, oblique, condensed, narrow, book, and roman faces all indicate variations on a family's theme.

Palatino,
Roman

CREATE A CALMING EFFECT

Large sections of bold or italic text are hard to read. A regular or roman weight for text lets your reader get the message without working too hard for it. Look for faces called regular, roman, or book.

New Century Schoolbook, Roman
Adobe Garamond, Regular

more about styles



TYPE IN

style

Type variations, sometimes called styles, mix well together and add liveliness and texture to a page.

BE BOLD AND DARING

Put on a bold face when you want readers to take **notice**. Use bold or condensed type for emphasis or to draw attention. Bold faces are typically used in headlines and for **emphasis** in text.

ITC Bookman, Demi

Franklin Gothic Condensed, Regular

ITC Bauhaus, Demi

more about styles



TYPE IN

style

ITALICS

Italic—sometimes called *oblique*—faces are excellent for *emphasis* or for setting off titles of books or periodicals. Italics are effective if used in *moderation*. Large blocks of italic text are difficult to read. Italics replace the underlines once used extensively in typewritten material.

contents

SECTION HEAD



CREATING

great-looking *documents*

- *laying out a page*
 - *elements on a page*
- *pages with purpose*

CONTENTS



LAYING OUT A

page

Page layout strongly influences your audience, sometimes making the difference between a document being read or discarded.

The overall design of a page is called the **layout**. Various elements compose a page layout, including margins, columns, line length, and leading; captions, headlines, and callouts; and indented or blocked paragraphs.

Your layout choices vary, depending on your material. Layouts for tabloid newspapers typically **scream** for attention, for example, while layouts for a brochure of services or a price list must be uncluttered to convey information with clarity.

*elements on
a page*

SECTION HEAD



EXTRA! EXTRA! EXTRA!

THE JOURNAL

Coffee Bean
Prices Soar!

Caffeine
linked to
performance

ELEMENTS ON A

page

ZEN AND THE ART OF SETTING TYPE

When you choose and use it well, type becomes an element at one with the page layout. It is an integral element—one of several—that reinforces and adds greater depth to your message.

MAKING THE HEADLINES

Remember reading only the photo captions in *National Geographic* and still following the story? Headlines, titles, captions, and callouts give readers additional information and add interest to a page.

more

SECTION HEAD



ELEMENTS ON A

page

GIVE IT SOME SPACE

Space around copy is an important part of the design of a page. This “white space” is an active element, not just a neutral border. Space opens up a page, inviting a reader in. **Asymmetrical layouts** with varying uses of space appear dynamic and interesting. Explore space. Experiment with **margins, column widths, and leading**. The only place where space should never vary? After a period; there, be sure to type in only **one** space.



Asymmetrical



Line leading



Columns

more

SECTION HEAD



ELEMENTS ON A

page



HOW IT ALL LINES UP

Alignment refers to how type lines up on a margin. Sometimes type is set **flush left**; sometimes it's **flush right**; sometimes it's **fully justified**, aligning on both edges to create a squared-off effect. Text set flush left is easiest to read.

An ideal line length depends on typeface design, type size, leading, and amount of copy. In general, a line should run 55 to 60 characters. Too long a line tires eyes, while too short a line disrupts the flow of text.

more

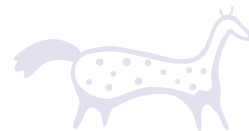


ELEMENTS ON A

page

THE GRAPHIC DETAILS

In life, little touches improve things in a big way. Graphic elements do the same for a page. Add a symbol to your document every so often—in a headline, as a bullet, as part of a border—and add some visual play to your printed piece.



more

SECTION HEAD



pages

WITH A PURPOSE



A good, basic
ad layout

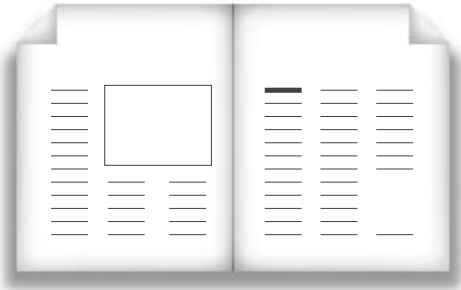
SINGLE-PAGE LAYOUTS

Your material may require only one page. As you create a single-page document, consider its function. If your document is a fax or a memo, keep it simple, perhaps separating elements with rules, and save it as a template. If your page is a price list, you may want to set the information in multiple columns, using a condensed typeface. This treatment makes dense copy easy to read and to locate.



pages

WITH A PURPOSE



*For detailed examples
of page layouts, go to*



MULTIPAGE LAYOUTS

With multiple pages, think in spreads. A spread consists of two pages that are viewed side by side. Visualize a spread as one large page and arrange your elements across it. For example, when you create newsletters and flyers, begin with a multicolumn format. Try setting four or five columns across the page, reserving a column or two of space for graphics or photographs. Vary the layout slightly from spread to spread for added interest.

contents



samples

- ➔ *memos*
- ➔ *certificates*
- ➔ *faxes*
- ➔ *presentations*
- ➔ *invitations*
- ➔ *newsletters*
- ➔ *letters*
- ➔ *brochures*
- ➔ *graphs +
spreadsheets*
- ➔ *signs + flyers*

faxes

TO: Rose
 COMPANY: Bloomers
 FAX: 808-446-0192
 FROM: Wilhelmina Trayde
 DATE: May 16, 1995
 PAGES: 1 of 1

FAX

Rose—This will confirm our conversation this morning concerning the flowers for the ceremony on the 20th of August. My bouquet is to be *white baby roses only*. The five bridesmaid bouquets are to match the colors in the ceremony. I am sending you under separate cover. I'd like them to be made up of baby roses in matching shades and baby's breath only. Charles (my fiancé) is allergic to everything else. *I cannot overemphasize this point*. This means his boutonniere should also be a baby rose. A carnation will have him sneezing his head off, right through the ceremony.

ST

Once again, thanks so much for your help.
 —WT

STOCHIN/TRAYDE

Make address information prominent and easy to read.

To maintain fax legibility, set type at 12 or 14 points.

Title:
 Bodoni Poster Compressed
 Address Headings:
 ITC Avant Garde Gothic
 Text: Adobe Garamond

*more
 samples*

PRINT...

SECTION HEAD

invitations

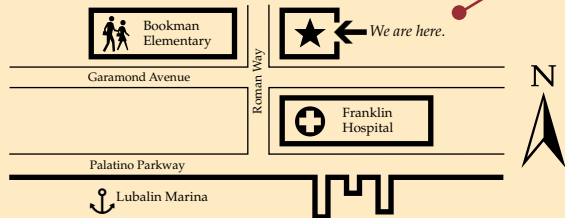
THIS IS ONE TIME YOU
WON'T MIND GOING TO
THE DOCTOR'S OFFICE.

We're celebrating and you're invited!

We'd be exceptionally pleased to have the pleasure of your company at a party celebrating the opening of our new offices at 30 Tekton Plaza, Suite 330, on Sunday afternoon, October 22nd, from 1 to 4 p.m.

This is one party that's going to be tough to miss.
Because even if by chance you do get sick, you can still come anyway.

THINK IT OVER AND CALL ME IN THE MORNING.



Charles R. Bills, M.D. ✉ 30 Tekton Plaza, Suite 330, Baltimore, MD 33365 ☎ 808-556-5685

Use decorative or eye-catching fonts.

Jazz up the page with graphic elements.

Headline: Trajan
Text: Palatino
Symbols: Carta

*more
samples*

PRINT...

SECTION HEAD

invitations



Use decorative typefaces.

Keep body text to a minimum.

Print on colored or textured paper for added interest.

Headline and Borders:
Chilada Dos
Text: Tekton

more samples

PRINT...

SECTION HEAD



Letters



STOCHIN/TRAYDE
30 Tekton Plaza
16th floor
Baltimore, MD 33365

PHONE
808.123.4567
FAX
808.765.4321

July 13, 1995

Dear Stochin/Trayde Client

Here at Stochin/Trayde, we are always searching for promising new companies in which to invest. One such company is *The Corporation for Personal Publishing*.

The Corporation for Personal Publishing is a five-year-old firm in the relatively new and uncrowded field of do-it-yourself book publishing. Its growth rate, **35% a year**, can only be described as phenomenal.

The firm specializes in title categories that research shows generate a great deal of interest. It then engages authors working in the desired category and supports the authors in dealing with printers and typographers. The firm markets its titles through a catalog that has a mailing list of over **3,750,000 readers**.

Here are some vital statistics:

- Assets over \$40 million
- No long-term debt to speak of
- IPO at 10 in October of '94—expected gain in 20s Q4 '95

Please read the enclosed prospectus for details before you invest or send money. The Corporation for Personal Financing is traded on the NASDAQ Exchange and can be found listed under the symbol CPP.

As always, we'll be happy to answer any questions you may have. Thank you.

Joel Stochin
President

*Pick a text format—
block or indented—
and use it consistently.*

*Use the same type
family throughout,
adding emphasis with
the bold or italic faces.*

*Use bullets to
draw attention.*

Logotype:
ITC Avant Garde Gothic
Text: ITC Bookman
Bullets: Carta

*more
samples*

spreadsheets

Use a condensed typeface to fit copy when space is tight.

BLOOMERS

First Quarter Sales

Sales in Dozens: Walk-in

Flower Type	January	February	March	1st Qtr
Roses	80	525	125	730
Tulips	40	58	45	143
Carnations	25	33	34	92
Tropicals	12	12	15	39
Potted Plants	4	7	20	31
Total	161	635	239	1035

Sales in Dozens: Deliveries

Flower Type	January	February	March	1st Qtr
Roses	122	678	56	856
Tulips	24	36	15	75
Carnations	13	19	27	59
Tropicals	3	5	2	10
Potted Plants	3	4	6	13
Total	165	742	106	1013

Roses
Potted Plants
Tropicals
Carnations

Use multiple faces of a single type family to convey various levels of information.

Headline:
Palatino
Table & Callouts:
Helvetica Narrow

Roses
Potted Plants
Tropicals
Carnations
Tulips

Format columns so that numerals align, making information easy to read.

*more
samples*

certificates

Caffeine
BEANS



Gift Certificate

*This certificate entitles the bearer
to purchases in the amount of
_____ dollars.*

No expiration date

Caffeine Beans • Purveyors of Specialty Coffees • 122 Hills O'Beans • Roasterville, CA 94000 • Tel: 555-9999 • Fax: 555-1234

Use decorative typefaces.

Be brief.

Add interest with borders.

Logotype: Quake, Stencil,
Text: ITC Zapf Chancery,
Border: ITC Zapf Dingbats

*more
samples*

certificates



Border:
Stuyvesant Solid
Heading:
Stuyvesant Solid
Text:
Copperplate Gothic

Use decorative typefaces to create borders and headlines.

Leave white space for a clean, sophisticated-looking document.

more samples

PRINT...

SECTION HEAD



presentations

Charts and graphics add interest.

Only one subject per slide, with as few words and lines as possible.

Situation analysis

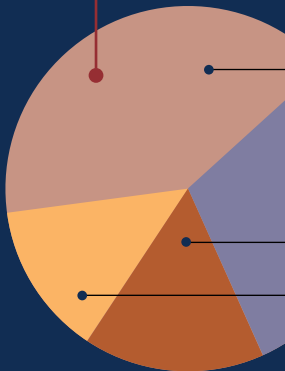
Headline:
ITC Avant Garde Gothic
Text: Times Roman

Use no more than two typefaces per slide.

- ◆ More readers than ever
- ◆ More popular titles available
- ◆ Economical publishing techniques are highly profitable

Set text at 24 points or larger to maintain readability when projected.

High-Gro



more samples



newsletters

Masthead: Lemonade
Copy: ITC Bookman

School Days

Fall 1995

Oakwood
Elementary
News

Welcome
Back!

School's Off To A Sweet Start

The school year begins, and we start anew—a little older, a little wiser, and hopefully, a little rested. A big welcome to all of our students, especially the new kindergarten classes and my transfer students joining us from other places!

I hope your first week has been a good one. I'm sure things are a little confusing yet, but as we all get into our routines, this is likely to improve. Please talk to your teachers, or ask your parents to talk to your teachers, if you have any questions.

Remember, next Wednesday is our first Ice Cream Social! Bring your families—come eat ice cream and say hello to everyone in your school

Heard Around Campus:

Principal (visiting new kindergarten class on first day of school):
"Would you like a piece of candy?"

Kindergartner:
"No thank you. I only eat food that is good for me and helps me to..."

First-grader (reciting the Pledge of Allegiance):
"I pledge allegiance to the flag of the United States of America, and to the republic, for which it stands, one nation, under God, indivisible, with liberty and justice for all."

Second-grader #1:
"What do you like best about school so far?"

Second-grader #2:
"I like to do math, because it builds your self-esteem."

Shelby Karlson Grade 2



Experiment with various fonts for eye-catching mastheads and headlines.

Set columns flush left for easy reading.

Include graphics for added visual interest.

*more
samples*

brochures

Choose a typeface that sets an appropriate tone for your business.

Use bold and italic faces to differentiate subheads, captions, and body copy.

Logotype: Mona Lisa and Stuyvesant
Menu items: Franklin Gothic Condensed
Descriptions: Palatino

Krazy Kitchen *catering*

lunch menu

9/4 - 9/8

eggplant openface \$3.75

grilled eggplant on foccacia topped with warm feta cheese and roasted red peppers

pollo strips \$4.50

strips of tender breast of chicken served with a tomatillo dipping sauce

meat burger \$4.25

flame-broiled ground sirloin crowned with melted blue cheese and sauteed mushrooms

krazy split pea soup \$2.75

split peas, coarse-cut veggies, and wild rice stewed and succulent

ahi and greens \$6.25

flame-broiled ahi tuna served with soy-ginger sauce on a bed of exotic mixed greens

ringed onions \$2.25

sweet vidalia onions, dipped in a crunchy

PRINT...

SECTION HEAD

more
samples

signs // + flyers



FIESTA!

saturday, september 2

food ♦ drinks ♦ fun
for the whole family



AMIGOS



r e s t a u r a n t

336 18th street, san francisco, ca



Use bold or display fonts for impact and for readability at a distance.

*Minimize copy.
Less is more.*

Headline: Mesquite
Text: ITC Lubalin Graph
Bullets: Mini Pics Lil Folks

contents

glossary

good words to know and use!

- BODY TEXT** Main text of a publication. Body text is usually set in serif typefaces at point sizes ranging from 8 to 14 points.
- BOLD** A heavier weight of a typeface.
- BULLET** A typographical symbol used to set off items in a list.
- DESKTOP PUBLISHING** Using a system of personal computers, software, and printers to produce printed material.
- DISPLAY FACES** Typefaces that read best when set at large point sizes.
- EM DASH** Dash that's as wide as the letter m in a monospaced typeface.
- FONT** Set of letters, numbers, and symbols sharing the same design, size, and weight.

more



glossary cont.

more good words!

ITALIC	Typeface slanted slightly to the right.
ALIGNMENT	Setting text so that it begins or ends at the same margin. Text is set either flush left, flush right, or fully justified, aligning on the left margin, the right margin, or on both margins.
KERNING	Adjustment of pairs of letters to optimize spacing between.
LAYOUT	Basic design of a printed page, including elements such as margins, spacing, columns, and type.
LETTER SPACING	Amount of space between letters.
POINT SIZE	Standard measurement for type. A point is about 1/72 of an inch.
RAGGED RIGHT	Text that is aligned flush left. The ends of ragged-right text lines do not line up at the right margin.

more

SECTION HEAD



more good words!

glossary cont.

ROMAN TYPEFACE	Roman denotes upright, medium-weight versions of typefaces.
RULES	Lines used to divide or decorate a printed page.
SANS SERIF	Typefaces without serifs.
SCRIPT FACES	Typefaces based on calligraphic or handwritten letterforms.
SERIF	Small “finishing strokes” at the ends of letters in a serif typeface.
TYPEFACE	Set of letters, numbers, and symbols that share the same design, size, and weight. A term now used interchangeably with the term font.
WEIGHT	The relative thickness of letters.
WHITE SPACE	Margins, or other parts of a page free of text or graphics.

contents



To print this memo sample,
choose the **PRINT** command
and print **page 58**.

 **RETURN TO SECTION**

memo

To: Joel Stochin
Seymour Trens
Lois DiNominader
Ivan Waching

From: Wilhelmina

Date: May 16, 1995

Re: Life in the
Honeymoon Suite

As you all know, I am getting married on August 20th. Charles and I will be honeymooning for the **three weeks** subsequent to the Big Day. This means I will be on **vacation**, will not come into the office, and will be unreachable by any form of communication yet devised by man. So says my soon-to-be husband. Call it enforced leave if you must, and I don't know if I'm going to go through phone withdrawal, but needless to say, I am looking forward to it. Hold down the fort till I get back on **September 11th** will you? Ciao, baby.

—WT

ST

To print this fax sample,
choose the **PRINT** command
and print page 59.

 **RETURN TO SECTION**

TO: Rose
.....
COMPANY: Bloomers
.....
FAX: 808-446-0192
.....
FROM: Wilhelmina Trayde
.....
DATE: May 16, 1995
.....
PAGES: 1 of 1
.....

FAX

Rose—This will confirm our conversation this morning concerning the flowers for my wedding on the 20th of August. My bouquet is to be *white baby roses only*. The five bridesmaids' bouquets are to match the colors in the fabric I am sending you under separate cover. I'd like them to be made up of baby roses in matching shades and baby's breath only. Charles (my fiancé) is allergic to everything else. *I cannot overemphasize this point*. This means his boutonniere should also be a baby rose. A carnation will have him sneezing his head off, right through the ceremony.

ST

Once again, thanks so much for your help.
—WT

STOCHIN/TRAYDE

To print this invitation sample,
choose the **PRINT** command
and print page 60.

 **RETURN TO SECTION**

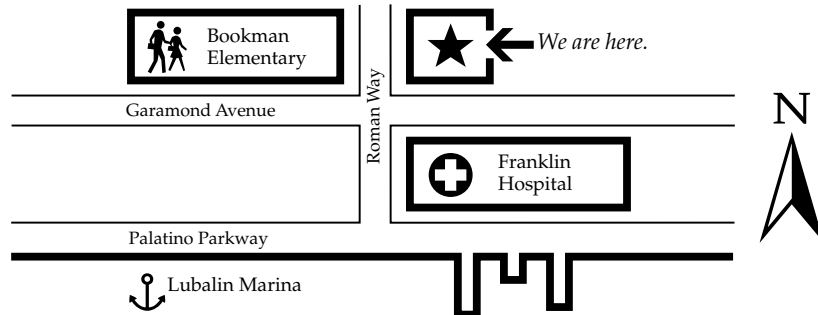
THIS IS ONE TIME YOU WON'T MIND GOING TO THE DOCTOR'S OFFICE.

We're celebrating and you're invited!

We'd be exceptionally pleased to have the pleasure of your company at a party celebrating the opening of our new offices at 30 Tekton Plaza, Suite 330, on Sunday afternoon, October 22nd, from 1 to 4 p.m.

This is one party that's going to be tough to miss.
Because even if by chance you do get sick, you can still come anyway.

THINK IT OVER AND CALL ME IN THE MORNING.



Charles R. Bills, M.D. ☒ 30 Tekton Plaza, Suite 330, Baltimore, MD 33365 ☎ 808-556-5685

To print this invitation sample,
choose the **PRINT** command
and print page 61.

 **RETURN TO SECTION**



It's a

PARTY!

Sunday, December 16, 2p.m.

Jason
turns **3** years
old!

Come help us celebrate!

To print this letter sample,
choose the **PRINT** command
and print page 62.

 RETURN TO SECTION



STOCHIN/TRAYDE
30 Tekton Plaza
16th floor
Baltimore, MD 33365

July 13, 1995

PHONE
808.123.4567
FAX
808.765.4321

Dear Stochin/Trayde Client

Here at Stochin/Trayde, we are always searching for promising new companies in which to invest. One such company is *The Corporation for Personal Publishing*.

The Corporation for Personal Publishing is a five-year-old firm in the relatively new and uncrowded field of do-it-yourself book publishing. Its growth rate, **35% a year**, can only be described as phenomenal.

The firm specializes in title categories that research shows generate a great deal of interest. It then engages authors working in the desired category and supports the authors in dealing with printers and typographers. The firm markets its titles through a catalog that has a mailing list of over **3,750,000 readers**.

Here are some vital statistics:

- Assets over \$40 million
- No long-term debt to speak of
- IPO at 10 in October of '94—expected gain in 20s Q4 '95

Please read the enclosed prospectus for details before you invest or send money. The Corporation for Personal Financing is traded on the NASDAQ Exchange and can be found listed under the symbol CPP.

As always, we'll be happy to answer any questions you may have.
Thank you,

Joel Stochin
President

To print this spreadsheet sample, choose the **PRINT** command and print page 63.

BLOOMERS

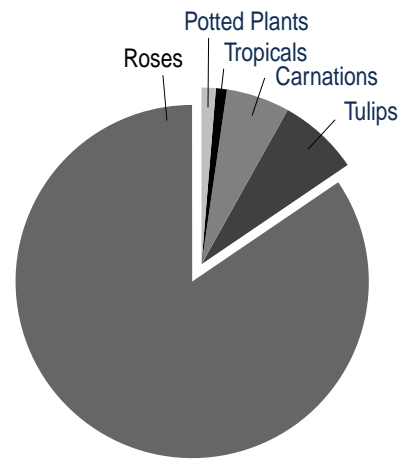
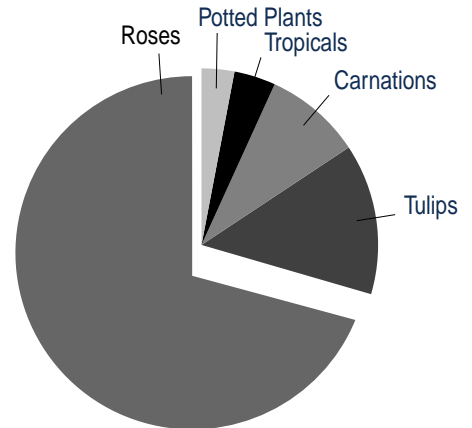
First Quarter Sales

Sales in Dozens: Walk-in

Flower Type	January	February	March	1st Qtr
Roses	80	525	125	730
Tulips	40	58	45	143
Carnations	25	33	34	92
Tropicals	12	12	15	39
Potted Plants	4	7	20	31
Total	161	635	239	1035

Sales in Dozens: Deliveries

Flower Type	January	February	March	1st Qtr
Roses	122	678	56	856
Tulips	24	36	15	75
Carnations	13	19	27	59
Tropicals	3	5	2	10
Potted Plants	3	4	6	13
Total	165	742	106	1013



To print this certificate sample,
choose the **PRINT** command
and print page 64.

▶ RETURN TO SECTION

Caffeine
BEANS



Gift Certificate

This certificate entitles the bearer
to purchases in the amount of
_____ dollars.

No expiration date

Caffeine Beans • Purveyors of Specialty Coffees • 122 Hills O' Beans • Roasterville, CA 94000 • Tel: 555-9999 • Fax: 555-1234

To print this certificate sample,
choose the **PRINT** command
and print page 65.

▶ RETURN TO SECTION

Certificate of Achievement

THIS IS TO CERTIFY THAT

Wilhelmina Trayde

HAS BEEN HONORED AS

WOMAN OF THE MONTH

FOR HER OUTSTANDING CONTRIBUTIONS TO THE
BALTIMORE WOMEN IN BUSINESS ASSOCIATION

PRESIDENT _____ DATE _____

*To print this presentation sample,
choose the **PRINT** command
and print page 66.*

 **RETURN TO SECTION**

Situation analysis

- ◆ More readers than ever
- ◆ More popular titles available
- ◆ Economical publishing techniques
are highly profitable



THE CORPORATION FOR PERSONAL PUBLISHING

To print this newsletter sample, choose the **PRINT** command and print page 67.

School Days

Fall 1995

Oakwood Elementary News



School's Off To A Sweet Start

The school year begins, and we start anew—a little older, a little wiser, and hopefully, a little rested. A big welcome to all of our students, especially the new kindergarten classes and any transfer students joining us from other places!

I hope your first week has been a good one. I'm sure things are a little confusing yet, but as we all get into our routines, this is likely to improve. Please talk to your teachers, or ask your parents to talk to your teachers, if you have any questions.

Remember, next Wednesday is our first Ice Cream Social! Bring your families—come eat ice cream and say hello to everyone in your school community!

Janice Young
Principal, Oakwood Elementary School

Heard Around Campus:

Principal (visiting new kindergarten class on first day of school):

"Would you like a piece of candy?"

Kindergartner:

"No thank you. I only eat food that is good for me and helps me to grow."

First-grader (reciting the Pledge of Allegiance):

"I pledge allegiance to the flag and all the plates in America. And to the republic, for which it sends, one donation, two donations. . ."

Second-grader #1:

"What do you like best about school so far?"

Second-grader #2:

"I like to do math, because it builds your self-esteem."

Shelby Karlson Grade 2



To print this brochure sample,
choose the **PRINT** command
and print page 68.

 **RETURN TO SECTION**

Krazy Kitchen Catering

lunch menu

9/4 - 9/8

eggplant openface _____ **\$3.75**

*grilled eggplant on foccacia topped with
warm feta cheese and roasted red peppers*

pollo strips _____ **\$4.50**

*strips of tender breast of chicken served
with a tomatillo dipping sauce*

blue burger _____ **\$4.25**

*flame-broiled ground sirloin crowned with
melted blue cheese and sauteed mushrooms*

krazy split pea soup _____ **\$2.75**

*split peas, coarse-cut veggies, and wild rice
stewed and succulent*

ahi and greens _____ **\$6.25**

*flame-broiled ahi tuna served with soy-ginger
sauce on a bed of exotic mixed greens*

ringed onions _____ **\$2.25**

*sweet vidalia onions, dipped in a crunchy
cornmeal batter and fried to a golden crisp*

phone

415-555-1212

To print this flyer sample,
choose the **PRINT** command
and print page 69.

▶ RETURN TO SECTION

FIESTA!

saturday, september 2

food ♦ drinks ♦ fun
for the whole family

 **AMIGOS** 

r e s t a u r a n t

336 18th street, san francisco, ca



HOW TO LOOK

good

ON PAPER

*We hope you've found this guide to be helpful.
Use it—and start producing professional-looking
documents today on your PrintGear printer!*



Adobe, the Adobe logo, Image Club, PrintGear, the PrintGear logo, Adobe Garamond, Architectura, Blackoak, Carta, Castle, Chilada, Critter, Farfel, Lemonade, Mesquite, Mythos, Mini Pics Lil Events, Mini Pics Lil Faces, Mini Pics Lil Folks, Mini Pics Red Rock, Quake, Qwerty, Tekton, Toolbox, and Trajan are trademarks of Adobe Systems Incorporated. ITC Anna, ITC Avant Garde Gothic, ITC Bauhaus, ITC Bookman, ITC Lubalin Graph, ITC Machine, ITC Mona Lisa, ITC Zapf Chancery, and ITC Zapf Dingbats are registered trademarks of International Typeface Corporation. *Franklin Gothic, Helvetica, Palatino, and Times are registered trademarks of Linotype-Hell AG and/or its subsidiaries.

© Adobe Systems Incorporated. All rights reserved. 11/95