

@HEADLINE 3 = ADDING NEW STYLES TO VENTURA

Although most organizations spend much precious time and money on developing their own style sheets for company publications, many firms now realize they must go outside their own organization to develop the publication <169>look<170> that will maintain a top quality image. One solution to maintaining a firm's image is to take advantage of customized style sheets that create a very attractive image, without demanding the development time necessary to make company personnel fluent in good typography.

Customized style sheets, when used with prudent production methods, can take much of the labour out of newsletter production. It can eliminate the headache that so many encounter - how to get a massive software program like Ventura Publisher to work for them.