



Selecting a Tone for your Writing

Here are some ideas for ways to “flavour” your writing. Whatever style you choose, make sure it has an underlying professional tone. Check one(s) that will appeal most to your particular audience.

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Direct | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Light | <input type="checkbox"/> Bold |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Bubbly |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Lively |
| <input type="checkbox"/> Witty | <input type="checkbox"/> Intimate |
| <input type="checkbox"/> Honest | <input type="checkbox"/> Punchy |
| <input type="checkbox"/> Serious | <input type="checkbox"/> Adventuresome |
| <input type="checkbox"/> Strong | <input type="checkbox"/> Sincere |

Guidelines for Reader-Friendly Writing

Here are some guidelines for reader-friendly writing:

- Be simple and direct.
- Make your piece look easy to read (i.e. bullets / point form).
- Use good titles.
- Write strong headlines.
- Keep it short.
- Put important information up front.
- Make your writing interesting, & try to keep paragraphs short & simple.
- Keep the tone professional.
- Motivate your reader.
- Keep your writing positive.
- Aim for the right level.
- Use examples.
- Keep the writing timeless.
- Reinforce your writing visually.
- Don't forget to use page numbers.

Proofreading

It is just about impossible to catch mistakes in your own writing, so get someone else to proofread what you write. Here are some things to watch for when you're proofreading:

- Check over each page and reference number carefully.
- Double-check all other numbers, including the page sequence.
- Mistakes tend to be clustered, so if you find one, be on the lookout for others around it.
- Make sure the information is in the right sequence.
- Notice paragraph lengths; note when they're too long (shorter is better).
- Check spelling.
- Check grammar.
- Check punctuation (i.e. look for missing punctuation like commas or periods).
- Look for missing words (often small ones like “a” or “the” are left out).
- Watch for repeated words, such as “of of”.

Proofreader's Marks

Listed here are the standard proofreader's marks, recognizable to both writers and typesetters. Use a coloured pen or pencil to make them easier to read.

| | | | |
|-------------------|------|-----------------|---------|
| Period | ⊙ | Comma | ^, |
| Open Quotes | “ | Delete | — |
| Close Quotes | ” | Spell Out | sp. out |
| Make Capitals | Caps | AddSpace | # |
| Caps + Lower Case | C/lc | Close Space | ∩ |
| Move Right | ⌋ | Parenthesis | (/) |
| Move Left | ⌈ | Indent | □ |
| Centre | ⌈⌋ | Begin Paragraph | # |

Making the Piece Look Easy To Read

There are many things that a writer can do to make a piece look inviting. Here are some suggestions for making your printed piece look easy to read:

- Try using more headlines.
- Try using more paragraphs, and make them shorter.
- Make your point in fewer words.
- Include an index when practical, and keep it user friendly.
- Use point form when possible.
- Give yourself plenty of white space.
- Don't forget page numbers.

Design Styles

Printed pieces have more impact when they have a distinctive style, especially when it is one that suits the target audience. Here is a list of possibilities. Read through it for ideas to fit the piece you're currently working on, or for one you'll be doing in the future.

How would you like to see your piece?

- | | | |
|---------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Strong | <input type="checkbox"/> Understated | <input type="checkbox"/> Colourful |
| <input type="checkbox"/> Detailed | <input type="checkbox"/> Simple | <input type="checkbox"/> Clean |
| <input type="checkbox"/> Dignified | <input type="checkbox"/> Imaginative | <input type="checkbox"/> Slick |
| <input type="checkbox"/> Innovative | <input type="checkbox"/> Clever | <input type="checkbox"/> Graceful |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Dynamic | <input type="checkbox"/> Bold |
| <input type="checkbox"/> Refined | <input type="checkbox"/> Powerful | <input type="checkbox"/> Authoritative |
| <input type="checkbox"/> Hard-edge | <input type="checkbox"/> Scholarly | <input type="checkbox"/> Distinctive |
| <input type="checkbox"/> Lighthearted | | |

What word(s) would you like to have your piece described as?

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Contemporary | <input type="checkbox"/> Chic |
| <input type="checkbox"/> Art Deco | <input type="checkbox"/> Arty | <input type="checkbox"/> 1990s |
| <input type="checkbox"/> Romantic | <input type="checkbox"/> Comic-book | <input type="checkbox"/> Old English |
| <input type="checkbox"/> Regal | <input type="checkbox"/> Folksy | <input type="checkbox"/> Lavish |
| <input type="checkbox"/> Floral | <input type="checkbox"/> Classic | <input type="checkbox"/> California |
| <input type="checkbox"/> Sketchy | <input type="checkbox"/> Architectural | <input type="checkbox"/> Geometric |
| <input type="checkbox"/> Abstract | <input type="checkbox"/> Silhouette | <input type="checkbox"/> Modern |
| <input type="checkbox"/> Decorative | <input type="checkbox"/> Professional | <input type="checkbox"/> Futuristic |
| <input type="checkbox"/> Business-like | <input type="checkbox"/> Nautical | <input type="checkbox"/> Gothic |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Art Nouveau | <input type="checkbox"/> New Wave |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Southwestern | <input type="checkbox"/> Rustic |
| <input type="checkbox"/> Masculine/Feminine | | |
| <input type="checkbox"/> Foreign (i.e. French, Latin, Oriental) | | |

Illustration Styles

When you are thinking about art for your publication, consider one of the illustration styles below. If none of these is right, perhaps one will trigger an idea for something that will be.

- | | |
|---|---|
| <input type="checkbox"/> Silhouette | <input type="checkbox"/> Delicate |
| <input type="checkbox"/> Collage | <input type="checkbox"/> Bold |
| <input type="checkbox"/> Pastel | <input type="checkbox"/> Calligraphic |
| <input type="checkbox"/> Pen and ink | <input type="checkbox"/> Realistic |
| <input type="checkbox"/> Wood cut | <input type="checkbox"/> Sketchy |
| <input type="checkbox"/> Pencil drawing | <input type="checkbox"/> Cartoon |
| <input type="checkbox"/> Watercolour | <input type="checkbox"/> Masculine |
| <input type="checkbox"/> Photographic | <input type="checkbox"/> Feminine |
| <input type="checkbox"/> Block print | <input type="checkbox"/> Disquieting |
| <input type="checkbox"/> Cross-hatch | <input type="checkbox"/> Light |
| <input type="checkbox"/> Engraving | <input type="checkbox"/> Strong |
| <input type="checkbox"/> Painterly | <input type="checkbox"/> Geometric |
| <input type="checkbox"/> Curvilinear | <input type="checkbox"/> Abstract |
| <input type="checkbox"/> 3-dimensional | <input type="checkbox"/> Tight |
| <input type="checkbox"/> Air brush | <input type="checkbox"/> Loose |
| <input type="checkbox"/> Architectural | <input type="checkbox"/> Computer-generated |

Graphic Devices

With an enormous array of graphic devices to choose from, no piece ever needs to be just straight type.

To jazz up your piece try:

- | | |
|--|--|
| <input type="checkbox"/> Borders | <input type="checkbox"/> Screens |
| <input type="checkbox"/> Reverses | <input type="checkbox"/> Charts |
| <input type="checkbox"/> Graphs | <input type="checkbox"/> Initial/Drop Caps |
| <input type="checkbox"/> Dingbats | <input type="checkbox"/> Rules |
| <input type="checkbox"/> Bullets | <input type="checkbox"/> Logos |
| <input type="checkbox"/> Maps | <input type="checkbox"/> Boxes |
| <input type="checkbox"/> Different Backgrounds (i.e. checkerboard pattern, cross hatch) | |

Simple printed pieces require three steps: writing, design and printing.

Complex pieces go through many more stages, and several stages can often happen simultaneously.

Ideas for Logos

Here is a list of images and shapes commonly used as themes in logo design. Run through it to get ideas for your logo. You can also use this list as a starting point for a logo brain-storming session.

THEMES

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Old English |
| <input type="checkbox"/> Tropical | <input type="checkbox"/> High-tech |
| <input type="checkbox"/> Sport-related | <input type="checkbox"/> Fantasy |
| <input type="checkbox"/> Western | <input type="checkbox"/> Cartoon |
| <input type="checkbox"/> Nature | <input type="checkbox"/> Animal |
| <input type="checkbox"/> Sci-fi | <input type="checkbox"/> Nautical |
| <input type="checkbox"/> Native American | <input type="checkbox"/> Southwestern |
| <input type="checkbox"/> Contemporary | |

SHAPES & CHARACTERS

- | | |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Circle | <input type="checkbox"/> Rectangle |
| <input type="checkbox"/> Triangle | <input type="checkbox"/> Oval |
| <input type="checkbox"/> Polygon | <input type="checkbox"/> Letter Forms |
| <input type="checkbox"/> Hexagram | <input type="checkbox"/> Free forms |
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Numbers |
| <input type="checkbox"/> Square | <input type="checkbox"/> Dingbats |

IMAGES

- | | |
|--|--|
| <input type="checkbox"/> Arrow | <input type="checkbox"/> House |
| <input type="checkbox"/> Bird | <input type="checkbox"/> Boat |
| <input type="checkbox"/> Fish | <input type="checkbox"/> Car |
| <input type="checkbox"/> Insect | <input type="checkbox"/> Plane |
| <input type="checkbox"/> Animal | <input type="checkbox"/> Train |
| <input type="checkbox"/> Flower(s) | <input type="checkbox"/> Bike |
| <input type="checkbox"/> Tree | <input type="checkbox"/> Tool |
| <input type="checkbox"/> Sun | <input type="checkbox"/> Figure |
| <input type="checkbox"/> Star | <input type="checkbox"/> Face |
| <input type="checkbox"/> Moon | <input type="checkbox"/> Hand |
| <input type="checkbox"/> Eye | <input type="checkbox"/> Fruit |
| <input type="checkbox"/> Shell | <input type="checkbox"/> Mineral |
| <input type="checkbox"/> City building | <input type="checkbox"/> Vegetable |
| <input type="checkbox"/> Silhouettes | <input type="checkbox"/> Hieroglyphics |

Kinds of Printed Pieces

BUSINESS PAPERS

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Letterheads | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> Labels | <input type="checkbox"/> Forms and Invoices |
| <input type="checkbox"/> Memo Sheets | <input type="checkbox"/> Notepads |

INFORMATION PIECES

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Booklets | <input type="checkbox"/> Directories |
| <input type="checkbox"/> Manuals | <input type="checkbox"/> Catalogues |
| <input type="checkbox"/> Articles | <input type="checkbox"/> Data Sheets |
| <input type="checkbox"/> Tip Sheets | <input type="checkbox"/> Programs |
| <input type="checkbox"/> Menus | <input type="checkbox"/> Binders |

PROMOTION PIECES

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Ads | <input type="checkbox"/> Flyers |
| <input type="checkbox"/> Posters | <input type="checkbox"/> Calendars |
| <input type="checkbox"/> Post Cards | <input type="checkbox"/> Ad Specialties |
| <input type="checkbox"/> Coupon Books | |

TASK-ORIENTED PIECES

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Proposals | <input type="checkbox"/> Questionnaires |
| <input type="checkbox"/> Reports | <input type="checkbox"/> Presentation Folders |
| <input type="checkbox"/> Invitations | <input type="checkbox"/> Fund-Raising Letters |

Steps in Producing Print

Simple printed pieces require three steps: writing, design and printing. Complex pieces go through many more stages, and several stages can often happen simultaneously. Use this list as a base.

- Concept development
- Market research
- Content research
- Writing
- Copy approval and corrections
- Editing
- Proofreading copy
- Design
- Illustration and photography
- Pretesting
- Design approval and correction
- Typesetting / graphic design
- Proofreading type
- Corrections
- Printing
- Distribution
- Evaluation

Colour Combinations

If you just don't know where to begin, here are some colour combinations that work.

ONE INK COLOUR (the second colour is your paper):

- Rust on bright yellow
- Burgundy on grey
- Bright green on bright white
- Silver on white
- Black on light brown
- Avocado on light brown
- Brilliant emerald on yellow
- Charcoal on light grey
- Burgundy on pale blue
- Dark peach on light peach
- Tan on ivory
- Bright pink on pale yellow
- Grey on white
- Deep burgundy on white
- Dusty aqua on pale aqua
- Brilliant red on white
- Black on camel

TWO INK COLOURS (best on white paper):

- Dusty aqua, mauve
- Brilliant red, black
- Lavender blue, orange
- Deep navy, clear pink
- Bright navy, red
- Dark teal, burgundy
- Turquoise, red
- Bright green, navy
- Sage green, apricot
- Turquoise, coral
- Deep navy, burgundy
- Bright red, lavender blue
- Moss green, brown
- Slate blue, silver-pink
- Spruce green, silver
- Charcoal, camel
- Turquoise, violet

THREE INK COLOURS (best on white paper):

- Moss green, apricot, brown
- Pale yellow, teal, mauve
- Burgundy, dark green, navy
- Aqua, lavender, pink
- Navy, burgundy, tan
- Teal, yellow-orange, rust
- Teal, red, gold
- Pencil yellow, blue, red
- Turquoise, yellow, orange
- Peach, tan, blue
- Black, hot pink, orange
- Midnight blue, rust, yellow
- Magenta, purple, black
- Black, dark green, red
- Lime, royal blue, black
- Dusty blue, rose, ivory

Paper Tips and Reminders

Many handsome papers have been invented, and among the most beautiful are those for offset printing. Enjoy working with paper. Here are some tips:

- Look at many paper samples before you decide on one. Take time to find the right paper to suit your job.
- Be sure to ask us about our wide selection of recycled sheets or house stock clearances.
- Remember that the colour of the paper will affect the colour of the ink on top of it.
- If you come across something printed on a paper you like, bring it to us. We will find a match.

Considerations When Choosing Paper Stock

When choosing paper stock, keep in mind how you want your job to look and feel, and its intended use after it is printed. The printing processes required to produce your product are also important considerations.

- GRAIN DIRECTION:**
Paper stock is stiffer in the direction of the grain. Take into consideration the printer's press and bindery requirements, and your own end use requirements.
- PARENT SIZE SHEETS:**
Parent size sheets are determined by the amount of pages out, cut outs, room needed for bleeds and colour bars, and press/bindery requirements.
- BASIS WEIGHTS:**
Basis weights are determined by the strength of paper required.
- BULK:**
Remember to take into consideration the size thickness of your finished job and, if applicable, any subsequent mailing costs.
- OPACITY:**
How much "see through" can be tolerated?
- BRIGHTNESS/WHITENESS/COLOUR:**
How will the paper colour affect the look of your job?
- TEXTURE OR FINISH:**
How will the paper texture/finish affect the look of your type, halftones, screen tints, drawings, etc.
- COLOUR/TYPE OF INKS:**
Take into consideration the type of ink the printer intends to use (i.e. rubber base, oil base, tough-tex inks).

Questions to Ask the Printer

Printing is a highly skilled craft, and a good printer is a wonderful source of information. Organize your questions ahead of time and write them down.

- What kinds of pieces is this print shop especially good at producing?
- Do you have the right equipment to do my job efficiently?
- How much of the job is done in-house? What is sub-contracted out?
- Is there any reduction in price for long-term contracts?
- How can I achieve the look I want and stay within my budget?
- Do you anticipate problems with this job? If so, what?
- Do you have a house stock?
- Can you recommend a less-expensive but similar-looking paper?
- What are the options for folding?
- (If you are in a hurry): Is there anything you can do to speed up the process?
- (If you are concerned about how the ink will look on a particular shade of paper): Do you have any samples that show colours on this sheet? Can you make me a sample? What will it cost?
- (If you are considering using special effects such as duotones, metallic inks, die cuts, or embossing): Do you have any examples? Does this make sense for my job?
- How long will it take to produce the job?
- When can I expect delivery?
- When do you expect the blueline to be ready?
- (In relation to delivery): How will the job be packaged? How many pieces come in a box? Do you shrink wrap?
- (If reprinting is a likely possibility): How do you charge for reprints? (Ask about them in the beginning, when agreements are easier to work out.)
- Is this were your job, what questions would you ask?

Tips for Working With a Printer

Good print producers must find ways to work effectively with printers, and experienced ones know just how important that relationship is. Here are some tips to facilitate yours.

- Keep a file of pieces that represent the quality of printing you want, and discuss them with the printer.
- Different shops do different things best, so keep track of who does what well for future reference.
- Bring in a sample dummy with your camera-ready art.
- Ask printers for cost-saving ideas.
- Let your printer know as soon as possible if the job is being delayed at your end.
- When placing an order, confirm the proofing and delivery dates.
- Ask for good ink coverage.
- Anticipate problems before they arise.
- The earlier a change is made, the less expensive it is, so do each check carefully.
- Stay in touch with your printer or rep during the printing process.
- If you buy a lot of one kind of printing, find a printer who specializes in this work.
- Pay attention to reprint costs.
- Give yourself as much time as possible to avoid a last minute rush.
- All good relationships are based on mutual give and take, so be flexible.

Printed pieces have more impact when they have a distinctive style, especially when it is one that suits the target audience.

Northwest Printing offers ...

Blank paper samples • Printed samples on a particular paper stock
Ink swatches to check the performance of an ink colour on a particular paper stock
Reverse timetables for accurate job scheduling • Mock-ups • Logo consulting