Copy preparation tips

When bringing your own originals please remember the following suggestions for success:

- **DO** make sure your paste-ups are secure. There is no greater anxiety than having to guess where the little clown with the balloon belongs on your newsletter or putting that collage back together for you.
GLUE STICKS are preferable but do not use too much, as any bump of glue will result in wavy text.

- **DO NOT** place tape over text or photos or any kind of graphics— the copier will see it making that area darker than the rest— usually an undesired look.

- **DO NOT** cut your original apart when you want to exclude a portion of it— tell us what you want to remove and we will advise you of how to achieve what you want.

- **DO NOT** use an excessive amount of liquid paper or other correction fluid. Thick amounts will achieve the opposite effect, leaving a shadow in its place or result in waving the paper.

- **DO NOT** tape, glue or staple your one-sided copies as double-sided— we can make them double-sided if you ask, but if you create a two-sided document, we will either have to create a new master, depending on your graphics/photos this can affect copy quality or we will have to take apart your original, possibly damaging it.

- When possible bring us an original on white paper. We cannot give you a nice clear copy when your original is on red or goldenrod, you will get text on a background of gray smudges.

- Please remember to remove all post-its and staples from documents, these can jam the document handler, resulting in delays for both us and you!

Other copy/paper tips

A few more tips to ensure a smooth session at your local copy shop:

PREPRINTED PAPERS— we are more than happy to copy your flier, announcement or other text on to preprinted papers (i.e. like the ones purchased at Staples or Office Max). But when requesting this service, remember the following:

BRING A WHITE ORIGINAL TEXT ONLY— many customers bring us a sample printed from their computer printers, on the preprinted paper. Most do not realize when we copy the text, we will also be copying the border onto the blank sheets. Covering your nice brightly colored balloons with black toner!

CHECK TO SEE THAT THE TEXT FITS— we will hold it up to see that it fits, but if you double-check before you get here, it will cut down delays as we will not have to make the text fit or shrink your text till it fits.

MAKE SURE THE PAPER IS COPIER COMPATIBLE— if the package lists copiers then it is copier compatible. We are just as disappointed as you when you need 50 and only 10 run through our machine.

BRING EXTRA PAPER- when you supply your own paper, for both copying and printing, bring us extra sheets. We cannot guarantee all of them will work, due to weather, humidity, creases, jams, etc.— extras sheets will save you time and disappointment in the long run.

We have no problems with customers doing their own typesetting, but usually your goal is to save time and money— when in doubt, ask and we can help direct you toward success in your next project.

As always, we are here to help, assist and advise you of the easiest way to complete your projects… whether the project is done by you or by us!

Tips & Such

Some friendly tips and pointers to make your trip to the copy shop or printer a little smoother and time efficient.

Including some general tips on:

- Business Cards
- Brochures/Programs
- Paste-ups
- Originals onto preprinted paper
- Printable screen values
- Formats for supplied art

Pinole COPY CENTER
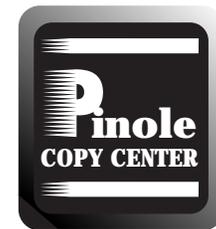
(510) 223-8901
Fax (510) 223-9437

Business Cards

An important thing to remember when designing a business card (either on your own or with a designer) is, no offense, the size you have to work with. Many customers work with a regular size sheet of paper which is not proportional and then are left wondering why their layout did not turn out as they had planned.

The standard business card size measures 2 inches by 3-1/2 inches— most copiers and offset printers prefer a 1/4 inch margin all the way around the card (to ensure nothing important is cut off when your cards are trimmed, such as a name or phone number). This leaves you with a space approximately 1-3/4 by 3 inches to fit all your info. Sounds small? Not really, just remember it is to serve as informational and as a reminder, not as a resumé or advertisement. Most include a phone/fax number, address, name/company name and sometimes a slogan or other personal comment ("Best in the area" or "FREE estimates available" or even "In business since 1960").

If you design your own and want us to reproduce them for you, here are some guidelines you should follow:

• For **photocopy reproduction**, we place cards **10-up** on a page (templates are available upon request).

• For **offset printing**, we use a **4-up** original.

• If you are using **more than one color**, you will have to supply a color separation, with **each color printed on a separate sheet in black**.

• We strongly recommend type no smaller than:

7 pt. Avant Garde

8 pt. Times

As always, if you are unsure about how things should be, ask us and we can help you. If you are at a complete loss and do not want cause yourself a lot of frustration, grief and possibly money… **we are more than happy to do your layout for you**!

Postcards & such

Postcards, letterhead, fliers, etc. follow the same rules as the business cards— 1/4 inch margin.

Envelopes usually work better with a 3/8 inch margin.

Postcards are run 4-up on a page for the standard size of 1/4 sheet. Remember that with the 1/4 inch margins, your actual space is 3-3/4 inches by 5 inches.

Screens & graphics

When laying out your own documents, and deciding to add a screen, set your program to print out your screened box or graphics at 75 lpi.

> ### 50% Screen at 75 lpi

> ### 50% at printer default

Should you decide to supply your graphics (i.e a logo, or photo, etc.) please scan your photos at 300 dpi, lineart between 300 and 600 dpi (depending on the complexity of the drawing), save as close to the size needed as possible in either (.TIF) or (.EPS).

We do offer scanning services as a reasonable price if you are unsure of the format or if you are not sure how to adjust your scan.

Just so that you know we use Macintosh and we can place a TIF or EPS from your PC file.

Programs & brochures

Programs and brochures are jobs that accumulate the most additional costs due to customer error.

When setting up a 5-1/2 by 8-1/2 program or brochure with a 1/2 inch margin, you must have a 1 inch margin in the middle. So that when you fold the program in half, the 1/2 inch margin remains all around the edge.
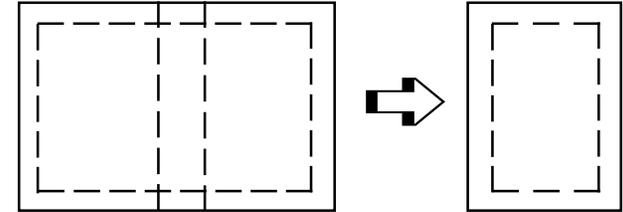
Just as this brochure has a 1/4 inch margin with 1/2 margins in between the folds.

Most customers do not realize this and either have to redo the project, accept less than desirable results or pay an additional cost to have the document re-pasted as not to fold any of the information.

Another costly mistake is when the program is more than 4 panels— such as 2 or more pages fitted together to create an 8, 12, 16 page booklet.

When creating a booklet-type document, you must remember:

#1— your pages must be multiples of 4 or you will find you have some blank pages at the end that you did not count on.

#2— the pages are not in chronological order, i.e. 1-2-3-4-etc, they must be in special order so that they will be in order when the booklet is assembled. For example, an 8 panel booklet would be setup as follows:

| 8 | 1 | 2 | 7 | 3 | 6 | 4 | 5 |