

Tips for Copy Center Design

◆ When designing in Black & White



When using large blocks of black, we are limited to which machine are capable of doing them, probably will not go through the Micropress. Do not combine photos and large black blocks in the same piece.

There will be a waste factor with solid black graphics, the customer must understand that these will be charged to them.

Boxes around text or graphics are hard for us to get straight on a consistent basis, as copiers shift, especially if it is two sided. Borders are better that are not a straight line, or that are simple divider designs

◆ When designing in color



If project is two sided it is better not to have one side with heavy color coverage.

Send files as a pdf. Remembering to embed both fonts and graphics.

Send us a test before the customer gets a proof, so we can tell if we are capable of doing the job and meeting the standards of the customer.

When we know we will be doing the job, send a proof to the customer through our printer so that they will see what the actual job will look like.

◆ Designing for mailing

Always have the Mail Center send a copy of the final draft before it is sent to print to the US Post Office for their non-profit stamp of approval.

Make sure that the open end of a self-mailer is up

Check with Janice or Phyllis which endorsement to use if the customer wants one on it. If it is over letter size, only use "Change service requested"

The goal with a non-profit mailing should always be to get it to mail at the full automation pricing.

◆ Booklets and Cutting

In most cases do not use crop marks, except as a sample to cut from

When setting up booklets, if we can use the automated machines that fold, please set up by landscape, without the crop marks.