Fresh Ideas for Common Printing Projects

As you would expect, there are some products we print for many of our customers. Letterheads, note pads, thank you notes, newsletters, and brochures are common printing projects for businesses (and we print several orders each week).

In this issue of Printips we'd like to suggest some ways to refresh the look of these printed materials with a few simple changes.

Letterheads

The standard size for letterhead is 8 $\frac{1}{2}$ x 11 inches. But have you ever considered printing an executive version called *monarch size*? Monarch stationery measures 7 $\frac{1}{4}$ x 10 $\frac{1}{2}$ inches and is trimmed from an 8 $\frac{1}{2}$ x 11-inch sheet. The sheet has a very pleasing proportion and is ideal for hand written notes.

Monarch sheets are more informal than letterhead and are often personalized with the name of the writer. Because of this, monarch sheets can be used for social as well as business correspondence.

Note pads

Note pads are popular as a promotional item to give to customers and prospects as well as for personal use. The two most popular sizes are 8 $\frac{1}{2}$ x 5 $\frac{1}{2}$ inches (half of a letter-sized sheet) and 4 $\frac{1}{4}$ x 5 $\frac{1}{2}$ (one-quarter of a letter-sized sheet).

However, other sizes for note pads can be interesting. A letter-sized sheet trimmed in
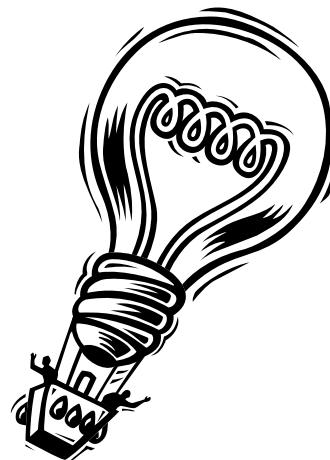
thirds to 8 $\frac{1}{2}$ x 3 $\frac{5}{8}$ inches produces a good shape for a list – long and relatively narrow. A pad measuring 7 x 10 inches can be cut from a letter-sized (8 $\frac{1}{2}$ x 11) sheet, producing a size associated with social stationery. This is a popular size for *"From the desk of"* pads.

Or use half of a legal sheet – 8 $\frac{1}{2}$ x 7 – for an almost square note pad offering a lot of room for note taking.

If you hold meetings at your facility, consider custom-printed tablets (measuring 8 $\frac{1}{2}$ x 11 and printed with your company's logo and contact information) as a handout to meeting attendees – especially if they are customers or prospects.

Thank you notes

Following up on a meeting or sales call with a personalized piece of mail is an effective technique for expressing appreciation, summarizing the results of the meeting, or getting details down in writing.

Fresh Ideas for Common Printing Projects (continued)

Correspondence cards – a single ply heavy card measuring 4 x 6 inches – are an informal version personalized with the writer's name or monogram, and may include a border around the card printed in the same ink color as the name.

Foldover notes printed on either cover weight or writing paper and bearing a name or monogram centered on the front, is the most formal type of social stationery. When unfolded, the notes can measure either 5 ¹/₂ x 8 ¹/₂ inches or 6 x 9 inches.

Printing on one side of a letter-sized sheet and folding in a *French fold* – two right angle folds – creates four pages that can be preprinted with a message or company information. A French fold has the advantage of printing on one side of the sheet, yet when folded, presenting information as if printed on both sides.

Newsletters

Newsletters are a popular marketing and communication tool. However, they often require a significant amount of time to research, write, design, and layout, and consequently may get off schedule.

An alternative to the traditional newsletter that combines text and graphics is a style that could be called "news-in-brief". Written like a letter in paragraph form, the news-in-brief style is a series of short news articles, stories, one-sentence tidbits, and other information. If a monospaced font such as Courier is used, the text has the appearance of being produced on a typewriter. Since the banner at the top of the page is the only design element, these newsletters can go together quickly and achieve a sense of immediacy that may not be possible with a more extensively designed newsletter format.

Brochures

The most popular sizes for a brochure are a letter-sized sheet folded in thirds or an 11x17 sheet folded in half. However, a very effective brochure can be created using a legal-sized sheet, printed on both sides, trimmed to 4 x 14 and folded in a

gatefold. With a finished size of 4 x 7, the brochure will fit into a #10 commercial envelope. The gatefold provides another advantage over

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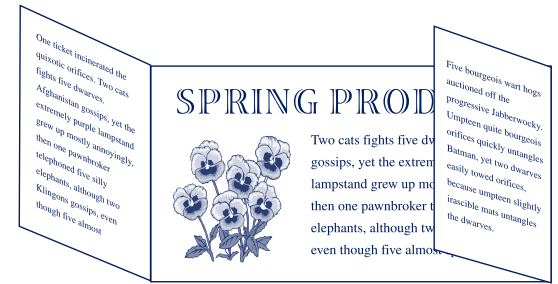
Gate fold brochure

the more common trifold for a brochure. When closed, the gatefold can be designed with two images (one each on the left and right) or with one cross-over image. When open, the gatefold dramatically reveals a panoramic page. In addition, the back page is large enough to accommodate all business contact information.

You can also make a 16-page brochure in booklet form using a single sheet of 11x17 tabloid-sized paper. After folding, stitching, and trimming, the finished size of the booklet is 4 ¹/₄ x 5 ¹/₂ inches. It can be made with a self-cover or the cover can be printed separately and attached when the interior pages are stitched.

Preparing the layout for this brochure requires a pagination guide, as each page will have to be placed in the proper location and orientation on the sheet. To prepare a pagination guide, fold a tabloid-sized sheet in half (to 8 ¹/₂ x 11) and in half again (to 8 ¹/₂ x 5 ¹/₂). Finally, make a third, right angle fold (to 4 ¹/₄ x 5 ¹/₂). Number the pages – you will have to reach inside some of the folds to reach the page. When numbering is complete, unfold the sheet to reveal a diagram of where and what orientation each page has on the sheet.

New ideas – our specialty

Our experience with all types of printing projects helps us generate new ideas. If you are considering a new project, or if you would like some fresh ideas for an old one, call us at 513-248-2121 today!

"A French fold has the advantage of printing on one side of the sheet..."

"...the back page is large enough to accommodate all business contact information."

THANKS

THANKS

French fold

Note Pad Tips

Note pads are a versatile and appreciated promotional product that can be printed for a specific event or for general use. Regardless of the application, follow these tips to be sure your pads are as useful as they are attractive.

- *Select the right paper.* People use pens and pencils to write on pads. Select a paper made for writing (bond, writing, or text) and with an appropriate finish. Avoid coated papers, papers with a prominent finish, and papers too vividly colored.

- *Leave room for the notes.* Design the note pads to provide adequate space for the purpose – taking notes. This is particularly important for small (4 $\frac{1}{4}$ x 5 $\frac{1}{2}$ inch) note pads.

- *Advertise with subtlety.* Keep your logo and contact information out of the way of the note-taking section.

- *If using a screen or grid behind the note-taking area, keep it light.* Avoid images that will compete with the notes.

Our design department will be happy to refresh the design of your company's note sheets or help you with your first order. Contact us for more information.
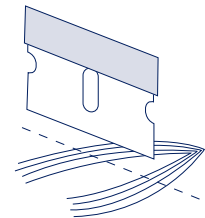
Q. *I know to allow for "page creep" when I am laying out a multi-page booklet, but I can't figure out what to do. Is there an easy way to see how the gutter margins move?*

A. Yes, there is a very simple way to see exactly how much to allow for page creep. Begin by gathering the total number of sheets of paper you will need for your booklet. (Remember, if you are folding the sheet in half, then each sheet will yield four pages of your booklet – two on each side of the sheet.) Be sure to use the exact paper that will be used for printing.

Fold the gathered sheets in half and write in page numbers. With scissors or a razor blade, make a cut at the top of the booklet, about one-eighth of an inch from the fold. Now take the booklet apart and notice that the slit appears in a slightly different place on each page of the booklet. This will give you a quick visual on how to set your gutter margins for each set of four pages.
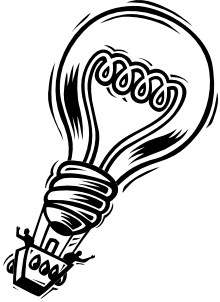
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Please Route to the Printing Buyer

Size the piece to fit the envelope

If you intend to mail your brochure, invitation, thank you card or other material, it is a good idea to size the piece to fit in a standard envelope. Although it is possible to have envelopes custom-manufactured in a special size, the process is expensive and not feasible for less than 10,000 envelopes.

Here are the dimensions of some standard envelope sizes:

Envelope Style	Size	Fits
#10 commercial	$4\,^1/_8$ x $9\,^1/_2$	$8\,^1/_2$ x 11 sheet folded in thirds
Monarch	$3\,^7/_8$ x $7\,^1/_2$	$8\,^1/_2$ x 11 sheet trimmed to $7\,^1/_4$ x $10\,^1/_2$ and folded in thirds
A2 announcement (square flap)	$4\,^3/_8$ x $5\,^3/_4$	$8\,^1/_2$ x 11 sheet folded in quarters
$5\,^1/_2$ baronial (pointed flap)	$4\,^3/_8$ x $5\,^3/_4$	$8\,^1/_2$ x 11 sheet folded in quarters
A6 announcement (square flap)	$4\,^3/_4$ x $6\,^1/_2$	$8\,^1/_2$ x 11 sheet trimmed to $6\,^1/_4$ x $9\,^1/_4$ and folded in half
Booklet (open side)	6 x 9	$8\,^1/_2$ x 11 sheet folded in half

There are many other envelope styles and sizes. If you have a project in mind, call us at 513-248-2121, and we'll review your envelope options.

IDEA CORNER

"...it is a good idea to size the piece to fit in a standard envelope."