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PRINT *info*

INFORMATION FOR THE GRAPHIC ARTS PROFESSIONAL

Putting Things In Balance

Humanist fonts

Simple ways to rethink
your print spec's

How the details of
your business stack up



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A QUALITY
PRINTING
PUBLICATION

Goudy Sans

Go

Ocean

Oc

Stone Sans

St

Lucida

Lu

Optima

Op

Myriad

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Humanist Elements

and a closer look at one
popular sans-serif font

Throughout the history of printing, previous generations have always looked upon new generations of typographic technology with scorn.

Thanks to Microsoft Word and other commonly used desktop applications, most computer users are conversant in the fundamentals of type, even if they only know what a font is. This doesn't mean that they always practice good typography. For example, there are now Web sites dedicated to wiping Comic Sans off the face of the Earth. See, for example, www.BanComicSans.com.

For professional designers, typography, like anything else, has trends and fashions. Over the course of the 2000s, there has been a tendency toward an increased use of *humanist* typefaces. A humanist typeface is a variety of sans serif that is more calligraphic than your average sans serif, with more variation in the stroke width and greater degrees of legibility. Newer varieties mingle serif and sans serif characteristics. The idea is to impart a sense of warmth and humanity to a sans serif face.

Gill Sans

GILL

Gill Sans

One of the first and most popular humanist typefaces was Gill Sans, initially developed in 1928. Eric Gill (1882–1940) was born in Brighton, England, and attended art school in Chichester. In 1900, he was an apprentice to an architect, and studied lettering in the evenings with Edward Johnston. Gill soon abandoned architecture to start his own stone carving and letter cutting business. In 1907, he learned printing and typography. In 1925, Stanley Morison (soon to be famous in his own right for designing Times New Roman for the *Times* of London) asked Gill to design a new typeface for the Monotype Corporation. This was Perpetua (a serif face), but Gill also designed Gill Sans, based on the Johnston typeface. Gill's mentor Edward Johnston designed the Johnston typeface for the London Underground, which still advises people to "mind the gap" to this day. Gill Sans eventually became the leading British sans serif typeface. Some refer to as "the national typeface of England."

Monotype Imaging's Web site (www.fonts.com/FontPackages/SuperFamilies/GillSans.htm) describes Gill Sans thusly: "Based on Roman character shapes, the design maintains a warmth and humanity not typically associated with sans serif typefaces. While each character shape shares design attributes with the others, the individual characters have their own organic uniqueness and are not derivative of a single design."

A wide variety of companies and organizations adopted Gill Sans. Until 2006, it was the official typeface of the BBC. Radiohead fans might also be interested to know that lead singer Thom Yorke used Gill Sans on the cover of his 2006 solo album *The Eraser*.

Apple currently distributes Gill Sans, with a limited number of styles, as an OS X system font. You can purchase complete packages from a variety of type foundries.

As always, when using and specifying fonts in design work, be sure to supply exact copies of the fonts—be they Gill Sans or any other font—to your printer or prepress service provider. Different type foundries cut their fonts slightly differently (even fonts having the same name), and subtle differences can reflow text and cause layout errors. Consult with your printer if you have any questions about using fonts.



\$TRETCH

YOUR PRINT DOLLARS

What goes up must come down. Like everything else, the economy is cyclical, but no matter what the current economic conditions might be, it's important to keep marketing your business. In fact, a little glimpse at history shows that even during the Great Depression, some companies thrived. While other companies were cutting spending, a few businesses, such as Camel and Chevrolet took the opportunity to use aggressive marketing tactics to grab market share from their competitors. It's proof that the key to long-term success in any economy is to get in front of your target audience and stay there.

Here are a few ways to keep your marketing on track and stay within your budget.

1 Use less expensive papers or opt for the “house” paper. Paper prices fluctuate often, so if you haven’t standardized on a specific paper, ask about less expensive options. If your piece doesn’t demand a specialty paper, opt to use the “house” paper. We purchase this paper in high volume, so it’s almost always the least expensive option.

2 Use fewer inks. If you have a three-color project, consider dropping down to two colors. With creative use of screen tints, you can often create a similar look for a lower cost. If you have been printing generic business documents like forms in two colors, consider dropping back to using just black ink.

3 Use more inks. This idea might seem counter-intuitive, but if you have a three-color project, often it is more cost-effective to bump it up to four colors. In many cases, four-color process printing is less expensive than three-color spot printing because the press is already set up. Plus, you can ask about including your job in a “gang run” where it is on the press along with other four-color jobs and then trimmed down to size.

4 Avoid bleeds. If color needs to go to the edge of the page, you might be able to get a similar effect less expensively simply by using colored paper. If you don’t include bleeds in your artwork, your project might require less paper or might be able to be run on a smaller press.

5 Prepare your artwork and proofread carefully. You can avoid many service charges by making sure you’ve prepared your artwork correctly and caught every last typo.

6 Clean up your mailing list. It’s boring work, but it can drop your costs dramatically. With a clean list, you can print exactly what you need and avoid extra postage costs as well.

7 Consider different formats. Just because you have always done a brochure for a particular promotion doesn’t mean it’s the only option. Experiment with a postcard instead of a brochure and see whether you get a better response rate. Testing is the key to effective marketing. A little creativity can go a long way toward saving money.

We are experts at helping our customers succeed with their marketing projects. So talk to us about how we can help you meet your goals.



WALKING SMALL

Minding the Details of Your Business





Intuitively you know that mind-
ing the details of your business
is a surefire way to retain cur-
rent clients and attract new
ones, but often you are too
busy tending to the big picture
to deal with the little things.
Even “hands on” managers
have to create enough distance
from routine operations to
maintain perspective on the
many forces shaping the orga-
nization, balancing the needs
of investors, employees and
customers while anticipating
and responding to changes in
your industry and competitive
environment.

- **While you are refining your vision and revising the strategic plan, who is on the front line paying attention to the small stuff?** The training of employees, the type of stationery you use, the music customers hear when placed on hold, the font style on your printed materials and clean glass on your front door are all small details that leave big impressions. If you consistently do the little things right, the result inevitably will be a high quality customer experience.
 - **To make the management of details the norm at every level of your organization, you must generously distribute responsibility for decision-making and accountability.** Every operating unit should have someone with authority to be right and responsibility for being wrong. It then becomes everyone’s job to pay attention to the particulars. Quality work and an appreciation for the importance of details benefit not only your customers; these attitudes and habits also bring satisfaction to those performing the work. To know how to do something exceptionally well is to enjoy it. So why do so many errors occur due to inattention to details? There are many answers to that question, but common causes include lack of organization, absence of defined processes and simple boredom.
 - **Disorganization causes you to ignore or completely miss many details.** Who hasn’t moved a stack of papers only to find a document that needed a response last week? Having an organized, clutter-free work area will help your employees pay attention to details and prevent things from getting lost or misplaced, increasing productivity and lowering stress levels.
 - **Uniformity in performing tasks is the key to accuracy.** Standardizing your processes, whether it is a complex manufacturing process or a simple procedure for paying invoices, will help everyone be attentive to detail, increasing efficiency and your bottom line.
 - **Many routine jobs are, well, boring, but that doesn’t mean that they are inconsequential. It is a red flag if an employee says, “I can do this in my sleep.”** This conveys a feeling of expert mastery of one’s job duties, but it can also mean he or she has become careless. Employees at all tiers need to understand why their specific job functions are important. Each task deserves utmost attention, no matter how many times an employee has done it before.
- It takes hundreds of small, seemingly insignificant details executed flawlessly every day to create a superior customer experience. A pervasive commitment to quality and meticulous attention to the small things will translate into long-term rewards for your business.



earthtone

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WELCOME TO SUSTAINABILITY.**



Earthtone printing is the new sustainable practices initiative from Quality Printing Company. We're proud to be among the first sheet-fed printers in Indiana to achieve FSC (Forest Stewardship Council) certification and are happy to be able to provide responsible printing practices important to so many of our client partners. Quality Printing can provide you with FSC-certified papers, printed with soy-based inks, using some of the most energy-efficient, pollution-reducing pre-press and production systems in our industry.

OUR GROWING INITIATIVE.

Call us toll free at 800.771.1142 for more on our Earthtone sustainable practices initiative. Our customer support team has been trained to understand and explain the sustainable printing options available to you. No high-pressure tactics (or guilt-heaping!). Just a simple, straightforward discussion that will help us all move toward a more sustainable and mutually beneficial future.



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