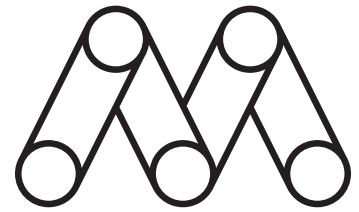


FONT MANAGEMENT TIPS



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Fonts are the leading cause for delays when you're working in a production environment. Because people have amassed vast libraries of fonts, they can easily become unmanageable to keep current. There are also different manufacturers of fonts so the designer's font and the printer's font may, or may not, be the same.

As a result, font compatibility is a big prepress issue. When printers have trouble outputting files, more than half the time, the problem is font-related. If fonts are not correctly organized, all kinds of problems can occur. Printed text can reflow throughout an entire document; italics or boldface can lose its type style; tracking or kerning that has been carefully put in place can also be lost.

To avoid problems, font libraries should be organized with clearly marked folders. A font management utility can avoid potential conflicts between fonts. Most importantly, always send all the font families used on a job to the printer when you're bundling the files for output.

CROSS PLATFORM ISSUES

Today, most printers and service providers can work with both Mac and PC files. The biggest problem when you're working across platforms is fonts. So if you're working in PC format and your printer is using Macs, you'll need to address the issue on the front end. Printers that use Macs cannot use True Type fonts and have some problems with Type 1 (Postscript) fonts. The best choice is Adobe's OpenType® which is 100% crossplatform. This means you can design a project on the PC using OpenType fonts and open it on a Mac with no font problems.

SOME NOTES ON REVERSING TYPE

Studies show that you lose 20% of readers when you reverse out a paragraph of text. Some guidelines to follow are: limit reversed-out type to small blocks of copy at least 10 pt. serif type or at least 8 pt. sans serif type; make the type bold, or heavy, with extra leading and even extra letter spacing; and avoid using italics.

When reversing type out of a photo, make sure the background has a total density of at least 40% to achieve sufficient contrast. If there are light and dark areas of the photo, consider outlining the type with a hairline of black. Take dot gain into consideration when reversing type. It can make the reverse type smaller and the empty spaces between letters larger. To compensate, make type bolder than you would if it were run positive and kern letters more tightly.

For more information and samples, please call your local merchant or Mohawk at 1 800 the mill. www.mohawkconnects.com

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FONTS TO AVOID

When designing for print, avoid fonts with city and place names--Geneva, Chicago, Monaco. They're really just fonts for your screen.

STANDARD FONTS

These fonts will easily translate between Macs and PCs:

Times Roman
Helvetica
Arial
Courier
Palatino