

DESIGN RECOMMENDATIONS for quality newspaper reproduction

What to do

ABCFGHIJKLMN
OPQRSTUVWXYZ

- Sans serif type faces are the best choice for newspaper reproduction. They reproduce with the desired clarity and readability.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(10-point Garamond)

- For clarity and readability, type sized at 7-point or larger should be used in ads.

What not to do

ABCDEFGHJKLMN
OPQRSTUVWXYZ

- Type faces with thin or delicate serifs and strokes, and non-uniform character thickness, should be avoided. Extremely fine strokes can drop out, while thick strokes can plug or fill with ink.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(5-point Garamond)

- Type smaller than 7-point tends to lose definition when printed on newsprint.

Surprinted Type

12-point Palatino on a 25% black screen

- For optimum reproduction, text should overprint on background screens of 25% or less.

12-point Palatino on a 50% black screen

- Text that overprints on background screens greater than 25% will lose contrast and clarity.

Reverse Type

12-point Garamond reverse type

- For optimum readability, reverse black type should be 10-point or larger in size.

8-point Garamond reverse type

- Reverse black type smaller than 10-point can fill with ink and will not reproduce well.

Reverse Type on Screened Backgrounds

12-point Goudy (reversed) on a 80% black screen

- Reverse type should be positioned on black screened areas of 70% or greater.

12-point Goudy (reversed) on a 30% black screen

- Reverse type positioned on screened areas below 70% will lose contrast and clarity. In addition, reverse type should not be positioned on yellow or other light-colored screens.

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Reverse Type on Color Backgrounds

12-point Helvetica reverse type on a perfectly registered magenta and yellow background

8-point Helvetica reverse type on a simulated misregistered magenta and yellow background

- Text reversed on multi-color backgrounds should be 12-point or greater in size.

- Small reverse type (under 12-point) on multi-color backgrounds will reproduce poorly when there are slight variances in registration.

Color Type

100% Black is Recommended

- Black type should be created using only 100% black.
- If color type is utilized, 18-point is the minimum recommended size.

4-Color Black is Not Recommended

- Four-color black should not be used for text due to the fact that slight variances in register can make it reproduce poorly.

Screened Type

80% Screen
70% Screen
60% Screen

50% Screen
40% Screen
30% Screen

- Reproducing text material as a screen percentage of a solid can be successfully achieved on newsprint. For best results, sans serif type faces screened at 80% or higher will reproduce well.

- Text material that is reproduced as a screen percentage below 60% may be illegible. In addition, type styles with a fine or medium weight should not be utilized.

Overprint and Knockout

OVERPRINT

- When using solid black type on a color background, overprinting is recommended for optimum reproduction.

KNOCKOUT

- Solid black type that has a knockout behind it may become illegible if there are slight variances in register.