

stand out **Handout**

A GUIDE TO PUBLICATIONS DESIGN



Lizardbrand

Introduction

A publication is a written and designed communication that can be a printed piece, website, social media, large format, even a PowerPoint® presentation. The same thought and planning are required for all communications. The purpose of this document is to help you understand the publication process with guidelines for the following:

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Establishing design criteria

It is essential to define the entire scope of your communication needs — beginning with defining design criteria. These guidelines will be our roadmap during the design process. Here are some questions you and your stakeholders will need to ask:

- ▼ What is the purpose of your communication?
- ▼ Who is your audience? Have you reached them before?
- ▼ What is your call to action?
- ▼ What does your audience need to know?
- ▼ How should your communication support the mission and brand of your organization?
- ▼ How will you make a connection with your audience?
- ▼ Is the publication part of an integrated campaign?
- ▼ What is the shelf life of your publication?
- ▼ How will it be distributed?
- ▼ Is there any time-sensitive information such as an event?

Make sure all key decision makers and stakeholders approve the design criteria. Changes to criteria mid-stream will drive up costs. Clients will be asked to complete a branding survey so Lizzardbrand can glean who you are and what you “look and feel” like.

The more you plan ahead, the more successful the results.

Content development

Developing content goes hand-in-hand with establishing design criteria. Delivery of key messages requires dovetailing both text and visuals. Here are some considerations for the copywriting process:

- ▼ Identify the key messages and call to action.
- ▼ Determine what your audience needs to know.
- ▼ Define the tone of your messaging/storytelling.
- ▼ Make an emotional connection with your audience.
- ▼ If there are multiple authors, one person will need to compile and edit for overall tone and consistency of theme.
- ▼ What editorial style does your organization follow? Whichever style you use, be consistent. Lizzardbrand uses Associated Press with some style modifications.
- ▼ For editorial corrections, Lizzardbrand prefers Adobe Acrobat PDF Editor. If edits are extensive, submit a new Word file. You may also send corrections via email, but it slows down the process. Hand-written notes and corrections made over the phone can introduce new errors, therefore it is not preferred unless they're last minute fixes.
- ▼ Client is responsible for content accuracy and final proofreading.

The most successful publications are a marriage of words and pictures.

Submitting files

Please use these guidelines when sending files to Lizzardbrand. It will streamline the process and save you time and money.

When providing copy:

- ▼ Send a text file (DOC, TXT, RTF). Do not send PDFs that require text extraction.
- ▼ Avoid typing in all caps. Strip out double spaces.
- ▼ Make sure the hierarchies of content/headlines are clearly defined.
- ▼ Single column text (with no Word styles) is preferred.

When providing images or photographic scans:

- ▼ Photographic scans must be 300 DPI at full size — JPGs are preferred. Generally, the file sizes should be no less than 1 mb.
- ▼ Files submitted from web downloads or Microsoft “clip art” are not acceptable print quality.
- ▼ Do not embed images in a Word document. Send JPGs.
- ▼ If shooting your own photos, always use high-resolution setting. Download *f/8 and Be There* on the Lizzardbrand website for photo tips and samples.
- ▼ If you desire stock art and have some images you’ve selected, please send a link to the stock site so Lizzardbrand can review and recommend.
- ▼ Any print-ready charts, graphs, or infographics must be EPS or AI vector files, unless otherwise arranged. If Lizzardbrand creates your artwork, please submit pertinent data via Microsoft Excel or Word.
- ▼ When sending large files, please use our FTP dropbox (up to 2 gb): dropbox.hightail.com/lizzardbrand
- ▼ Make sure you have permission or usage rights for all images. Do not violate copyright laws.

When providing sponsor logos:

- ▼ All logos must be EPS or AI vector art files. These files have clear backgrounds.
- ▼ JPGs will import with white backgrounds and cannot be used on colored backgrounds. Photoshop files (JPG, TIF, PNG) cannot be enlarged.
- ▼ Lizzardbrand can recreate existing logos that are not available in vector formats for an additional fee.
- ▼ Logos downloaded from the web are not acceptable print quality.

The production process

Understanding the process from start to finish can make the design project go smoothly for everyone.

- ▼ Once you have defined the scope of your project, complete the branding survey. Bring rough draft text, visual ideas/photos, notes, and a list of questions to your meeting with Lizzardbrand.
- ▼ Feel free to submit samples of designs you like.
- ▼ Lizzardbrand will provide a cohesive estimate so you know exactly what you're getting.
- ▼ When writing a schedule, make sure to include approval times from all stakeholders and decision makers.
- ▼ Once you begin the project, keep up the momentum! Having gaps of time during a project loses steam. Stops and starts mean revisiting where you left off, introducing potential errors, disrupting the creative process, and taking more time. It may increase costs as well.
- ▼ Review rough concepts and provide constructive criticism (avoid "likes/dislikes," but rather "what works/doesn't work").
- ▼ Determine quantities for vendor bidding. If mailing, you'll need to update/cull your mailing list. It's better to print over than under — reprints are expensive. Please allow 24 hours to receive printing prices from the vendor.
- ▼ Use the final checklist before signing off on artwork.
- ▼ If mailing, send check for postage to printer/mail house before printing begins. Provide a Word or Excel file of addresses if printer is handling the mailing. If you print your own labels, they must be submitted with the artwork at the time it goes to press.
- ▼ You will receive a printer's proof before the job goes on press. Client must sign off on it. Lizzardbrand accepts no liability once the client approves the printer's proof.

We're happy if you're happy!

Timelines

There are many factors to consider to ensure a timely delivery. Here are some general guidelines for planning ahead:

Concepts

- ▼ From the time Lizzardbrand receives your approved criteria and preliminary text, rough design concepts take **5-7 working days** depending on the number of pieces/pages. Larger projects may require more time.
- ▼ Once comments and suggestions are received, refined rough designs take roughly **5 working days**.

Approvals

- ▼ Make sure to schedule time for approvals from key decision makers within your organization.

Final production

- ▼ Design layout with *final approved* content takes **5-7 working days**. Each round of edits takes **1-2 working days**. Each round of edits requires approval within your organization, so build in time for that.

Signoff

- ▼ Final approval of artwork should be made by the point of contact within the organization.

Printing and mailing

- ▼ For pieces smaller than 12 x 18, printing takes approximately **5-7 working days** including printer's proofs. Printer's proofs need to be signed off by client before going on press.
- ▼ For pieces larger than 12 x 18, it takes approximately **7-10 working days** depending on the number of pages and binding techniques. Full color printer's proofs may add a day or two.
- ▼ First class mailings take **2-3 days**. Nonprofit mailings take **7-10 days**.
- ▼ Large format printing takes **5-7 working days**.

Final checklists

Mistakes happen because we are human. Here is a list of potential hazards to avoid by checking artwork carefully. Mistakes are costly, so be detail oriented.

For final artwork, check for:

- ☐ Spelling of names, URLs, addresses, and phone numbers
- ☐ Photo and art attributions (missing/consistent placement)
- ☐ Folios (placement, missing, cross-checked with table of contents)
- ☐ Cross check page numbers and footnotes and endnotes within text if applicable
- ☐ Missing text, double spaces, missing spaces
- ☐ Bad line breaks, indents, text alignment, and widows
- ☐ Photo crops
- ☐ Typos, glaring errors, and proper use of punctuation and style

For printer's hard copy proofs, check for:

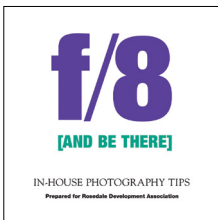
- ☐ Solid ink coverage and bleeds
- ☐ Broken letters, streaking, scratches, smudges, or hickies
- ☐ Crossovers from page to page including color matching
- ☐ Registration/trapping of color, photos, and text
- ☐ Fold adjustments and page trims
- ☐ Folios (placement, missing)
- ☐ Overall color consistency including skin tones
- ☐ Mark both color proof and folded dummy with a red pen. Keep a copy of your corrections to make sure they've been made by the printer.
- ☐ Submit signoff sheet with "OK to print," or "OK to print with changes." When changes are made, a second PDF proof will be sent to client for approval before going on press.
- ☐ Client accepts full responsibility for signing off on final artwork and printer's proofs.

Contact us

Give us a ring or shoot us a message and let's chat about what we can do for you:

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- ✉ elizabeth@lizzardbrand.com
- 🌐 lizzardbrand.com
- 📷 [@lizzardbrand](https://www.instagram.com/lizzardbrand)
- 📘 [/lizzardbrand](https://www.facebook.com/lizzardbrand)
- 📍 [1221 Lawton Lane, Rosedale, KS 66103](https://www.google.com/maps/place/1221+Lawton+Lane,+Rosedale,+KS+66103)

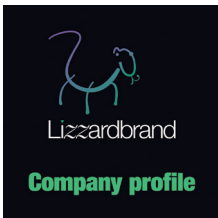
Learn more online:



- ▼ The [f/8 \[and Be There\]](#) handout provides helpful tips for nonprofit photographers. Ask for a copy before your next photo assignment.



- ▼ Learn more about branding and visual identity with the [Lizzardbranding presentation](#).



- ▼ Our [Company profile](#) will tell you everything you need to know about Lizzardbrand.