

## Introduction

These instructions are meant to be a guide for creating your handbook in PageMaker and submitting the files electronically. A working knowledge of PageMaker is assumed, and this is not meant to be a comprehensive guide to the application. If, after reviewing these instructions you do not feel confident proceeding with creating a two color handbook yourself, please contact your sales assistant for other options.

## Getting Started:

### • Download Template

First you will need to get the appropriate template from Premier Agendas' web site. Go to <http://www.premier.us/support> and locate the correct template for your grade level, application, and agenda size. Download the template. (NOTE: The templates are compressed for downloading with WinZip (PC) or Stuffit (Mac). There are links available on the web page to download free programs to unzip or unstuff the templates.)

### • Handbook Page One

Open the handbook template in QuarkXPress. (If an error message appears regarding missing fonts, say "OK." The title page of the handbook is typeset in these fonts. If you don't have these fonts (or if you are on a PC), simply substitute with a font you would like to use.)

The title page of the handbook is started for you. You may choose to use this layout or you may change the layout of the title page and use your own design.

**If you have ordered an agenda with a cover window: Prima•Vue™ cover, Premier PolyIce cover, or Premier Tactile cover:** If you use your own title page design, keep in mind that the cover will have a clear "window" through which one would normally see the institution's name and logo. The oval at the top of the title page (page one of the handbook file) indicates the area which is within the clear cover "window". You will want to place your institution's name and/or logo or other identifying information in this area.

If you have not ordered a cover with a window you do not need to be concerned with the location of this information.

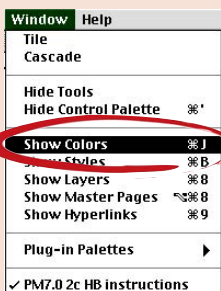


## Color:

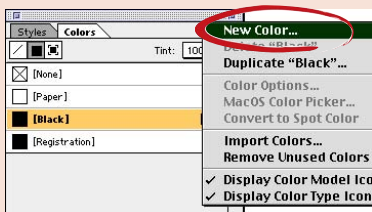
### • Setting Up Colors in PageMaker

You have chosen to have your agenda printed in two colors. This may be Black and one PMS color or two PMS colors. Before beginning to typeset and design your handbook, you will need to set up your colors in PageMaker. This process is illustrated below:

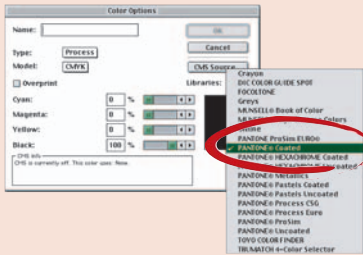
◀ First, confirm that you have the Colors Palette open and visible on your desktop. To show the Colors Palette choose "Show Colors" from the Window menu.



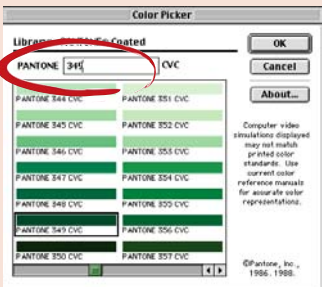
On the Colors Palette, click on the arrow in the upper right corner and from the pull down menu choose "New Color..."



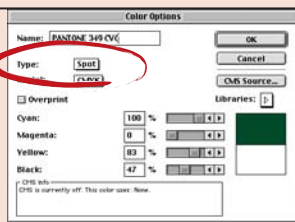
◀ A dialogue box will appear in which you can create new color options. From the pull down menu called "Libraries" choose "PANTONE Solid Coated". This will open the "Color Picker" dialogue box.



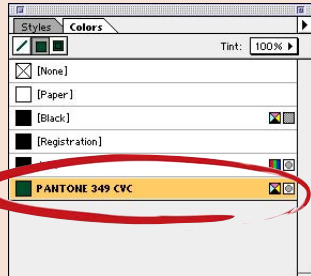
In the "Color Picker" dialogue box, enter the number of the PMS color in the box marked "Pantone\_CVC". Click "OK" ▶



Make sure the "Type" field reads "Spot" and click "OK" ▼



◀ The color you chose will now be available in the Colors Palette.

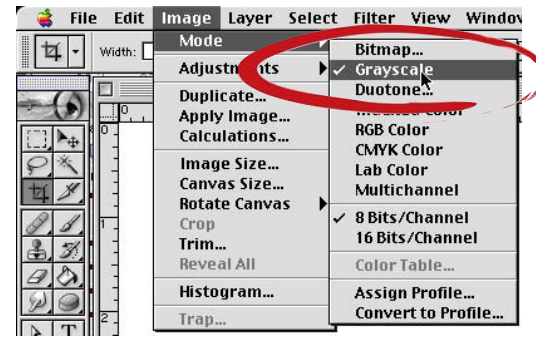


Repeat this process to create the second color if necessary. If one of your colors is Black, you do not need to assign a second color.

## Color - continued:

- **Your Graphics: Color Mode and File Formats**

**Important: All colors must be assigned to text or images within PageMaker.** In order for this to be possible, **all** the images you use must be saved in Photoshop in either Grayscale or Bitmap mode and in .tif format. Resolution for grayscale images should be 300 dpi and for bitmap images 600dpi. Only .tif files in Grayscale or Bitmap mode can be colored within PageMaker. Any images in RGB or CMYK mode must be converted to Grayscale Mode if it contains shades of black or "screens", meaning black in values less than 100% black.



**NO!**



*No graphics in 2 color, RGB or CMYK color mode!*

The image on the left is an example of an image which appears to consist of only 2 colors. However, it is actually a CMYK image. CMYK is a color mode that mixes four colors (Cyan, Magenta, Yellow and Black) to produce colors in an image. On the right is the same image converted to Grayscale mode. It contains only black and shades of black or "screens".





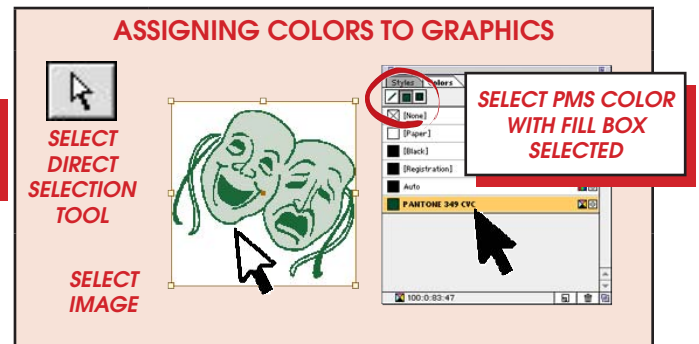
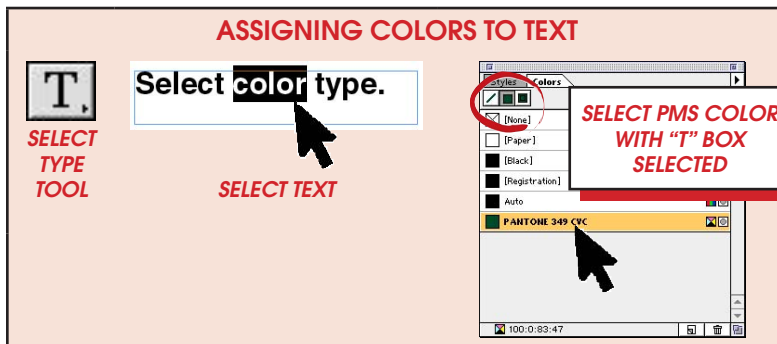
**YES!**

*Grayscale and Bitmap black one color images only!*

- **Assigning Colors to Graphics and Text**

**Again: All colors must be assigned to text or images within PageMaker!**

To apply color within PageMaker, select the item you wish to color (such as text or an image), then select the Pantone color from the Colors Palette that you created in "Setting Up Colors in PageMaker". Select text with the Type Tool  and Graphics with the Direct Selection Tool .



## Guidelines:

- **Handbook Formatting**

- ❑ Highlight bold headings in secondary color
- ❑ Keep the main body of the text in the primary color.
- ❑ If using a very light secondary color, do not use it on text, instead place text in a box with secondary color applied as the background.
- ❑ Information might be set apart by using numbered or bulleted lists or by placing information in a box using a .5 point (or greater) line frame around the text
- ❑ Avoid using "reverse" text (using a solid color with white text) when using a font that is very fine, or has very thin serifs.
- ❑ When using lines, please, use a minimum of .5 point width; never use "hairline."
- ❑ When using "screens," shades of black or a color, as a background color in a text box use 10 - 20% for dark colors and 60 - 80% for light colors.

**If using a very light secondary color, do not use it on text, instead place text in a box with secondary color applied as the background.**

- **Graphics**

- ❑ All colors must be assigned within PageMaker
- ❑ All the art and images you use must be in either Grayscale or Bitmap
- ❑ Resolution for grayscale images should be 300 dpi and for bitmap images 600dpi
- ❑ All the art and images you use must be in .tiff format
- ❑ No duotones

- **File Transfer**

- ❑ YOUR PAGEMAKER HANDBOOK FILE, ALL IMAGES USED and ALL FONTS USED must be included on your disk, and mailed to Premier ALONG WITH A LASER PRINTED HARD COPY.

**AVOID USING "REVERSE" TEXT WHEN USING A FONT THAT IS VERY FINE.**