



Marketing Support

Print/Design Production Guideline



Selecting a typeface for layouts

The typeface chosen for your promotion affects its appearance, design and legibility. Type can generally be divided into two classes: display type and text type. The major type groups are roman, sans serif, square serif, cursive or script and ornamental. For maximum readability, many effective promotions use no more than two different typefaces.



Selecting paper stock for printing

When preparing materials for printing, it is important to familiarize yourself with the kind of paper on which your promotion will be printed.

Envelopes:

Envelopes and other letter-size containers sealed on all four edges must be made of paper with a minimum basis weight of 16 lb. For business reply mail envelopes, the minimum basis weight is 20 lb.

Folded Self-mailers:

The required minimum basis weight of paper for folded self-mailers varies with the construction of the mailpiece (generally, self-mailers require cover stock):

- For self-mailers formed from a single sheet folded at the bottom with the open, top edge sealed with one tab or glue spot, the minimum basis weight is 28 lb.
- For self-mailers formed from two or more sheets that are sealed with one tab or glue spot, the minimum basis is 24 lb.
- For any self-mailer that is sealed with two tabs or two glue spots, the open edge can be at the top or bottom. The minimum basis weight is 20 lb.

Booklets:

The required minimum basis weight of paper covers on booklet-type mailings is 20 lb.

- The bound edge or spine must be at the bottom edge of each booklet, parallel to the lines of the delivery address
- The open edge of each booklet must be at the top and secured with at least two tabs. One tab must be placed within one inch of the left edge, and the other tab must be placed within one inch of the right edge. Instead of tabs, wafer seals or tape may be used. Tabs or closures may be affixed to the top edge or to the right and left edges within one inch of the top edge

