



## Designer Checklist

The following checklist is a guide when designing marketing collateral and event materials. Please check graphics files for the following items before sending the document for review. This will speed the review process and eliminate unnecessary rounds of edits.

### STEP ONE: Check Standard Items in Template

- Are the titles properly capped?
  - Collateral Type should be set in [Garamond Italics].
  - Solution or Industry Name should be set in [Frutiger], all caps.
  - Major Headline should be set in [Garamond], small caps.
  - Solution Family Name or Client Name should be set in [Frutiger], all caps.
- Are the vertical and solution lists current?
- Is the proper logo being used?
- Are the graphic elements correct?
- Are the proper styles applied to copy?
- Have you added a Document Identification code at the end of the copyright line?

### STEP TWO: Typographical Conventions

In general, typographical conventions should follow the Associated Press Stylebook.

- Check use of hyphens, en dashes, and em dashes:
  - Hyphens are used to join two words together (such as “customer-centered”) or to break words on two lines.



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- En dashes are used to separate dates or times (such as: “January 8 – 9” or “10:30 – 11:00”)
- Em dashes are used to separate a phrase within a sentence from the rest of the sentence (such as: “we assist companies—large and small—to function...” Please insert +20 kerning before and after the em dash.
- Use one space between sentences.
- Delete extra spaces between words.
- “e” words – our current convention is small “e,” followed by a hyphen, and then the second part of the word, uncapped (for example, e-commerce, e-business).
- Always capitalize “Web” and “Internet”.
- Apostrophes and quotation marks should be “smart quotes”, not symbols used for feet and inches.

### **STEP THREE: Graphics**

- Do all of the graphic charts use the visual brand style?
  - Use the primary and secondary color palettes
  - Make sure each figure has a figure title.
  - Use a figure number if there is more than one figure in a document and it is referred to in the copy (for example, “See Figure 1 at right.”)
- Do similar titles in the graphic use similar style (for example, all caps)?
- Are the graphics scaled similarly? (similar font sizes, etc.)

### **STEP FOUR: Miscellaneous**

- Make sure the first occurrence of any of our trademarked or service-marked product names are marked appropriately, and then noted in the Copyright line.

### **STEP FIVE: Copy Ragging**

- Check copy to see that it is “ragged” properly. Our visual identity calls for justified copy in most cases so that columns are crisp. Justifying text can lead to “rivers” of white spaces between words and requires manual adjustments to make blocks of text look as good as possible.
  - Use a soft return (shift-return) to rerag whole words, or use a soft hyphen (apple-hyphen on the Mac; CTRL-hyphen on the PC) to break a word (then, if you edit your copy, and no longer need the hyphen, it will disappear on its own).
  - Always rerag paragraph copy to get rid of widows at the end of paragraphs.
  - Never hyphenate the company name to alleviate copy-ragging problems.



- Avoid more than two hyphens in a row in consecutive lines.
- If necessary, rewrite the copy for proper ragging.

### **STEP SIX: Copyright Line**

- In the United States, the copyright line should read: ©2007 Name of Company, Inc. All rights reserved. Printed in the U.S. (Document ID)
- Outside of the United States, use a copyright line as required by local custom and law.
- If another company or one of its products is referred to in the document, an additional line should be added to the copyright: Other trademarks and logos appearing in this document are the property of their respective owners.
- When one of our trademarked products is mentioned in the text, the following line is added:
  - [Trademarked product name] is a registered trademark of Company Name, Inc.
  - [Service marked product name] is a service mark of Company Name, Inc.
- Some alliance partners or other companies whose names we may mention in material may require specific language in the copyright line to protect their name or product names. Please follow their guidelines.

### **STEP SEVEN: Spell-check**

- Spell-check your document before you send it for review.

### **STEP EIGHT: Look at a Hard Copy**

- Print a copy of your document to check your work before sending it for review. You will catch many more of your own errors this way and speed the review process.



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