

ASTC PUBLICATIONS

January 2002

Design Guidelines for Print Publications

The following guidelines reflect ASTC's commitment to producing printed matter that is attractive, legible, and readable by a wide range of users. Note that these are guidelines. We will consider alternative design solutions if they serve the purpose of the publication and the needs of its intended audience.

Printed text

- 1. Use a simple serif or sans serif font for the main body of text.**
Examples include Times New Roman, Bembo, Palatino, and Garamond (serif types), and Helvetica, Arial, Univers, and News Gothic (sans serif).
- 2. Employ 12-point type for body text.**
If space is limited, a 10-point font with a large "x-height" is acceptable. Fonts for footnotes and photo credits should be no smaller than 8 points. Set leading approximately 20 percent greater than font size.
- 3. Set body text and subheads roman and in caps/lowercase.**
Use italics and all-caps sparingly.
- 4. For maximum readability, use flush left/ragged right alignment.**
Optimum line length is 8 to 12 words (approximately 60 characters).
- 5. Use high color contrast of type to background.**
Colored screens behind type should be no darker than 20 percent.

Document design

- 1. Choose a dull-finished paper that's heavy enough to prevent show-through.**
- 2. Limit decorative fonts and fit-to-path text elements.**
Make sure any words treated decoratively are repeated within main body of text.
- 3. Present art cleanly and with high contrast.**
Use high-resolution photographs (300 dpi or better), with a wide range of grayscale variation, and run them large enough to convey information. Make sure color contrast of drawings or other illustrations to background is as high as type-to-background contrast.

- 4. Do not place text blocks over photographs, illustrations, or other graphics.** Keep line drawings and captions clear by eliminating unnecessary details and using a minimum of 8-point type.

Alternative formats

ASTC makes its publications available in alternative formats for readers with disabilities. To facilitate this, please export final text from layout in ASCII format and deliver it on disk or CD.