



MICROSOFT PUBLISHER HELPFUL GUIDELINES

Microsoft Publisher is not considered a 'professional' graphic design program and is therefore not well suited to commercial printing. Results from this program may vary but with these tips you can increase the integrity of your files.

COLORS:

Use the Process Colors (**CMYK**) color model for full color printing or the Spot Color(s) model for 1 or 2 color printing. See below for how to select either of these options.

NEVER use the composite **RGB** color model because it is not intended to be used in commercial printing.

Steps to select the proper settings at the start of your job:

Tools menu>Commercial Printing Tools>Color Printing.

For **FULL** Color Job select Process Colors (**CMYK**). Now the colors in your palette will be correct.

For **SPOT** Color(s) select Spot Color and do the following:

1. Change Spot Color
2. Spot Color 1
3. More Colors
4. All Colors. The menu will default to **RGB**. (You don't want this so scroll to the Pantone Menu each time)
5. Select your Pantone Color and repeat. (These are the colors to select from your palette each time. No others)

GRAPHICS:

EPS files are the best to use whenever possible. TIF and JPEG are also acceptable. In all cases, make sure that the files match your color palette, FULL color (**CMYK**), SPOT color or GRAYSCALE.

DO NOT use GIF files. They are not designed for commercial printing.

AVOID using the WordArt feature.

LINK graphics wherever possible instead of embedding them and be sure to include these graphics with your submitted files. See below how to do both of these things.

Steps to select the proper settings at the start of your job:

Insert>Picture>From File

1. Navigate to your file
2. Click on the graphic you wish to place
3. Select Insert
4. Scroll down to Link to File

You can double check your linked graphic by:

Tools>Commercial Printing Tools>Graphics Manager. (All your graphics are listed and you can manage them in this window)

PREFLIGHTING:

If using Publisher 2003 or a more recent version, you can check the Design Checker feature. This allows you to see if you have properly constructed your job for commercial printing. Do this as you go and when you are finished. You will find it under the Tools Menu. If it detects errors, they will need to be corrected by you or your printer.

SUBMITTING FILES:

Always send ALL inserted files as well as the fonts you have used in the publication. To do this use the Pack and Go Feature. Also be sure to print out a hard copy to submit with your files.

Steps to properly Package your project:

1. File
2. Pack & Go
3. Take to a Commercial Printing Service