

VOICE OF DEMOCRACY

**Layout**

**&**

**Typesetting**

**Guidelines**



PRESENTED TO

ANNE CREDI  
★ FIRST PLACE ★

YOU STAND OUT AS THE PERSON  
FOR OVERALL BEST EFFORTS  
THE V.F.W. ANNUAL VOICE OF  
DEMOCRACY PROGRAM.

PRESENTED BY  
LASALLE VFW POST #101  
& AUXILIARY 1990-1991

VETERANS OF FOREIGN WARS OF THE U.S.

# *General Artwork Guidelines*

The guidelines for producing artwork for Electronic Scanning and Engraving is simple, almost anything goes. If a copy machine can see the artwork, the engraving machines will see it better and engrave it beautifully! Today's world of desktop publishing and laser printers make producing artwork easy. To organize all the options available with the computer publishing tools requires some planning. The following is intended to provide general guidelines in creating the desired messages and to show some of the various options to illustrate effective layouts.

The following pages show some of the borders, type styles, special effects and graphics available through the factory Art Department. Artwork can be supplied in a camera ready format,

ready to scan and engrave, or the Art Department can work with you to create a layout. The instructions for producing artwork through the Art Department should convey the ideas you have. Rough sketches are best in describing the layout. However simple instructions are also useful such as smallest line, large, largest, emphasize this, curve that, etc... If you want, the Art Department can provide ideas to enhance the layout. An effective layout will normally have a custom logo, signatures, drawings or other artwork. A general rule to follow with submitting logos, or camera ready art is that the better the quality of art sent, the better the engraving will be. If there are any questions about creating the layout or concerns about providing the correct instructions, contact the factory or ask for a Fax proof.



## **THE HOW-TO OF PLAQUE MESSAGES**

There are Four Steps involved in the creation of a custom plaque:

1. Design the Message
2. Select the Plaque Style
3. Rough out the Layout
4. Select Material for the Engraving

1. The most creative aspect is the engraved message. Some of the standard copy used on an award or recognition plaque is as follows:

Reason for the Plaque - The accomplishment, feat or achievement; usually this is a prominent line of copy.

Descriptive Phrase - The specific purpose of the plaque or a detailed description of the occasion. (example: for superior performance and outstanding sales achievement.)

Presentor's Name - The name of the company, group or person presenting the award.

Location - The department, city, state, region of the presentor or recipient.  
(example: Eastern Sales Region)

Date - When the plaque was earned or presented.

Connecting Phrases - These are used to tie the entire message together. (examples: Presented To, In Appreciation Of, In Recognition, In Memory Of, For Excellence, Dedicated To, etc.)

Graphics - This often includes borders, designs, artwork, and company logos. As we can virtually engrave anything on paper, items such as photographs, or newspaper clippings can also be engraved as a part of your message.

2. The plaque styles offer a wide variety of sizes, shapes, materials and finishes to choose from. Select a plaque large enough to accommodate the area required by your message.
3. Rough out your message on a piece of paper. A "drawing" of the plaque helps you to organize and put things in proportion. It is important to have a visual diagram to refer to. Give specific instructions: direction of plate, border, logos, designs, typestyles, capitalization, and punctuation. Please check the spelling. The art department will follow your instructions and complete the layout, giving the best appearance possible.
4. The selection of the engraving materials puts the final touch on the engraving. Different materials, colors and finishes will produce unique, creative engravings.

We now have a collection of "*Special Effects*" available, such as Arc Type, Drop Caps, Screened Logos, Rotated Text, and Curved Button Text. Give us an idea of what you are looking for and we'll do our best.

ROTATED

ROTATED TEXT

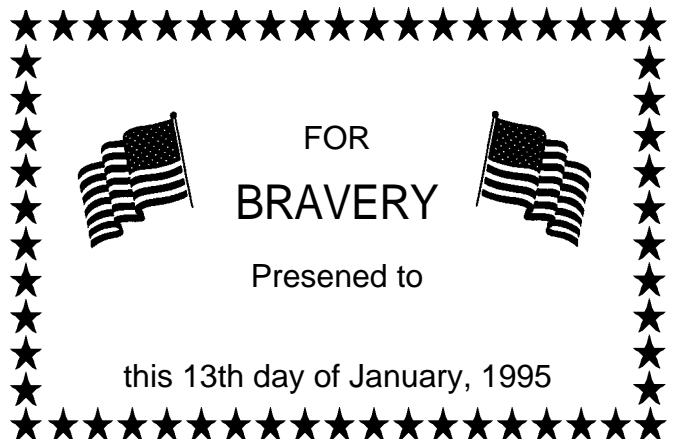
ARC TEXT &  
BUTTON TEXT

SCREENED LOGO

DROP CAPS



# Sample Formats



## TYPESETTING & ARTWORK - DEFINITION OF TERMS

### Typeset Art . . .

. . . is artwork that is created at the factory. It involves an Art Setup, which is the layout of the plate. A layout is defined as a particular size plate with a fixed number of lines and definite arrangement (placement of names, dates, borders, etc. . .). Changing either the size of the plate, number of lines, or the arrangement creates another Art Setup. The Art Setup is designed to be a one-time charge for a specific layout. It is simple to repeat an order at a later date; refer to the previous order and that setup will be used without an additional setup charge.

### Ready Art . . .

. . . consists of good quality artwork sent in by the customer that is the proper size and desired arrangement. It is in a finished form, with crop marks, ready to scan and engrave. Ready Art requires no changes; it does not apply to art that must be trimmed or pasted-up to straighten it or make it the right size.

### Logo Setup . . .

. . . refers to logos that are being used in a first time setup. A logo setup applies to each logo being used. As in an Art Setup, a customer can refer to previous orders to use a specific logo. Logos that require extensive repairs can be cleaned up upon request.

### Photographs . . .

. . . photographs are a special type of artwork requiring extra attention to maintain the quality of the photo. The enlargement or reduction of photographs will be charged per exposure. Cleanup and editing of photos can be done at special request.

### Paste-Ups, Name Changes . . .

. . . applies to plaques and ready art. If a plate is to be engraved from ready art, but needs new information stripped in, that is considered a paste-up. A name change refers to plaques that have the same arrangement, but different names, dates, offices, etc.

..

### Borders and Graphics . . .

. . . the borders and designs shown on the following pages can be added to the Typeset Art at no charge. Borders can be added to a Ready Art plate with Art Setup and Paste-up charges.

There is a large collection of graphic decorations available in our Standard Art Files. The complete collection of these items is rather large and prohibits printing. Any request for a design or decoration will be filled to the best of our capabilities.