




TOOLS   
& TIPS   
GUIDE 

For the  
communications  
professional



# LIST OF SERVICES



CONSULTING AND  
PROJECT MANAGEMENT



CREATIVE SERVICES  
EXCLUSIVELY BY ELLIPSE DESIGN



PRINT & FINISHING



SIGNAGE & DISPLAYS



MAIL SERVICES



FULFILLMENT & DISTRIBUTION



PROMOTIONAL PRODUCTS



LOGISTICS

## Headquarters

952 Frederick Street  
Hagerstown, MD 21740  
301.733.2000  
800.638.3508

## Virginia

2818 Fallfax Drive  
Falls Church, VA 22042  
703.289.9000  
888.219.5131

**hbp.com**

ellipsedesign.com  
hbpinc.logomall.com

# PRINT PRODUCTION ESTIMATE REQUEST GUIDE

Always provide complete project specifications to ensure that you receive an accurate price quotation for print production. Those specifications should include:

- **QUANTITY**

Request the low and high range of possible print quantities.

- **NUMBER OF PAGES OR PANELS**

Count both sides of book pages/brochure panels to determine an accurate count.

- **SIZE**

Flat and finished size for folded items, or flat and final page size for bound items.

- **PAPER TYPE**

Weight, finish, and color.

- **INK COLORS AND COATINGS**

Number of ink colors, where they print, bleeds or no bleeds, and required coatings.

- **FINISHING TYPE**

Binding and/or folding method.

- **MAILING**

Confirm requirements, including self-mailer or insertion in carrier envelope, type of mail handling, mail drop date, mail list format, and list prep requirements.

- **DELIVERY**

Specific packing requirements, handling instructions, and critical arrival dates.

- **PROOFS**

Required proof type (PDF or high resolution hardcopy).

- **FILES**

Type and format.

For a fillable estimate form, please visit **HBP.com** and select **Request a Quote**.

# OPTIMAL GRAPHIC & TEXT FILE FORMATS

*For Creating Print-Ready Art*

## LOGOS

*Preferred file formats: (.AI, .EPS, .PNG), vector-based*

Logos must be in one of the following formats in descending order of preference.

- ▶ AI (Adobe Illustrator) file with type converted to paths.
- ▶ High-res vector-based EPS or PDF file with type converted to paths.
- ▶ High-res EPS or PDF file with type converted to paths.
- ▶ High-res JPG, PDF, or TIFF file.
- ▶ Logos with transparent backgrounds will be in AI, EPS, or PNG format.
- ▶ The following formats will result in poor reproduction of your logo: low-res GIF, JPG, or TIFFs.

## IMAGES

*Preferred file formats: (.TIFF, .JPG), raster-based*

Images should be JPG or TIFF file formats, and resolution listed below in descending order of preference.

- ▶ **IDEAL:** High-res JPG or TIFF (300 dpi resolution at the size they will appear when printed).
- ▶ **ACCEPTABLE:** JPG or TIFF (200-300 dpi resolution at the size they appear when printed).
- ▶ **NOT RECOMMENDED:** JPG or TIFF (150-200 dpi resolution at the size they appear when printed) – these images can/will appear pixelated.
- ▶ **POOR:** JPG or TIFF (72-150 dpi are low resolution and will result in poor reproduction of your image).

### **Not acceptable file/program formats for graphics/images:**

- ▶ PowerPoint, WORD, or Publisher.

## TEXT

*Preferred file format: WORD file*

When sending a WORD document for layout to create a print-ready file, please indicate correct level of heads/subheads/footnotes, etc. Also stylize the text as italic or bold where appropriate. There is no need to format the file further as this will be done during the layout process. Finally, please provide final, approved text that has been proofread.

# FILE PREP

## *How to Prepare a Print-Ready PDF*

To minimize delays in processing your files for proofing, please provide the following information about your files, along with a print-ready PDF file:

### ABOUT YOUR SYSTEM

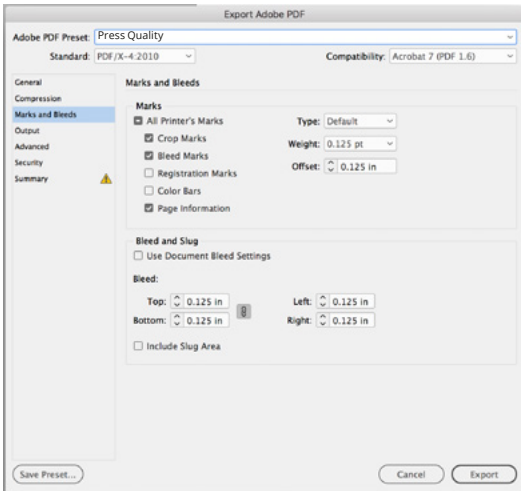
- ▶ Program and version used.
- ▶ Mac / PC.

### ABOUT YOUR FILES

- ▶ Fonts used.
- ▶ Ink colors used (4C Process / PMS color numbers).
- ▶ Flat and final sizes.

### HOW TO PREPARE A PRINT-READY PDF






















- ▶ Use *Press Quality* settings if available.
- ▶ Images that print to the edge are required to bleed 1/8" past the trim edge.
- ▶ Crop marks should be turned on and offset beyond the bleed.
- ▶ Photos should be 300 dpi.
- ▶ Line art/bitmap images should be 900 dpi or higher.
- ▶ All fonts should be embedded (do not subset fonts).
- ▶ All images should be CMYK for 4-color printing.













If you need additional help, please contact [prepress@hbp.com](mailto:prepress@hbp.com).

# PROOFREADER'S MARKS












## OPERATIONAL SIGNS

-  Delete
-  Close up; delete space
-  Delete and close up (use only when deleting letters within a word)
-  Let it stand
-  Insert space
-  Make space between words equal; make space between lines equal
-  Insert hair space
-  Letterspace
-  Begin new paragraph
-  Indent type one em from left to right
-  Move right
-  Move left
-  Center
-  Move up
-  Move down
-  Flush left
-  Flush right
-  Straighten type; align horizontally
-  Align vertically
-  Transpose
-  Spell out

## TYPOGRAPHICAL SIGNS

-  Set in italic type
-  Set in roman type
-  Set in boldface type
-  Set in lowercase
-  Set in capital letters
-  Set in small capitals
-  Wrong font; set in correct type
-  Check type image; remove blemish
-  Insert here or make superscript
-  Insert here or make subscript

## PUNCTUATION MARKS

-  Insert comma
-  Insert apostrophe or single quotation mark
-  Insert quotation marks
-  Insert period
-  Insert question mark
-  Insert semicolon
-  Insert colon
-  Insert hyphen
-  Insert em dash
-  Insert en dash
-  Insert parentheses

# FOLDING GUIDE



## FOUR-PANEL SINGLE FOLD

A single fold brochure is made by folding a printed page in half. Before folding, it consists of four panels (two on the front and two on the back).



## SIX PANEL LETTER (TRI-FOLD) FOLD

A tri-fold brochure is made by folding a printed page in thirds. Before folding, it consists of six panels (three on the front and three on the back). The panel that folds inside will be under trimmed 1/16".



## SIX PANEL ACCORDION (OR "Z") FOLD

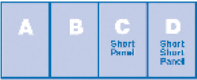
An accordion fold brochure is made by folding a page in equal parts in front of and behind itself. Before folding, it consists of six panels (three on the front and three on the back).



## EIGHT PANEL DOUBLE PARALLEL FOLD

A double parallel brochure is made by folding a page in half

and then folding the folded page in half again in the same direction. Before folding, it consists of eight panels (four on the front and four on the back). The last two panels need to be slightly narrower than the outer panels so that they fit inside when folded.



## EIGHT PANEL BARREL (OR ROLL) FOLD

A barrel (or roll) brochure is made by folding one panel at a time

into itself. Before folding, it consists of eight panels (four on the front and four on the back). The last two panels need to be slightly narrower than the outer panels so that they fit inside when folded.



## EIGHT PANEL GATE FOLD

A gate fold brochure is made by folding the ends of a page inward so that they meet in the middle

and then folding the folded page in half in the same direction. Before folding, it consists of eight panels (four on the front and four on the back). The panels on each end need to be slightly narrower than the outer panels so they will fit inside the others when folded.



## EIGHT PANEL FRENCH FOLD

A french fold brochure is made by folding a page in half in one direction and then folding the folded page in half again in the opposite direction or at a right angle. Before folding, it consists of eight panels (four on the front and four on the back).



# COMMON BINDING OPTIONS

## SADDLE STITCH BINDING:

the process of stapling along the folded edge of nested, printed signatures to create a bound booklet or brochure. This binding method requires the document page count to be divisible by 4, providing a folded edge for the staples.



### BENEFITS

- ▶ Cost effective, automated binding solution.
- ▶ Creates a professional, finished look for a range of document sizes/shapes.
- ▶ Documents can be bound with or without a heavier outer cover, referred to as self-cover or plus-cover documents.

### SUGGESTED PAGE COUNTS

- ▶ 8 pages up to 96 pages (based on 60# offset text).

### TIPS

- ▶ Be aware of creep in your document (caused by the bulk that is created when the printed signatures are nested) which can move images closer to the outer, trimmed edge of the page. This is adjusted in prepress, based on your paper weight/thickness, but cannot be completely eliminated in all cases.
- ▶ Based on the possibility of creep, avoid thin rules or critical, small images or content at the trimmed edge of the page.

## PERFECT BINDING:

sometimes referred to as soft cover or paperback binding, is a glued binding method where the text book block is glued to a wrap-around cover along the document spine.



### BENEFITS

- ▶ Cost effective, automated binding solution.
- ▶ Provides a spine for title and other printed information.
- ▶ Stackable and less bulky than other punch/coil binding methods.

### SUGGESTED PAGE COUNTS

- ▶ Min: 56 pages (28 sheets) on 60# offset text or 76 pages (38 sheets) on 70# gloss text.
- ▶ Max: 736 pages (368 sheets) on 60# offset or 1,036 pages (518 sheets) on 70# gloss text.

### TIPS

- ▶ Avoid crossover graphics since perfect bound publications are glued at the fold and a little of the gutter gets lost in the binding.
- ▶ Allow appropriate page margins on the binding side of your page layout to avoid placing content too close to the spine area, thus making it difficult to read.
- ▶ Include aqueous or varnish coatings, or lamination on covers to improve durability and to prevent scuffing and fingerprinting on covers.

## PLASTIC COIL BINDING:

the process of spinning or threading a spiral coil into evenly spaced holes that have been punched into the pages of a document.



### BENEFITS

- ▶ Flexible coil retains its shape, making it ideal for documents that are frequently handled or sent through the mail.
- ▶ Allows users to lay the book completely flat on a table or rotate the pages 360° for easy copying, note taking and handling.
- ▶ Coils are available in white and black, as well as a range of standard colors.

### SUGGESTED PAGE COUNTS

- ▶ 30 sheets minimum up to 450 sheets maximum (based on 20# text).

### TIP

- ▶ Allow a minimum 1" margin on the binding side of your page layout, to allow .5" for the punched holes and coil.



# ENVELOPE GUIDE

Envelopes are available in many standard sizes, configurations, flap styles and paper types. Most often, envelopes are purchased for printing directly on to the formed envelope. Envelopes that require bleeding images must first be printed on flat sheets and then converted/formed in to the envelope shape.

Standard envelope categories and sizes are shown below.

## ANNOUNCEMENT ENVELOPES



### A-STYLE ENVELOPES

(Square flap and side seams)

Item	Envelope Size	Single Card Insert Size	Folded Card Flat Size
A-2	4-3/8 x 5-3/4	4-3/16 x 5-1/2	4-3/16 x 11
A-6	4-3/4 x 6-1/2	4-5/8 x 6-3/16	4-5/8 x 12-3/8
A-7	5-1/4 x 7-1/4	5 x 6-7/8	5 x 13-3/4
A-8	5-1/2 x 8-1/8	5-1/4 x 7-3/4	5-1/4 x 15-1/2
A-10	6 x 9-1/2	5-3/4 x 9-1/8	5-3/4 x 18-1/4
A-Long (Slimline)	3-7/8 x 8-7/8	3-3/4 x 8-5/8	3-3/4 x 17-1/4



### BARONIAL-STYLE ENVELOPES

(Pointed flap and diagonal seams)

Item	Envelope Size	Single Card Insert Size	Folded Card Flat Size
4 Baronial	3-5/8 x 5-1/8	3-1/2 x 4-7/8	4-7/8 x 7
5 Baronial	4-1/8 x 5-1/2	4 x 5-1/4	5-1/4 x 8
5.5 Baronial	4-3/8 x 5-3/4	4-1/4 x 5-1/2	5-1/2 x 8-1/2
6 Baronial	4-3/4 x 6-1/2	4-5/8 x 6-1/4	6-1/4 x 9-1/4
Lee	5-1/4 x 7-1/4	5-1/8 x 7	6-5/8 x 10



### SQUARE ENVELOPES

Standard square envelope sizes are listed below. Note: Square mail pieces have additional postage requirements.

- ▶ 6-1/2 x 6-1/2
- ▶ 8 x 8
- ▶ 9 x 9
- ▶ 7-1/2 x 7-1/2
- ▶ 8-1/2 x 8-1/2
- ▶ 9-1/2 x 9-1/2

## COMMERCIAL BUSINESS ENVELOPES



### REMITTANCE OR WALLET FLAP

Item	Envelope Size	Flap
6-1/4	3-1/2 x 6	3-3/16
6-1/2	3-1/2 x 6-1/4	3-3/8
6-3/4	3-5/8 x 6-1/2	3-1/2
9	3-7/8 x 8-7/8	3-5/8

# ENVELOPE GUIDE

*continued*

## COMMERCIAL BUSINESS ENVELOPES



### COMMERCIAL

Item	Envelope Size	Enclosure Size (Suggested)
6-1/4	3-1/2 x 6	3-1/4 x 5-3/4
6-3/4	3-5/8 x 6-1/2	3-1/2 x 6-1/4
8-5/8	3-5/8 x 8-5/8	3-1/2 x 8-3/8
7	3-3/4 x 6-3/4	3-1/2 x 6-1/2
7-3/4 (Commercial Flap)	3-7/8 x 7-1/2	3-3/4 x 7-1/4
Monarch (Pointed Flap)	3-7/8 x 7-1/2	3-3/4 x 7-1/4
9	3-7/8 x 8-7/8	3-3/4 x 8-5/8
10	4-1/8 x 9-1/2	4 x 9-1/4
11	4-1/2 x 10-3/8	4-1/4 x 10-1/8
12	4-3/4 x 11	4-1/2 x 10-3/4
14	5 x 11-1/2	4-3/4 x 11-1/4
16	6 x 12	5-3/4 x 11-3/4



### COMMERCIAL WINDOW

Item	Envelope Size	Window Size	From Left	From Right
6-1/4 Window	3-1/2 x 6	1-1/8 x 4-1/2	3/4	1/2
6-3/4 Window	3-5/8 x 6-1/2	1-1/8 x 4-1/2	7/8	1/2
7 Window	3-3/4 x 6-3/4	1-1/8 x 4-1/2	7/8	1/2
7-3/4 Window	3-7/8 x 7-1/2	1-1/8 x 4-1/2	7/8	1/2
8-5/8 Check	3-5/8 x 8-5/8	1 x 4	1	3/4
9 Window	3-7/8 x 8-7/8	1-1/8 x 4-1/2	7/8	1/2
10 Window	4-1/8 x 9-1/2	1-1/8 x 4-1/2	7/8	1/2
11 Window	4-1/2 x 10-3/8	1-1/8 x 4-1/2	7/8 (right)	1/2
12 Window	4-3/4 x 11	1-1/8 x 4-1/2	7/8	1/2
14 Window	5 x 11-1/2	1-1/8 x 4-1/2	7/8	1/2



### BOOKLET

(Opening/flap along the long dimension)

Item	Envelope Size
3	4-3/4 x 6-1/2
4-1/2	5-1/2 x 7-1/2
5	5-1/2 x 8-1/8
6	5-3/4 x 8-7/8
6-1/2	6 x 9
6-5/8	6 x 9-1/2
6-3/4	6-1/2 x 9-1/2
7-1/4	7 x 10
7-1/2	7-1/2 x 10-1/2
9	8-3/4 x 11-1/2
9-1/2	9 x 12
10	9-1/2 x 12-5/8
13	10 x 13



### CATALOG

(Opening/flap along the short dimension)

Item	Envelope Size
1 Scarf	4-5/8 6-3/4
6 Scarf	5-1/2 x 8-1/4
1 Catalog	6 x 9
1 3/4 Catalog	6-1/2 x 9-1/2
3	7 x 10
6	7-1/2 x 10-1/2
9-3/4 Catalog	8-3/4 x 11-1/4
10-1/2 Catalog	9x12
12-1/2 Catalog	9-1/2 x 12-1/2
13-1/2 Catalog	10 x 13
15 Catalog	10 x 15
14-1/2 Catalog	11-1/2 x 14-1/2
15-1/2 Catalog	12 x 15-1/2

Machine insertion requires a booklet envelope format. The type of envelope closure (ie. standard gummed/glue, peel and seal, self-adhesive, etc.) will dictate availability of larger envelope sizes.

# DIRECT MAIL QUICK REFERENCE

Planning your mailer size to accommodate the USPS mail piece physical standards will help to minimize your postage spend for the mail class and subsequent speed of mail delivery selected.

## Letter Mail

	minimum	maximum
size	5" long x 3.5" high	11.5" long x 6.125" high
thickness	.007"	.25"
weight	none	3.5 ounces
corner radius	squared	.125" (1/8")

## Postcards

	minimum	maximum
size	5" long x 3.5" high	6" long x 4.25" high
thickness	.007"	.016"
weight	none	not applicable
corner radius	squared	.125" (1/8")

## Letter-Sized Folded Self-Mailers

	minimum	maximum
size	5" long x 3.5" high	10.5" long x 6" high
thickness	.009"	.25"
weight	none	3 ounces
corner radius	squared	.125" (1/8")
paper weight	under 1 oz. 70# book, over 1 oz. 80# book or equivalent	
panel count	maximum 12 panels, outer two panels should be equal	
folding	final fold below mailing address or at lead edge only; address must not be on panel created by the final fold	
flaps	flaps must be on non-address-side only; horiz. fold: extend flap from top, 1.5" minimum; vertical fold: extend flap from lead edge, 5" minimum; flap no closer than 1" to bottom or trailing edge	

## Flats

	minimum	maximum
size	11.5" long x 6.125" high	15" long x 12" high
thickness	.25"	.75"
weight	over 3.5 ounces (or less)	70 pounds*
corner radius	squared	.125" (1/8")

Additional resources can be found on the USPS Postal Explorer website:  
<https://pe.usps.com>

# DIRECT MAIL QUICK REFERENCE

Your HBP team is available to assist you with your next mailing project, and to help you understand how your mail piece design affects your postage costs.

## Postage Rates | Effective January 24, 2021

Class/Category	Rate*
First Class Postcard (up to 1 oz)	\$0.36/ea
First Class Letter (up to 1 oz)	\$0.55/ea
First Class Letter (over 1 oz, up to 2 oz)	\$0.75/ea
First Class Flat (up to 1 oz)	\$1.00/ea
First Class Flat (over 1 oz, up to 2 oz)	\$1.20/ea
Presorted First Class Postcard (up to 1 oz)	\$0.285/ea
Presorted First Class Letter (up to 3.5 oz)	\$0.45/ea
Presorted First Class Flat (up to 1 oz)	\$0.774/ea
Presorted First Class Flat (over 1 oz, up to 2 oz)	\$0.974/ea
Marketing Mail Letter** (up to 3.5 oz)	\$0.304/ea
Marketing Mail Flat** (up to 4 oz)	\$0.726/ea
Nonprofit Marketing Mail Letter* (up to 3.5 oz)	\$0.183/ea
Nonprofit Marketing Mail Flat* (up to 4 oz)	\$0.532/ea
Bound Printed Matter Parcel – Zone 8 (up to 1 lb)	\$3.31/ea

\*Approximate rate before list processing and applicable discounts are factored.

\*\*Standard Mail (Commercial and Nonprofit) is also now referred to as and will ultimately officially be re-named USPS Marketing Mail (Commercial and Nonprofit).