

Usage recommendations for Parent Trust newsletter

October, 2000 • Tamis Nordling

What follows is an explanation of the grid, master pages, and styles in the Parent Trust newsletter template delivered to the Parent Trust in October of 2000. The styles currently in use at Parent Trust have been altered to use a different version of Frutiger, so please take some of this information with a grain of salt. Besides, the template should function as a foundation for the newsletter—a starting point—it is not the design for any individual issue. And rules, of course, are made to be broken.

This document assumes that whoever uses the template will have a fair amount of PageMaker experience—for instance, a solid grasp of guides (column, margin, and ruler), master pages, and paragraph styles. It's also helpful to have some familiarity with typesetting terms such as points, picas, and so on.

The grid

The newsletter is based on a 13-point leading grid (leading is the amount of vertical space a line of type occupies). This means that the body copy of the newsletter takes 13-point leading, and most of the basic units of measurement in the newsletter are 13 points (1 pica plus 1 point, or in PageMaker shorthand, "1p1") or some multiple thereof. For instance, the space between columns is 1p1 and paragraph indents are twice that at 2p2. The vertical ruler in the template has been set to reflect this underlying unit of measure: each large "tic" on the ruler is 13 points apart; when elements are placed carefully on the page, they should line up with these large tics—in fact, the baseline of each line of body copy will line up with those tics. Using the leading grid to align objects on the page will help make things look tidy and well-proportioned.

In terms of larger units of space, the active part of each page is divided into 13 horizontal sections, each 4p4 in height (that's 4 x 13 points). The ruler guides that mark these rows can be handy for aligning objects when possible—doing so will, again, help things look tidy and well-proportioned.

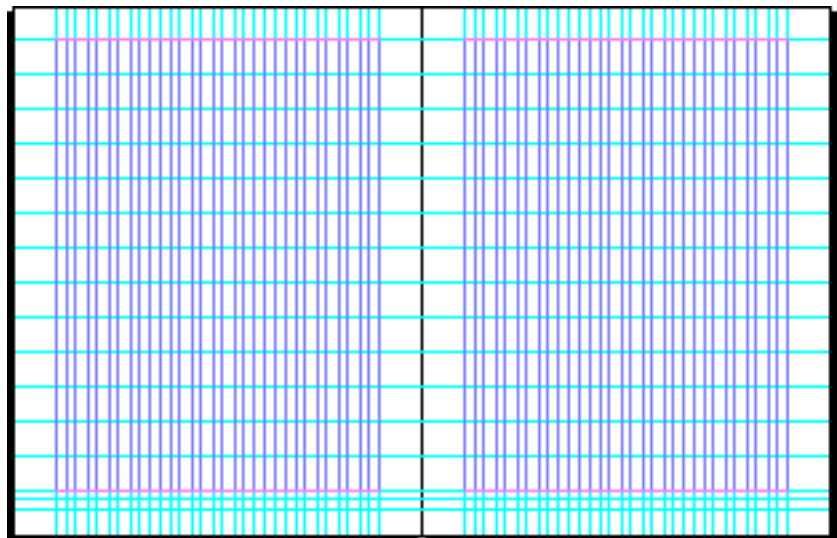
As for vertical divisions of space, the template makes use of a 16-column grid (see the "16 column master" master page); the master pages that you'll actually use for layout are based on that grid.

The master pages

The master pages are as follows:

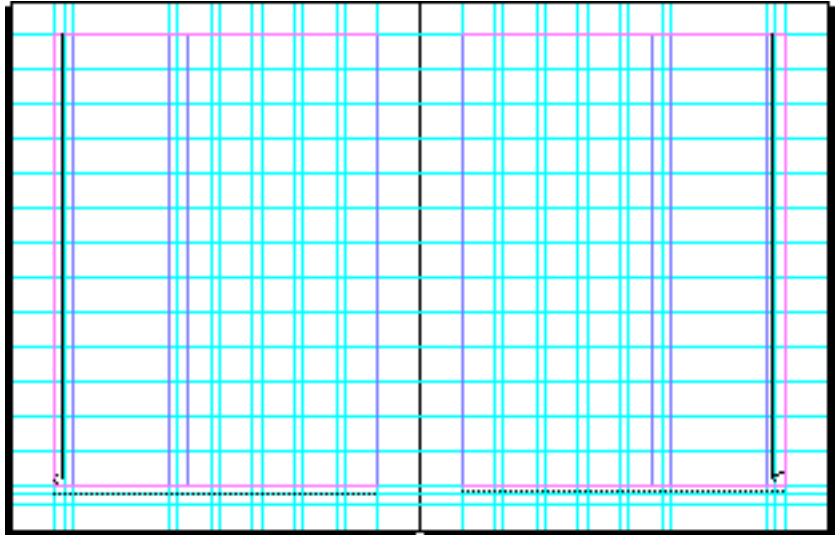
16 column master

Not intended for layout use, although it may be helpful for generating a new master page (if ever a need for one arises) based on the underlying 16-column scheme.



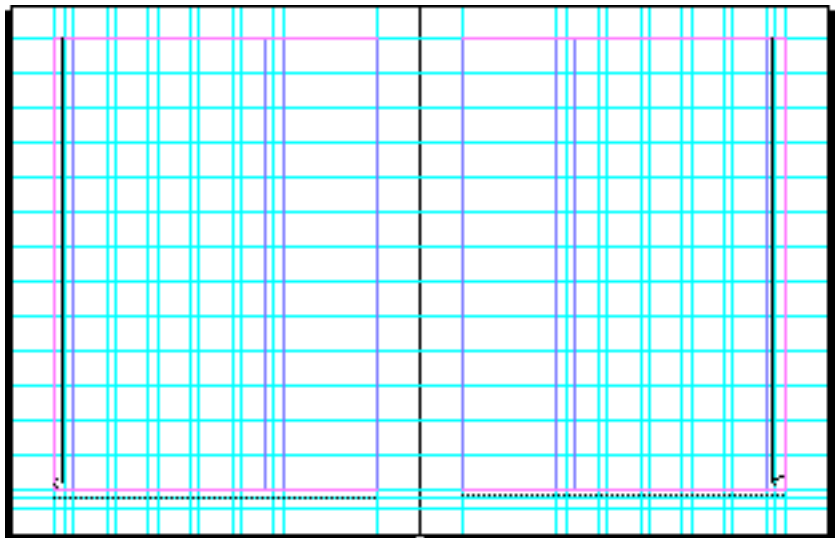
16-2 column

A two-column design with a narrower column on the outside.



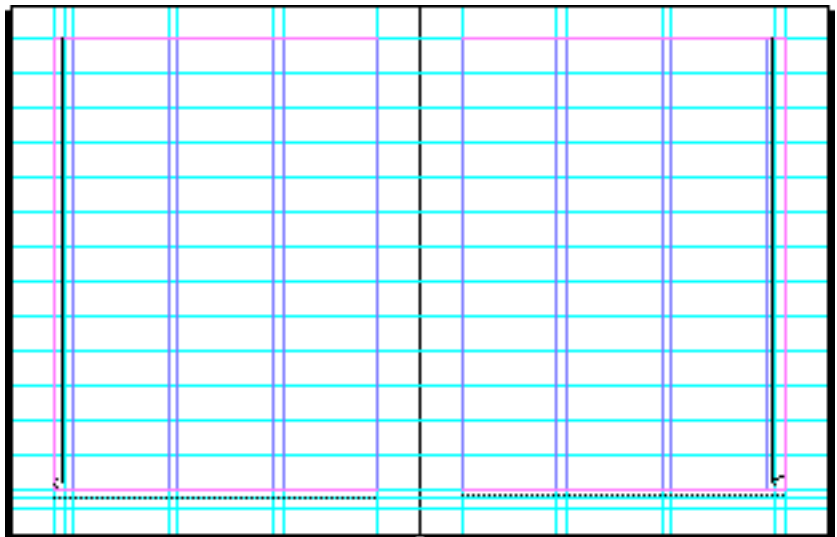
16-2 column alt

Another two-column design; this one has the narrower column on the inside.



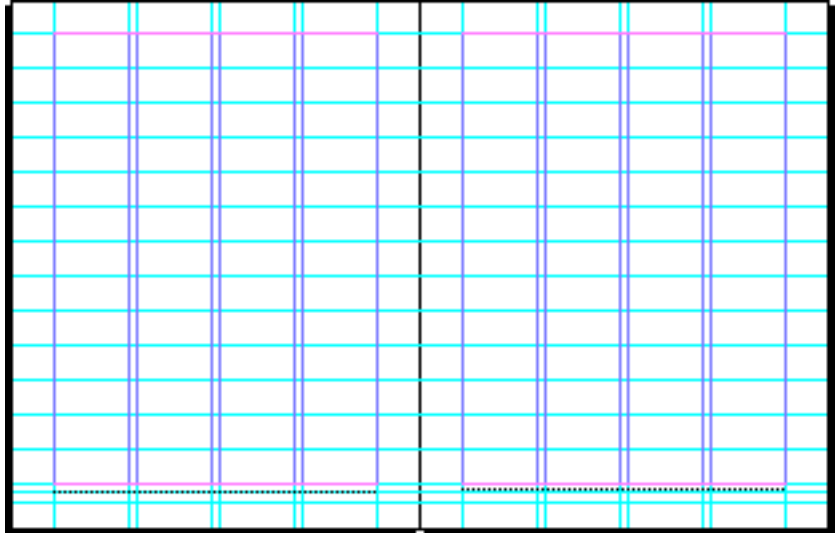
16-3 column

3-column design



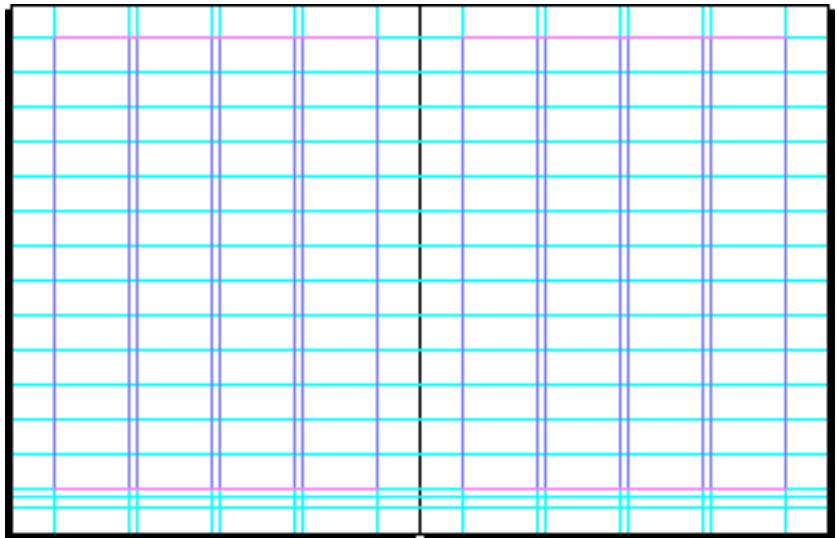
16-4 column

4-column design. Good for really high-density material such as donor lists (notice that there's no extra gutter space on the outside of the page, as in the other master pages).



16-4 column front page

Same as 16-4 column master, except that there's no dotted line at bottom of page.



Paragraph styles

The template came with the following styles, intended for use in the following manners (feel free, of course, to adjust, add, or implement the styles differently as content and context dictates). I do recommend formatting the text as consistently as possible, however.

"mast." Style for the newsletter name (e.g., Parent Trust for Washington Children). Originally Frutiger 75 Black 25/26.

"main head." Style for important headlines. Originally Frutiger 75 Black 15/13 with a vertical shift of p6.5 (half of 13 points) down and 1p1 space after.

"smaller head." Style for secondary headlines. Originally Frutiger 65 Bold 12/13 with a dotted rule (paragraph rule) 1p1 above baseline and 1p1 space after.

"smaller head, no line." Same as above but without the dotted rule.

"body copy." Times New Roman 10.5/13. 2p2 first-line indent.

"body copy 1st para." Same as above but without the first-line indent. Use for the first paragraph following a headline. (Why no indent? The purpose of a first-line indent is to signal the reader that a new paragraph has begun. That's unnecessary right after a headline.)

"ital first para." Frutiger 46 Light Italic, 9/13. Use for an italicized lead-in to a story (just another option for adding texture to a story if the text is suited to this kind of treatment).

"name list." Same as "body copy 1st para" except that there's a p6.5 hanging indent and the "Keep lines



together” option is turned on (that option, located in the Paragraph Options dialog box, ensures that a paragraph doesn’t get split between columns or pages). This style is intended for use in name lists.

“caption.” Originally Frutiger 46 Light Italic, 9/13.

“footer.” Originally Frutiger 65 Bold, 10/13.

“pull quote.” Times New Roman italic 12/26 with paragraph rules (.5 points solid black) above and below, aligned with leading grid.

Local formatting

Local formatting is formatting you apply to a unit of text without using paragraph styles (which can be applied to whole paragraph units only). Generally it’s best to keep track of formatting by using styles, but local formatting is a must for making adjustments to units of text smaller than a paragraph (like *italicizing* a single word within a paragraph).

Run-in heads. A run-in head (the paragraph starts out with one) is an excellent way to format a subhead when space is at a premium. Because the run-in head is only a portion of a paragraph, you’ll need to format each one locally. I suggest Frutiger 65 Bold, 9 points (9 points is smaller than the body-copy size of 10.5 Times New Roman because Frutiger runs bigger than Times New Roman).

Solid and dotted lines. Solid lines in the template are black, 0.5 points stroke width. Dotted lines are black and use custom settings: round dots with a 1.3-point stroke width. To create a new dotted line, you can either draw a line and enter the settings manually, or you can simply copy and paste existing lines. The dotted lines are also built into two of the paragraph styles: “smaller head” and “footer.”

When the endpoint of one dotted line needs to meet another dotted line, I recommend pulling back on the endpoint of the first so that the dots don’t overlap in an odd way—pulling back a distance equivalent to one small tic on the vertical ruler seems to work well. (See example at left.)



End-of-story bugs. The end-of-story bug supplied with the template is a flower taken from the Parent Trust logo. It’s an inline graphic, preceded by a space. The easiest way to put it at the end of the story is to copy and paste it from another block of text. If you want to reimport it into the text as a new inline graphic or you need to fix some reformatting you accidentally applied, here are its settings: first, it should be resized to 65 percent of the original size (use the Control palette for this task), and its baseline offset should be 0p0.75 as shown below.

