Design and Layout Ideas for Use with Publish-It!
Desktop Publishing Program

Design Ideas

For Apple* ///e (enhanced), ///c and ///GS computers.
Includes over 85 layouts for ads, brochures,
letterheads, newsletters and more!

*Registered trademark of Apple Computer, Inc.
©Program: Copyright 1987. Turning Point Software, Inc. All Rights reserved.

Timeworks, Inc.
444 Lake Cook Road
Deerfield, Illinois 60015

©1982 Timeworks, Inc. All Rights Reserved.
80885MV1.0
L
4403-12

http://www.cvxmelody.net/AppleUsersGroupSydneyAppleIIIDiskCollection.htm
If you enjoyed this program, try these other, equally helpful, programs from Timeworks, Inc.:

<table>
<thead>
<tr>
<th>Cat. No.</th>
<th>Program Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>4401</td>
<td>Symbols &amp; Slogans</td>
</tr>
<tr>
<td>4402</td>
<td>People, Places &amp; Things</td>
</tr>
<tr>
<td>4404</td>
<td>Education Graphics</td>
</tr>
<tr>
<td>4405</td>
<td>Font Pack 1</td>
</tr>
<tr>
<td>4406</td>
<td>Font Pack 2</td>
</tr>
<tr>
<td>4407</td>
<td>Laser Pack</td>
</tr>
</tbody>
</table>

### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Ads</td>
<td>4</td>
</tr>
<tr>
<td>Brochures</td>
<td>10</td>
</tr>
<tr>
<td>4-Panel</td>
<td>10</td>
</tr>
<tr>
<td>6-Panel</td>
<td>13</td>
</tr>
<tr>
<td>Business Forms</td>
<td>18</td>
</tr>
<tr>
<td>Catalog Pages</td>
<td>21</td>
</tr>
<tr>
<td>Coupons</td>
<td>23</td>
</tr>
<tr>
<td>Invitations</td>
<td>25</td>
</tr>
<tr>
<td>Menus</td>
<td>30</td>
</tr>
<tr>
<td>Newsletters</td>
<td>32</td>
</tr>
<tr>
<td>4-Page</td>
<td>35</td>
</tr>
<tr>
<td>Programs</td>
<td>40</td>
</tr>
<tr>
<td>Reports</td>
<td>42</td>
</tr>
<tr>
<td>Stationery &amp; Cards</td>
<td>44</td>
</tr>
<tr>
<td>Directory for Design Ideas</td>
<td>48</td>
</tr>
<tr>
<td>3½-inch disk</td>
<td>48</td>
</tr>
<tr>
<td>5¼-inch disk</td>
<td>49</td>
</tr>
</tbody>
</table>
Introduction

Welcome to DESIGN IDEAS. If you remember, there was a chapter in your original PUBLISH IT! user's manual on graphic design. However, if you're still not comfortable with your own artistic ability as a graphic designer, here comes DESIGN IDEAS to the rescue.

Timeworks has retained professional commercial artists to "translate" what they usually do with magic markers and layout pads onto personal computer screens and save off the results in these handy DESIGN IDEAS files.

Use these "layouts," as they are called, as templates, substituting your own text for the "greeked" text and your own art (or imported art) for the shaded representations of artwork. Or, use DESIGN IDEAS as just that—ideas that are a starting point for your own creative adaptations. Either way, you'll find yourself coming back again and again to DESIGN IDEAS for inspiration and quick-to-fit designs.

Open DESIGN IDEAS files just like the sample files that came with your original PUBLISH IT! program.

It may take you awhile to figure out exactly how the artist created and overlayed frames and objects, but the more you discover, the more versatile you'll become.

In each category we have chosen one representative sample to feature. In these samples, we will tell you what typefaces and fonts we've used and highlight any special technique or design features we've incorporated. Where indicated, we'll even tell you some printing tricks you might employ to get an even more professional output.
All of the layouts in this manual are reproduced at something less than their original size. To indicate the percentage of reduction from the original, each sample will have a code, something like R-70. This means that our illustration is 70% of the size of the original.

Documents which require things printed upside down or sideways are prepared in separate panels and then pasted up prior to printing or photocopying.

And, if you want to get really fancy, you can even prepare color separations. Just prepare a separate print-out for each different color ink you want your printer to use on each page. In other words, if you want to print an invitation in blue and black, prepare one print-out containing only what you want to print in black and other—aligned precisely to the first—containing only what you want to print in blue. (Remember, the easiest way to align objects precisely is to use the Show Specifications option on the OBJECTS menu.) Your printer will know how to obtain the two-color results you’re looking for.

Also remember that you’re not restricted to printing documents in the size you created them. Just as we have reduced layouts to “thumbnail” size to reproduce in this booklet, so can you create documents oversized and ask your printer to reduce them. This will be especially useful for preparing business cards. Be careful, however, not to enlarge or reduce any document too much or parts of it may “muddy up” or “fall apart.” In the former, intended white spaces fill in. In the latter, solid lines break up.

Not all of the artwork used in DESIGN IDEAS came with your original PUBLISH IT! program. Some of it came from other PUBLISH IT! accessory packs such as SYMBOLS &

SLOGANS and PEOPLE, PLACES & THINGS. You may wish to add these programs to your desktop publishing library.

DESIGN IDEAS was created for output on a dot matrix printer. If you have a laser printer and have installed Timeworks LASER PACK, here is what you need to do to center the layouts in DESIGN IDEAS:

1. Change the page size from 8 x 11 inches to 8½ x 11.
2. Select the Size to Fit mode.
3. Select all the objects in each layout and re-center them on the page.

The inter-character spacing in the laser fonts will also be different, so you may need to adjust the amount of text as well.

But enough about generalities, let’s get into the specifics of DESIGN IDEAS. We’ll start with advertisements.
This ad is designed using all one typeface called "Wilmette" set in various sizes. The highlighted elements of the ad are common to most ads you'll be creating. The illustration you will either import, draw or paste in. The caption describes what the illustration is about. (You may choose to set this in smaller type than the body copy—say 9 pt.) Your company logo and the boilerplate (text which is repeated over and over) you may choose to pre-print and paste in. Remember, you could create an ad this size and then instruct your local newspaper to reduce it to fit their standard sizes. Or, you could take one of the ideas and use it as the inside of a flyer (preparing the back side to be a self-mailer).

Major Heading (72 pt.)


10% OFF all What's Its & Thing-a-majigs in stock.

Est doror fugis. Et barund de rout facili com solut sahis elign opto compus placeat facer Ipsum omnis ex.

Meger aem autem quidem et sunt officio d eum et ur repudiball sit et motoris tenery sapien delectus ut aut pretera com teni saniatior.

![Maxy Doodidas rad dackshytes & hooche rolls.](image)

Sub-heading (Bold 18 pt.)

Body Copy (12 pt.)

Illustration

Caption (12 pt.)

Logo

Boilerplate (36 & 18 pt.)

**SPECIAL AD HEADLINE GOES HERE**

Est doror fugis. Et barund de rout facili com solut sahis elign opto compus placeat facer Ipsum omnis ex.

Meger aem autem quidem et sunt officio d eum et ur repudiball sit et motoris tenery sapien delectus ut aut pretera com teni saniatior.

![Maxy Doodidas rad dackshytes & hooche rolls.](image)

**DON'T BE FooLED!**

By Clever Imitations...

Est doror fugis. Et barund de rout facili com solut sahis elign opto compus placeat facer Ipsum omnis ex.

Meger aem autem quidem et sunt officio d eum et ur repudiball sit et motoris tenery sapien delectus ut aut pretera com teni saniatior.

![Maxy Doodidas rad dackshytes & hooche rolls.](image)

**Your Headline Here. Point!**

Backup for the point goes here.

That's right, est doror fugis. Et barund de rout facili com solut sahis elign opto compus placeat facer Ipsum omnis ex.

Meger aem autem quidem et sunt officio d eum et ur repudiball sit et motoris tenery sapien delectus ut aut pretera com teni saniatior.

![Maxy Doodidas rad dackshytes & hooche rolls.](image)

**A Dream Vacation—**

Just Minutes from Your Own Door

You don't have to trek to the back of the Earth to enjoy a little est doror fugis. Et barund de rout facili com solut sahis elign opto compus placeat facer Ipsum omnis ex.

Meger aem autem quidem et sunt officio d eum et ur repudiball sit et motoris tenery sapien delectus ut aut pretera com teni saniatior.

![Maxy Doodidas rad dackshytes & hooche rolls.](image)
Your Headline Fits Prominently at the Top of the Page.

If you're in the market for a new car, a used one, or just need to repair your current ride, look no further. We offer a wide selection of vehicles to suit your needs. Whether you're shopping for a new car or repairing your current one, we've got you covered. Contact us today to learn more about our services and how we can help you get back on the road.

Beat the High Cost

Nobody knows the true cost of a new or used car. That's why we offer competitive prices and financing options to help you get the vehicle you want without breaking the bank. We also have a team of mechanics who can get your car running smoothly again.

"We do drive a very hard bargain."

If the competition asked you to do their budget, they'd be surprised. We know how to get you what you want for less. So if you're looking for a deal, you're looking in the right place. We have the selection and service you need.

Ad Headline Here

Additional information goes here.

When you are looking for a new financial partner, you want someone who is familiar with all the ins and outs of not doing things. If you have a car lease or other debt, we can help you refinance. Whether you're looking to save money or improve your credit, we have the solution for you.

TOP QUALITY. LOW PRICE.

That's our promise to you.

If you think that shopping for a new car has to be a nerve wracking experience, then think again.

Let our expert staff of car buyers find you the best deal on your new car. We will find you the car you want at a price you can afford.

We Make Your Life A Little Easier To Live.
Brochures

These layouts are all one 8½x11-inch size folded vertically in half to create four pages. For variety you might design yours to fold horizontally. Another interesting possibility is to design your brochure to fold off center with the right side or bottom extending beyond the top. If you wanted to try this technique on the brochure featured, consider moving the bar on the cover to the left so that the bar on the extended inside would add visible contrast.

In the brochure featured we used the Desplaines typeface. Because of the bold vertical bar accenting three of the panels, we would recommend not printing this in black. A colored ink would be less harsh. An alternative would be to ask your printer to "screen" the bars. To understand screening, think of the bar as 100% black dots. A 40% screen is 40% black dots and 60% white space. The printed effect is a medium gray.

18 pt.
HEADLINE HERE

12 pt.

12 pt. right justified

36 pt.

BROCH.4PANL.01

12 pt. bold

R = 26%

BROCH.4PANL.02

R = 26%

BROCH.4PANL.03

R = 26%
Six-panel brochures offer you even more versatility. Ours are designed for an 8½x14-inch sheet, two sides. You can design them to "gate fold" (right over left and then left over right facing you) or accordion fold (with alternating folds) However you choose to fold it, allow for a small "fudge factor" so that the interior panels are slightly smaller than the exterior panels. This will result in neater folds. To add interest, consider printing them on colored stock with colored ink—like cerulean blue ink on buff stock. In our featured sample we have used the Deerfield typeface. Notice the use of white space. Remember that what's not there makes a statement too. The openness of the layout invites readership.
Design your business forms to minimize the amount of text you have to add each time the form is used. It may take several tries before your form is as complete and easy to follow as you would like.

The form featured is a Statement set in the Wilmette typeface. Notice that the non-variable text is set in bold type. When having these printed, consider having them "padded," that is glued at the top and affixed to a cardboard back. Pads of 50 sheets are standard. Note how the Amount Due area is highlighted and the fact that the form is a statement is displayed prominently in the upper right corner.
These layouts may establish the style either for single pages or for a whole booklet or book. Create product information sheets or "sell sheets," catalogs, and yearbooks. In multiple page documents treat facing pages as one unit for design purposes, because after all, your readers will see them as one unit.

Our featured layout incorporates two typefaces. Notice that even though the Madison is a bold, sans serif face and Deerfield is a traditional serif face, the two work well together. If you were truly intending to run four photos across the bottom, separate them one from another with a white rule. The reason is that the backgrounds will likely not match, so to run them together would be distracting. Notice how the prices are all aligned to the right. In a real application you might choose to emphasize them by setting them in boldface.
Coupons

Coupons are a great sales promotion vehicle. They also can be used to make much-appreciated gifts of one's time and talent. What parent wouldn't appreciate a gift coupon for babysitting a younger brother or sister!

Our $2 OFF coupon presents some interesting design challenges to PUBLISH! Can you figure out how the semi-circle and the corner text were created? Think in terms of boxes with no fill pattern and a white pen pattern. The other corners are overlaying text frames. Now, either create your own or take the easy way out and replace our text with yours.

LIMITED OFFER

Et dolor fugit. Et harum de reed facilis cum soluta nobis eligendi optio comque placeat facer possim omnis as.

Mporum aem quinusd et aur office dad evenet utterly repudian sint esta molestiae tenetury sapiente defectus au autis prebre cum tene sentiunam.

COUPON.01  R = 73%
Invitations

Invitations present a perfect opportunity for you to try your hand at making two-color separations. Consider the possibilities with the one featured. What if you printed the “25” and the box in blue and the text in black? You would deliver to your printer four sheets of paper—one each for the two black impressions and one each for the blue. Since the black and blue never come very close to each other in the layout, perfect register (the alignment of laying one over the other) isn’t necessary here. However, where register is of concern, incorporate crosshair lines outside the layout on all four corners so the black “plate” can be aligned perfectly over the blue “plate” on press. The typeface used here is Wilmette.

72 pt.
Bold Outline

18 pt. Bold

12 pt. Bold

INVITE.01

R = 65%

Your presence is requested
Day, Date, Time

at the home of
Your Name
Your Address

For dinner and a party.

RSVP: Your Number

(front)

The Occasion of our
25th Anniversary

Please Come
Celebrate with Us

(fold here)

12 pt.
italic

25

(fold here)

25
INVITATION

Describe the Event

Date - Time
Location of Event
Any special instructions for your guests could go in this space.
RSVP: Name & number

INVITE.02

R = 50%

INVITATION

Describe your event in this space. Special instructions?

Date
Time
Location

RSVP:
Your name
Phone number

Your Company

INVITE.08

R = 50%

INVITATION

Salutation

Talk a little about the evening here. Give information on the focus and highlights.
RSVP number here

New Year's Eve Party!

Place location, date & time here.

INVITE.03

R = 50%

INVITATION

YOUR INTERIOR COPY GOES HERE. TELL YOUR GUESTS SOMETHING ABOUT THIS EXTRAVAGANZA YOU ARE HOSTING.

DAY & DATE
TIME
LOCATION

RSVP NAME & NUMBER

INVITE.06

R = 50%

INVITATION

Enthusiastic Description of Event

Let your guests know you're excited, and that they should be too. The whole town will be talking about this event, so be there or be square.

DAY - DATE
TIME
LOCATION

Information Number

EVENT

Subhead here

Your Company Name
Department

INVITE.04

R = 50%

INVITATION

INVITE.05

R = 50%

INVITATION

INVITE.07

R = 50%
Invite your company's 5th Annual Event. Celebrate to a grand time... Your Company Hall. Logo.

Describe your event in this space. Talk a little about the event here. Give information on its focus and highlights. RSVP number here.

Your event. Talk a little about the event here. Give information on its focus and highlights. RSVP number here. This line is for the location, date & time.
While we've created these layouts as menus and you may not be a restaurateur, there are still other application possibilities. These layouts could also be used for price lists or—without the interior artwork—for directories. In our featured menu, the headlines are in Madison and the body copy in Desplains. Desplains is also available in 9 and 10-point sizes, making this typeface especially suitable where there is a lot of text to fit on each page.
Newsletters

Probably the single most popular use for desktop publishing programs is newsletter preparation. You may have purchased PUBLISH IT! with just this application in mind. If that's so, we've given you lots of layout possibilities to consider. There are ten layouts for one-page newsletters and five for four-page newsletters. Let's start with the one-pagers.

The two layouts pictured below both employ the Wilmette typeface. Note how both also include provisions for a date and a volume/issue number. Periodicals should always include this information since many people like to save back issues. Notice that all the layouts provide for some artwork. There is nothing less inviting than a page which appears to be all gray.
Our featured newsletter might be from a financial advisor to his clients. It’s intended to be printed as single sheets and stapled. The advantage to this design is that you’re not limited to working in multiples of four. You can add in as many single pages as needed as the news develops.
4-Page Newsletters

Four-page newsletters can be printed either on a large sheet (11x17-inches is standard) and folded or produced as single pages—like the one featured—and stapled. You can even design a newsletter to 11x17-inches and reduce it to 8½x14-inches at press time.

One important consideration at design time is how you intend to deliver your newsletter to your readers. If they go into an envelope, your only consideration is that they fit. If, however, you intend your newsletters to be self-mailing, you must design an outside panel to contain a return address, a mailing label and a postal permit.
Programs

Programs, created by folding an 8½x11-inch sheet horizontally and then turning it sideways, are certainly a very popular type of publishing project. They’re used for everything from performances to competitions to worship services. Since that’s so, we’ve created three pages of a program for you.

In order for the bar along the left edge of the cover not to spill over to the back with a less than precise folding, consider intentionally extending the bar to the back. Another design trick employed is to boldface just the first letter of each word under the illustration. Inside, the performers names are set in a typeface that differs from that of the name of the piece they’re playing. This more clearly distinguishes one from the other. The performers’ names are boldfaced to add further emphasis.

A Concert by the Students of

Eet Dotor Fugai
12 June 1999

PROGRAM.01.
Anyone who goes to school or works in an office has to do reports. Sometimes you actually want to prepare a report because you want to convince the reader to do something that you've recommended. In any case, it's important to make your report as readable as possible. We can't do anything about the content here, but we can offer suggestions for making your report look inviting.

What we've designed are the cover pages to a report. You'll carry the same type and art treatment from these cover pages onto subsequent pages so your report will have a consistent look from start to finish.

Our featured report uses Madison for headlines and Deerefield for body copy. Notice how the most important points are summarized in the margin. This can be especially effective if you're trying to reach a busy reader.
We've designed here ten coordinated sets of letterhead, envelope and business card.

Notice on our featured one (set in Wilmette) the vertical bar on the right. This element draws your eye across and down the page just as you want. If you need to design a letterhead for a fund-raising group and you want to publicize well-known members of your Board of Directors or big contributors, try a variation on this layout. Move the bar to the right 1 3/4 inches from the edge and beginning parallel to the phone number. List your famous people in the left margin you've created.

Standard business cards are 3 1/2 x 2 inches, in order to achieve the effect of a very small type, you may wish to design your card proportionately oversize and instruct the printer to reduce it. Our featured business card will center nicely on a standard card.
Directory for Design Ideas

The headings indicate the name of the sub-directory in which the files are located.

3¼-inch disks:

**ADS**
- ADVERT.01
- ADVERT.02
- ADVERT.03
- ADVERT.04
- ADVERT.05
- ADVERT.06
- ADVERT.07
- ADVERT.08
- ADVERT.09
- ADVERT.10
- ADVERT.11
- ADVERT.12
- ADVERT.13
- ADVERT.14
- ADVERT.15
- ADVERT.16
- ADVERT.17
- ADVERT.18
- ADVERT.19
- ADVERT.20

**BIZFORMS**
- BIZFORM.01
- BIZFORM.02
- BIZFORM.03
- BIZFORM.04
- BIZFORM.05

**CATALOGS**
- CATALOG.01
- CATALOG.02
- CATALOG.03

**COUPONS**
- COUPON.01
- COUPON.02
- COUPON.03
- COUPON.04
- COUPON.05
- COUPON.06

**INVITES**
- INVITE.01
- INVITE.02
- INVITE.03
- INVITE.04
- INVITE.05
- INVITE.06
- INVITE.07
- INVITE.08
- INVITE.09
- INVITE.10

**MENUS**
- MENU.01
- MENU.02

3½-inch disks continued:

**NEWSLETTERS**
- NEWSLTR.01
- NEWSLTR.02
- NEWSLTR.03
- NEWSLTR.04
- NEWSLTR.05
- NEWSLTR.06
- NEWSLTR.07
- NEWSLTR.08
- NEWSLTR.09
- NEWSLTR.10

**NEWSLETTR.4PAGE**
- NEWSLTR.4PG.01
- NEWSLTR.4PG.02
- NEWSLTR.4PG.03
- NEWSLTR.4PG.04
- NEWSLTR.4PG.05

**REPORTS**
- REPORT.01
- REPORT.02
- REPORT.03
- REPORT.04
- REPORT.05

**STATIONERY.SETS**
- STATIONERY.01
- STATIONERY.02
- STATIONERY.03
- STATIONERY.04
- STATIONERY.05
- STATIONERY.06
- STATIONERY.07
- STATIONERY.08
- STATIONERY.09
- STATIONERY.10

**PROGRAM**
- PROGRAM.01

5¼-inch disks:

**DISK 1, SIDE 1:**
- ADVERT.01
- ADVERT.02
- ADVERT.03
- ADVERT.04
- ADVERT.05
- ADVERT.06
- ADVERT.07
- ADVERT.08
- ADVERT.09
HOW TO OBTAIN A BACKUP DISK

If you are a Registered User, you may obtain Backup Disks* (3½" or 5¼" format) for this program by returning (1) this card with the information below, plus (2) your credit card number or check for $5.00 for each disk (3½" or 5¼") plus $3.70 for shipping and handling to:

TIMEWORKS, INC. 444 N. Lake Cook Road, Deerfield, Illinois 60015

Name  

Address  

City  

State  

Zip  

Name of Program  

Version No. (if provided)**  

Hardware:  

IBM  Apple  C-64  C-128  Atari  Other  

Disk Size:  

5½"  3½"  3½" Disk for IBM, Apple & Atari Only)  

Enclosed is my  

check  money order  

VISA  Master Charge  American Express  

Credit Card#  

Expires  

Signature  

*Please remember, your software registration card, which is included in this package, must be on file with us in order to obtain this service.

PC Power Pack includes $17.70 (for a set of 3 - 5¼" disks)

*This offer does not apply to PARTNER.

**The version number is the "V" number located on the back of your disk.
INSTRUCTIONS FOR 3 1/2-INCH DISK USERS

This card contains instructions for using the 3 1/2-inch disk(s) supplied with this program. Please make working copies of these disks and use them to install the program. Store the original disk(s) in a safe place.

To make a working copy of this Apple program, use any ProDOS compatible utility program, either the one provided with your system or another company’s. If when copying, your copy program gives you a choice between DOS 3.3 or ProDOS, use ProDOS.

All of the PUBLISH IT! art and font files are now on one disk.

NOTE: If your system uses one 3 1/2-inch drive, the references to disk and side numbers in the manual do not apply to the 3 1/2-inch version since all the artwork fits on just one 3 1/2-inch disk.

PUBLISH IT! will not prompt you to swap disks. You will need to copy any text, art and document files you want to use to your working copy of the PUBLISH IT! program disk. After you make your working copy, you may wish to delete the sample documents contained in the DATA subdirectory. This will free up disk space you can use for art or text files.
Personal Computer Software

Timeworks has put the personal in Personal Computer Software.

We have pooled creativity, technical knowledge, manufacturing expertise, and conscientious quality control to bring to you the versatility and reliability demanded by the computer generation.

We have dedicated ourselves to the development of programs which meet the personal productivity needs of the computer user. Each program is designed and tested with the user’s needs foremost in our minds.

Timeworks programs utilize maximum computer capacity. Our manuals are user-friendly, written in plain easy-to-follow language, then carefully edited to provide continuity and correlation with the program.

If superior design, maximum capability, effective graphics, and dependable performance are important to you, look into Timeworks personal computer software.

You’ll be amazed at the difference a personal commitment can make.

For other Timeworks software see your local Timeworks dealer, or contact Timeworks, Inc., for a list of our latest software.

Timeworks, Inc. 444 Lake Cook Rd., Deerfield, IL 60016 (312) 948-9202.