

## Call Lovelady Consulting today.

Specifically, our services include:

- ◆ Book and manual design and typesetting
- ◆ Conversion of Ventura or InDesign publications
- ◆ Adobe Acrobat consultation
- ◆ Newsletter production
- ◆ Database publishing
- ◆ Typesetting and layout
- ◆ PDF conversion and consultation
- ◆ Document/Publication and graphics conversion
- ◆ Scanning and/or clean-up of illustrations or photographs
- ◆ Optimization of bitmap graphics for print and web
- ◆ PDF creation, modification, and text or graphic extraction
- ◆ DTP training and consultation
- ◆ Corel Ventura Publisher and InDesign Support and Training
- ◆ Phone and online support

[loveladyconsulting.com](http://loveladyconsulting.com)



## Publishing and Graphics Production and Support

Since 1986 Lovelady Consulting has been providing a variety of services for PC graphics and publishing users around the country. We've produced thousands of pages of long and short documents in both black and white and color. Please see the enclosed CD or visit the **Samples** page at [loveladyconsulting.com](http://loveladyconsulting.com) to see a few things we've done in the past.

**We can be your production department.** We can take your publication from first draft to finished product for print, web, or anything in between. If you produce any of the following we can help.

- ◆ books
- ◆ manuals
- ◆ newsletters
- ◆ handouts
- ◆ directories
- ◆ product inserts

Lovelady Consulting can help you with several types of conversions, whether you're moving from one software program to another, or moving from an older version to a newer one. We can also help with the updating and customizing of graphics or converting from one format to another. A few of the conversion types we can help you with are listed below.

- ◆ Ventura to InDesign (or vice versa)
- ◆ InDesign or Ventura to PDF or Microsoft Word
- ◆ PDF to Microsoft Word/RTF/EPS
- ◆ EPS to TIF
- ◆ And much more

Take advantage of our consulting services, specifically Corel Ventura, CorelDraw, Adobe InDesign, and Adobe Acrobat.

Please give us a call to discuss any of your publishing needs.



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# Color Printing—Start with the End

These days many publications end up as a PDF, but the way that PDF is to be used or reproduced should be considered at the beginning of the creation process.

For instance, a PDF sent to an outside printer for mass reproduction will be produced using inks. A PDF viewed on the screen either locally or via the web will be projected using light.

Print projects can be produced using specific colors needed to match a logo or other color scheme. These usually use the “Spot” color method. The most common spot color model is the Pantone system where a color is referenced by a number and is created by mixing exact percentages of inks combined to give a consistent result. If only one or two colors are needed this is a good choice.

Projects containing color photographs need a different color model called CMYK which stands for the four inks needed to reproduce any color the eye can see. Those inks are **C**yan, **M**agenta, **Y**ellow, and the **K**ey color of Black.

Something meant to be viewed on screen only should be created using the RGB color model which stands for the **R**ed, **G**reen, and **B**lue lights used to produce the colors on typical monitors.

If a job will be viewed both on the web and in print, and keeping colors consistent is important, you might consider having two versions of the publication. While color models can be converted from one to another, important colors such as those in logos may not show up as expected—or a well planned color scheme may not appear

the way you expected to the reader. Testing your publication in house can help you decide.

Of course, there are always exceptions, and publications that will be printed in house could go either way. The printing device to be used may play a part in making your selection, but most inkjet and color lasers today use the CMYK model and often add extra inks to help your colors pop.

Most applications give you a choice of color model and the earlier in the process you make your selection, the less you might have to redo later.

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## 2011

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