



HEWLETT
PACKARD

The ABCDEFGs of Great-Looking Documents



Acquaint yourself with the power of type.

Express yourself with type! Let the HP LaserJet printer and HP MasterType Library be your gateway to more creative, exciting, professional-looking documents.

Throughout this guide, you'll get a close look at the many ways HP type products can make your documents look great with a range of sizes and typeface designs to match your style and message.

On these pages, you'll get key basics on turning simple office work into striking letters, spreadsheets, and presentations. Welcome aboard, and have fun!

You can have the look of

typewriting
...or...

typesetting.

Your documents can look

traditional

...or...

modern.

Sedate

...or...

splashy.

You can use symbols...

TM ¥ μ Σ Π ∙ ≈

...or lines and corners...

† † † † † † † † † † † † † † † †

...or icons...

✂ < ☺ ☹ → ☆

You can select regular...**bold**...*italic*.

For spreadsheets, footnotes and captions, you can print

very small,

or

big,

for title pages and headlines... and even

very big.

Typeface designs have feelings, too!



HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Be brilliant with your type.

Here are three ways you can use typefaces to create powerful-looking documents:

Ee
4 point

Ee
9 point

Ee
12 point

Ee
16 point

Ee
24 point

Vary sizes for clarity and emphasis. Larger point sizes mean bigger fonts.



y

I ' m

I'm

Fixed-pitch spacing assigns the same width to all letters. With proportional spacing, narrow letters get less space than wide.

1. Print documents with the look of proportionally spaced typesetting. Break away from the rigidity of typewriter type, where all letters are assigned the same width. Proportionally spaced documents have the look of typesetting and are more readable. Credible. Persuasive.

2. Vary typeface treatments. Go **bold** for emphasis, *italic* for subtle emphasis, and ***bold italic*** for maximum impact. You'll make your points more professionally than by underlining. HP LaserJet printers use an authentic bold typeface design, too. Not double-strike.

3. Try different typeface designs: you'll find they have distinctive personalities that let you create distinctive documents. Start by contrasting the warmth and readability of serif typeface designs with the clean, modern elegance of sans serif typeface designs. (Serif letters have crossbars at their ends: sans serif letters lack those crossbars.)

Even within the serif category, different typeface designs communicate different feelings. They're assertive. Refined. Business-like. Florid. And all are available to make your work look good.



Create stand-out correspondence.

Here are three ways to make letters and memos clearer and more memorable:

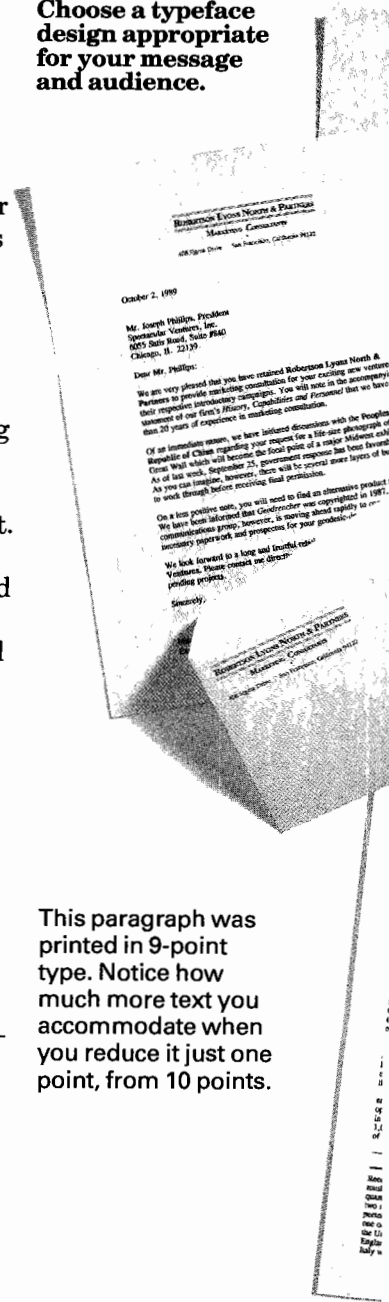
1. Make people notice what you want them to — with larger fonts for headings and titles. If your text is, say, 10 points, try 14 or 16 points for a subhead, and 18 or 24 points for a title. Larger point sizes mean bigger fonts. (On the index page you'll find what we mean by a font.)
2. Choose a typeface design that mirrors your memo's character. If you're announcing a gala open house, go for dazzle and excitement, perhaps by choosing a decorative typeface like Uncial for the body of the text.

Of course, a standard business letter should be suitably subdued. In such a case, you might consider CG Times, available in bold and italic, as well as regular.

3. A slight point-size adjustment can help you fit those cumbersome two-page letters on one page. See comparison below.

This paragraph was printed in 10-point type. Notice how much more text you accommodate when you reduce it just one point, to 9 points.

Choose a typeface design appropriate for your message and audience.



This paragraph was printed in 9-point type. Notice how much more text you accommodate when you reduce it just one point, from 10 points.

Dress up your reports.

Here's how to make reports, proposals and manuals look more authoritative:

1. For reports, the look of typesetting is essential, and truly professional-looking. There's no better way to tell people you "wrote the book" on your subject.
2. Let different type sizes establish relative importance of titles for headings, sections and chapters. On title pages, for example, make the title the biggest element (at, say, 24 points), followed by the author (at about 18 points) and copyright information and date, at 12 points or less.

Inside, use 16 to 18 point type for chapter or section headings. Be aware that the larger the font — up to about 18 points — the more inviting it is to the eye. Keep your text to 12 points or less.

3. Use small fonts for footnotes and captions. A 9-point footnote, for instance, contrasts well with 12-point text. Footnotes and captions are usually kept in the same typeface design as the main text.

Try using the different treatments of a typeface; i.e., regular, bold and italic, to establish the relative importance of titles for sections within your report. Basically, the broader the category, the bigger the type.



Enliven your spreadsheets.

With HP LaserJet printers and HP MasterType Library products, you can print in both orientations: portrait (like business letters) or landscape (horizontally, like spreadsheets and calendars). Many HP fonts come in landscape orientation. And some HP printer models have auto-rotation, which lets you use any font in portrait or landscape format.

Several software-enhancement programs let you quickly and easily command a wide variety of visual effects to turn basic spreadsheets into dramatic presentations:

1. Gray shading eases reading of rows and columns, and calls attention to totals. Create bar graphs with shading, too.
2. Lines also make tables easier to read. Key information stands out when enclosed by boxes. Lines and boxes also differentiate sections more clearly.
3. Ten- or 12-point fonts are fine for figures, but when they must be tweezered into tiny spaces, HP has fonts that print as small as 3.6 points with full legibility.
4. If your software isn't good at aligning proportionally spaced figures into columns, consider a fixed-pitch font like Letter Gothic (typewriter type) that maintains the same spacing for all characters.

Enhance your form's usability with easy-to-read typeface designs; rules and shading help differentiate sections, also.

1990 Quarterly Forecast

Astronomical Division

	Q1	Q2	Q3	Q4
REVENUE FROM OPERATIONS				
Region 1 Sales	26,406	40,963	28,994	47,878
Region 2 Sales	29,459	30,459	32,459	33,459
Domestic Sales	15,125	15,000	15,200	15,200
International Sales	67,553	96,888	97,711	115,927
Grants Revenue	156,555	178,402	175,975	

	Q1	Q2	Q3	Q4
DIRECT COSTS OF OPERATION				
Advertising	3,500	2,500	2,000	2,000
Commissions Paid	0	10,000	0	10,000
Contract Labor	3,000	250	250	250
Employee Fees	250	500	500	500
Fuel/Transportation	500	500	500	500
Equipment Rental	800	800	800	800
Supplies	500	800	800	15,750
Freight	900	18,750	18,750	73,660
Office Supplies	18,750	32,571	32,571	6,300
Tax	66,158	6,055	6,055	6,300
Profit	5,790	267	267	1,700

Below Zero Storage, Inc.

	JAN	FEB	MAR	APR
Specialty Items				
Longhorn Hides	750	750	750	750
Country Hens	550	550	550	550
Smoked Turkey	250	250	250	250
Smoked Duck	300	300	300	300
Ventian Labs	750	750	750	750
Seafoods	100	100	100	100
Smoked Sausages	1,600	1,600	1,600	1,600
Florida Picnics	1,000	1,000	1,000	1,000
Meat Subtotal	7,150	7,150	7,150	7,150
Snacks				
Telamonese	3,000	3,000	3,000	3,000
Becharnie	2,000	2,000	2,000	2,000
Barkhane	1,480	1,480	1,480	1,480
Chickadee, Inc. SQ	1,195	1,195	1,195	1,195
Yeast Bag SQ	300	300	300	300
Caribbeent	1,500	1,500	1,500	1,500
Alisa	800	800	800	800
Cachonaz	330	330	330	330
Pesto	1,800	1,800	1,800	1,800
Three Cheats	1,400	1,400	1,400	1,400
Lemon Oil	250	250	250	250
Smoked Pig	1,300	1,300	1,300	1,300
Snack Subtotal	20,000	20,000	20,000	20,000
Labeling	400	400	400	400
Other Costs	1,000	1,000	1,000	1,000
TOTAL	28,650	28,650	28,650	28,650

E

Enliven!

Forms with flair.

As with spreadsheets, you can use HP fonts and HP LaserJet printers to create and print forms in both portrait and landscape orientations.

For faster, easier design of even the most complex forms, try specialized forms design software packages. They offer a wide variety of visual effects to turn your work into print-shop quality:

1. Let lightly shaded gray backgrounds differentiate instructional areas from fill-out areas, or applicant fill-out areas from "office use only" areas.
2. Differentiate sections with vertical or horizontal lines. Use lines of varying thicknesses to separate major parts, like instructions from fill-in, or optional from mandatory information. Enclose instructions or basic information (name and address) with boxes.
3. Make the job easier for both those who fill out and those who process forms, by using larger fonts for category heads. For the same reason, print general instructions at the top of a form in a different font than the rest of the form. For instance, you can use 10-point CG Times for the instructions, and 12-point Univers® for data to be filled out.

For fast identification, use a large font for form name and number at the top of the first page.

Use a variety of design tools, such as shading and rules, to help make HP MasterType typeface designs legible in even the tiniest point sizes.

1989 Meat & Sauce Purchases

JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
290	780	290			290	780	6750
290	290	290			290		4800
230	230	180					2700
800			800				2400
		850					750
		1800					1200
230	290	290	290	290	290	290	2880
250	2500	180	5500	2500	2500	1000	24310
		6000					15000
2200	2200		4000		2000		14000
1400	1400	1400	1400	1400	1400	1400	14000
		1700					1700
180	180		900		150	150	1500
		300					3000
		4600					13200
		5500					6700
	2500		2000				7800
2200		1200			3400		10200
1100			600	2400		600	9100
	2400	800			4900		10700
9900	2150	2200	7075	4500	11000	10500	111000
450	650	850	1050	550	450	350	6900
1000	1000	1000	1000	1000	1000	1000	12000
6300	9100	4200	3175	5200	10400	5700	100700



Great presentations.

Know your audience and your subject matter — and create a presentation that's exciting, informative and memorable:

1. Help a roomful of people read every word, by using big fonts — 16, 18, 24 points, and even bigger. Sans-serif fonts like Univers are exceptionally legible and powerful in large, boldface versions. Avoid complex typeface designs. Stay simple.
2. Don't overburden each transparency with an inundation of information. The fewer messages, the better: one is best of all. Keep each item short and sweet. Strive for six words maximum, per item. "Brevity is the soul of wit."
3. Command instant understanding. Put bigger ideas in bigger type. Titles should be biggest of all, with subsidiary points correspondingly smaller.
4. Import charts, diagrams and graphs into transparencies via presentation-enhancement software. You'll make it easier for viewers to comprehend complex data, and provide more visual interest than "text-only" slides.
5. Use variations on traditional bullets for more impact in your lists. Try these ITC Zapf Dingbats® alternatives: □ * ▲ * *
② ③ ■ ▶ ▲



Have a creative blast!

Go on a type rampage - create astounding logotypes and mastheads, use columns to organize your page, explore the sculptural beauty of individual letterforms.

We've only just begun...to show you some of the ways you can create great documents with an HP LaserJet printer and the HP MasterType Library. Here's a preview of other great effects you can achieve. To be sure, many of them require advanced word processing or desktop publishing packages.

1. For advanced presentations, proposals and reports: add graphs...charts... diagrams...lines...boxes...shading.
2. For newsletters, flyers, manuals, catalogs: add columns...scanned photos...line drawings...then wrap your type around your visuals for a more dynamic and visually pleasing integration of text and graphics.
3. Command attention like never before: use big headline type for posters and advertisements—and creative combinations of typefaces and sizes to make a powerful impression in everything from menus to mastheads and more.
4. Or, for more attention: use special characters like those from ITC Zapf Dingbats to set your designs and newsletters apart from the crowd. ☺ ☜ → ☼
5. Have fun!!!

Bold, powerful typefaces capture attention - impressive charts and graphs keep it.



Index of type terms.

Once you understand the purpose of type, it's a good idea to learn the terms professionals use when discussing it.

A **typeface design** is a particular style or look to a set of letters, numbers and symbols. It can be a serif typeface design, like ITC Bookman,[®] or sans-serif, like ITC Avant Garde Gothic.[®] It can be straightforward, like Univers, or fancy, like Park Avenue.

A **font** is a set of letters, numbers and symbols—all of one typeface design—that are the same size, treatment (regular, bold, italic or bold italic), and orientation—either portrait (vertical) or landscape (horizontal).

A **symbol set** is the specific alphabetic, numeric, punctuation and special symbols contained in a font. Symbol sets may include useful business and math symbols, such as [®], ©, ™, £, ≈ and ∅.

To access the type you want, you can use the internal fonts resident within an HP LaserJet printer, or buy additional cartridge fonts or scalable typefaces. With fonts, you buy exactly the size and typeface design you need. With scalable typefaces, you buy the typeface design you need and easily produce your own font sizes in half-point increments, from a tiny 4 points to about 200 points (approximately 2-inch-high capital letters). To scale typefaces, you must use the Type Director™ font management program.

ITC Avant Garde Gothic

ITC Benguiat

ITC Bookman

CG Century Schoolbook

Futura II

Garamond

Antiqua

ITC Lubalin

Graph

Microstyle

Park Avenue

ITC Souvenir

CG Times

CG Triumvirate

Univers

HP offers plenty of typeface options – for every mood, every message. You can have a great time experimenting with different possibilities.

™ § ® ¶ © † @

{ ± ÷ ≤ ≈ ≠ √ }

Β Ω ° ∫ ∞ μ δ Δ

¿ É ç æ ø £ ¥ ¡

HP has symbol sets for legal, math and scientific applications, plus international correspondence, bar coding and more.

Just what *can* you do?

You can probably create every document in this guide with your PC and HP LaserJet printer. There's a good chance you can even use the same software you're using now.

How then, do you find out just what you can do? Start with your software instruction booklets. Chances are, your word processing or spreadsheet guides are full of helpful hints on making your documents more lively. If your software doesn't seem to have the capability you need, consider moving to a more advanced version or another program.

Or, consider investing in specialized programs like those for desktop publishing, spreadsheet enhancement or forms design. These bring even more power to your documents and HP LaserJet printer.

Then, check your PC hard disk, to make sure you've got enough memory to handle the requirements of disk-based typefaces. Font cartridges that you insert into the printer contain their own memory.

Finally, ask your HP dealer to help you determine the memory you need for your HP LaserJet printer, based on applications and amount of usage. To use large fonts, many fonts, or large-size graphics, you may need more printer memory. Your printer manual will also provide information to help you equip your system with the memory you need.



**United States:**

For the name of an HP dealer near you, call 1-800-752-0900 or an HP regional sales office listed below.

Hewlett-Packard Company
4 Choke Cherry Road
Rockville, MD 20850
(301) 670-4300

Hewlett-Packard Company
5201 Tollview Drive
Rolling Meadows, IL 60008
(312) 255-9800

Hewlett-Packard Company
5161 Lankershim Blvd.
North Hollywood, CA 91601
(818) 505-5600

Hewlett-Packard Company
2000 South Park Place
Atlanta, GA 30339
(404) 955-1500

Canada:

Hewlett-Packard, Ltd.
6877 Goreway Drive
Mississauga, Ontario L6V2M8
(416) 678-9430

Or write to:**United States:**

Hewlett-Packard Company
P.O. Box 10301
Palo Alto, CA 94303-0890

Europe/Middle East/Africa:

Hewlett-Packard Company
Central Mailing Dept.
P.O. Box 529
1180 AM Amstelveen
The Netherlands

For all other areas:

Hewlett-Packard Company
Intercontinental Headquarters
3495 Deer Creek Road
Palo Alto, CA 94304 U.S.A.

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