

Contract Consultants: Standard Specifications for NDOR brochures, flyers, news bulletins and related print materials.

◆ *Please run all materials through the NDOR Communication Division **prior** to printing or duplicating* ◆

Paper: Standard sizes - 8.5" x 11", 11" x 17", 11" x 14", 5.5" x 8.5", 4.25" x 5.50"
Standard color - white, 20 - 28 pound laser
Print single-sided or head-to-head

Ink Colors: Cyan, magenta, yellow, black
Green - Pantone 342, 347
Orange - Pantone 123, 021
Red - Pantone 185, 199
Blue - Reflex, Pantone 293, 300

Margins: Always use 1/2 inch to 1 inch margins. This insures printing to all printers.

Logos: See attachment, "Logo Style Guides."

Fonts: Arial and Helvetica
Beginning standard sizes -
10 - 11 pt for article body
12 - 18 pt for subheads
20 - 30 pt for headings

Folding: Letter fold, half-fold, or Z-fold

Photos/Artwork: Photos - high resolution tif, jpg or pdf files. Preferably 300 dpi.
Convert RGB photos to CMYK.
Artwork - Vector images - eps and ai files.

Naming Conventions for use in Print and Web Documents for meeting handouts and/or display on the NDOR web

In mentioning the name of a highway OR an agency ...

When first used in the document, spell out the entire name, followed by the abbreviation in parenthesis, as shown below.

- Nebraska Highway Link 62A (L-62A)
- U. S. Highway 385 (US-385)
- Nebraska Highway 2 (N-2)
- The Nebraska Department of Roads (NDOR)
- The Federal Highway Administration (FHWA)

After the first time it is used in a document, use only the abbreviation, as shown below.

IMPORTANT: The Hyphen must always be used as shown below.

- L-62A
- US-385
- N-2
- NDOR
- FHWA

Web Checklist

for Consultants creating documents for display on the NDOR Web

1. All Maps must have a North reference mark.
2. On Maps, if color overlays are used to indicate a proposed project, the overlays must have a Key/Legend somewhere on the map.
3. File sizes should be kept as small as possible (under 2M). This may mean that you need to revise a document that needs to be printed with a high-resolution before you send it to the web.

EXAMPLE: A document that is prepared for print for handout purposes, such as a Fact Sheet, may be large in size because of detailed graphics that need to show properly in a handout.

If you want that document on the web also, you may need to reduce the file size.

- One way to do this is to separate a multi-page document into single pages.
- Another way is to use the compression tool in Acrobat to shrink the file size.

Remember, posting a document that is over 2 M in size means that folks in some parts of the State may not be able to open it using their existing slower internet connections.

Too large = over 2M

Best sizes = UNDER 1M

4. If you have any questions please check with the NDOR Web Office before proceeding with the preparation of the document for the Web. 402.479.3662