

MN DEPT OF NATURAL RESOURCES

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- Publications manual.



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Publications Manual



Minnesota Department of Natural Resources
Division of Parks & Recreation

DEPARTMENT Natural Resources
Parks and Recreation

Office Memorandum

TO: St. Paul Staff
Regional Supervisors
Regional Naturalists
Park Managers
Park Naturalists

DATE: June 1, 1984

FROM: Bobbie Gallup *bobbie*
Visitor Services Coordinator

PHONE: (612) 296-8396

SUBJECT: Publications Manual

The long-awaited Publications Manual is finally here. It contains guidelines, standards and procedures for planning, development and production of publications for use by personnel of the Division of Parks and Recreation. It should answer many questions and provide a basis for both consistency and quality of publications.

A special word of appreciation goes to Regional Naturalist Bryce Anderson for all the initial concept development, to artists Mike Braun and Erin Carlin-Schauer for format illustrations and to Bill Chiat, Public Information Officer for copy development, editing and keylining.

Whenever a major publication such as this is issued, there is a tendency to view the work as final and complete--never to be changed or updated. Please consider this Publications Manual to be the initiation of an ongoing process. As you utilize this information, keep in mind that we need your input regarding its function and ways to improve it.

As the process evolves or as standards change, as indeed they must to remain current, you will be issued supplemental copy or amended pages which will replace ones being presently issued.

Your questions, comments and concerns in this regard are sincerely solicited.

We have already received requests for copies of this information from other DNR Divisions and many other agencies. We have printed a few additional copies for distribution to other states and selected other agencies. If you receive a request for this information which you feel would be a valuable exchange--please forward that request to me.

Thank you for your extreme patience in awaiting this manual. We hope you will agree that the material was worth waiting for!

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2106G

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PUBLICATIONS MANUAL

**Division of Parks and Recreation
Visitor Services**

Minnesota Department of Natural Resources

PUBLICATIONS MANUAL

Division of Parks and Recreation
Visitor Services

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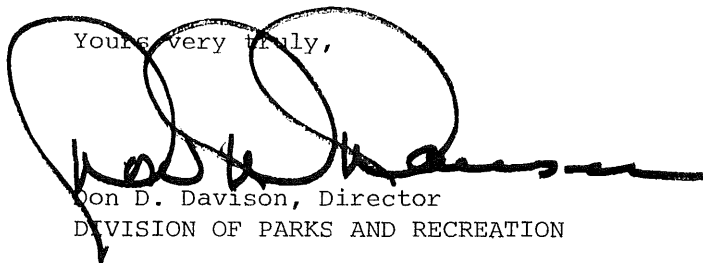
DNR INFORMATION
(612) 296-6157

DIVISION OF PARKS AND RECREATION

From time to time most Division of Parks and Recreation employees, whether supervisors, managers, interpreters, or central office staff, become aware of the need to produce a pamphlet or brochure to publicize particular guidelines or important information. This Publications Handbook has been designed to facilitate the timely, effective, and efficient development of Division publications.

It is important that information be presented in a consistent format for clarity and recognition and to ensure that brochures promote a positive image of the Division and the DNR. With the assistance of this manual, material that is essential or helpful for the public to know can be more readily made available.

Yours very truly,



Don D. Davison, Director
DIVISION OF PARKS AND RECREATION

This handbook establishes guidelines and standards for state park publications. In order to assist employees involved in printing projects, the handbook also provides helpful and time-saving format, layout and procedure information. It is designed to be a manual as well as a workbook. Space is provided in the CATEGORY DETAILS/WORKSHEETS section for compiling notes on past printing projects, paper types, examples, etc.

It is not intended that all new state park publications conform to these guidelines. There may be special situations where it is desirable to produce a booklet or brochure with a unique appearance or format not contained in this handbook, however, the majority of publications can fit within these guidelines and will eventually produce recognizable families of state park publications.

In general, this handbook establishes ten categories of publications and describes ten standard formats. Each of the ten publication categories is assigned one or more standard formats to be used. The GUIDELINES CHART will provide an overview. A separate page for each of the ten publication categories can be found in the Categories Section of this manual. These CATEGORY DETAILS/WORKSHEETS provide more details on paper selections, distribution, color/ink and other guidelines as well as providing notation space.

In PRINTING PROCEDURES, the last section in the handbook, methods for getting your materials in print are described.

DEFINITIONS

Terms have been defined in a manner most helpful for state parks printing projects. (Refer to Pocket Pal published by the International Paper Company or the Chicago Manual of Style published by University of Chicago Press.)

Booklet - contains eight or more pages which are saddle-stitched together.

Camera ready - material that can be printed as is, or that has already been typeset, keylined and ready for the camera.

Copyfitting - the process of determining the type size and style for a given space.

Corner stitch - stapling a number of pages together through the upper left hand corner.

Crop Marks - lines which define the size of a page, the copy or an illustration. They are either done with a non-reproducing pencil or occur outside the border of the finished product.

Cropping - defining the limits of a photograph or illustration with "cropmarks".

Finish - applied to papers in manufacturing to give texture or look of texture to a paper.

Grid - a framework of lines of type and illustrations to assist in the layout.

Halftone - the means by which continuous tone photographs or shaded artwork is reproduced. The halftone is a dot pattern which with the variation in the size of each dot creates varying shades of gray.

Justified copy - copy which is aligned to the left, right or both margins.

Keyline - arranging type, graphics, and titles. The keyline becomes the camera ready copy.

Layout - the initial sketch of the arrangement of a page of printed material.

Leading - the space between lines of copy. Leading is measured in points. (pronounced like the metal)

Line art - artwork that is suitable for printing without a halftone.

Negative - a negative is sometimes made from the keyline or camera ready material. A plate for printing is then made from the negative. In many cases, however, a paper plate is made directly from the keyline. No negative is produced.

Pica - a printer's unit of measure. A pica is 1/6 of an inch. There are 12 points to a pica.

Points - a printer's unit of measure. 12 points equal one pica. There are 72 points to an inch.

Rule of pagination - page numbers can be located top or bottom, centered or flush right. Odd numbers always should be on the right page, even numbers on the left page.

Saddle-stitched - a binding method by means of stapling through the spine of any number of pages.

Self-cover - a booklet or folder which uses the same paper stock for its cover which is used on the text pages.

Self-mailing - a booklet or folder which can be addressed and mailed without an envelope.

Side stitched - a binding methods by means of stapling 1/4" from the backbone of a number of pages.

Typeset - written material prepared in correct size, style and margins by a typographer.

CHECKLIST FOR PUBLICATION PLANNING

1. What is the title/description of the proposed publication?
2. Who will be the audience of the publication?
3. What impact or effect do you want this publication to have on the audience? What action do you want people to take as a result of seeing/reading it?
4. What format will the publication be? (folder, poster, booklet, newsprint, pocket card)
5. What elements will be included other than the text? (Photos, charts, artwork, graphics, etc.) Will they need to be screened in a half-tone?
6. Is the information to be contained in this publication now distributed in some other way?
7. How will the publication be distributed? (mail, hand, box, posted)
8. How many copies will be printed?
9. What is the anticipated life span of the publication?
10. Is there any dated copy or artwork (photos) in the publication?
11. What is the proposed budget?
12. What is the timeline for publication production? (i.e. when do you need it, are there any additional deadlines for submission of paperwork?)

Steps for Publication Design

1. Determine what the final product is intended to do. Review publication planning checklist. Identify resources and constraints for design and production of the publication.
2. Gather examples of publications that are similar to the one being designed. Determine successful and unsuccessful aspects in the examples. What ideas work: what was the reaction after reading the publication. Identify positive aspects to be included in your publication (photos, layout, paper color, type style, artwork, headline use, etc.)

3. Draw several thumbnail sketches--miniature sketches of possible layout of publication. Draw out a number of quick, dirty, unlabored, outrageous, crazy ideas.
4. Narrow down and eliminate impractical or uninteresting thumbnails or parts. Synthesize and combine good ideas.
5. Develop a few ideas to size or scale. The mock-up should be clear and clean. Type style/size, illustrations and copy should be identified.
6. Narrow down options to selection of final direction. Every detail should be clearly defined.
7. Prepare final paste-up with copy, illustrations, etc. Give printer clear and complete directions. Request a printer's proof.

DESIGN AND LAYOUT

A few simple techniques of publication design and layout can greatly enhance the quality of your material.

PRINCIPLES OF DESIGN

1. BALANCE

On the printed page, big items appear to "weigh" more than heavily on a page than small items, dark items appear to weigh more than light, and colored items weigh more than gray.

Formal publications such as wedding invitations, generally have all components centered and in perfect balance. This tends to be monotonous, especially in light of the more informal publications the DNR produces. Interest can be added and balance maintained by varying the placement of copy, graphics and white spaces. The various weights of these elements should be considered so the page maintains its balance (e.g. a dark graphic in one corner of the page should be offset by a similar weight of copy in another corner). An unbalanced page tends to make the reader feel uneasy.

2. PROPORTION

The size relationships of the materials on each page help your publication fit and harmonize together. A tall, thin page, for example, should incorporate long, narrow elements.

Americans are comfortable with a 3 to 4 ratio in visual elements they use. A TV screen, for example, is on a ratio of 4 to 3. A sheet of 8 1/2 x 11 paper is also on a ratio of 3 to 4. Utilizing a 3 to 4 or 3 to 5 ratio in the design of elements in your publication will add interest.

3. CONTRAST

Be bold - make some elements on the page larger or highlighted so they stand out. Techniques include larger or bolder print, shading, italics, etc. Give emphasis to one element over another--avoid sameness and blandness.

4. HARMONY

All elements of your publication--topic, type, titles, artwork, graphics, should harmonize and reflect the image you are trying to portray. A brochure on wildflowers, for example, might best be done with a light type style, few bold headings, and simple line drawings with a bit of a flowery finesse to them.

One type style should dominate. You can vary the size, boldness and italics within that type style family, but avoid incorporating more than three variations of typefaces.

5. UNITY

Your publication should have a sense of unity throughout; each page or panel should graphically relate to the others. Unity can be achieved with the use of consistent type styles, heading, graphics and borders throughout the publication. In this Manual, a consistent banner has been used on each page. In addition, the same type has been used for all text, and headings have utilized a similar typeface throughout.

The use of white space can also add unity to your publication. Group elements together on a page and push the white spaces to the outside edges. When large amounts of white space seep into the center, there is an explosion, sending the elements off in all directions. Consider white spaces in the balance and harmony of the page.

6. COLOR

The use of color can add much interest to your publication and set a mood. While a major four-color production may not be practical, try using colored paper and/or colored ink. In most cases, the prices are not much more than white paper and black ink.

In selecting color, consider the image you wish to portray, the elements of your publication and the impact on the reader. Warm colors, such as reds and oranges, are aggressive and attract attention, but are difficult to read for long periods. Cool colors, such as greens and blues, are recessive and relaxing. If you have photographs in your publications, use dark inks (black, brown, blue--avoid green) on light paper. Earth tone papers (tan, light rust, yellow) often create an informal atmosphere.

7. SIMPLICITY

Use only these elements necessary to present the information clearly. If you can make the page interesting and attractive, all the better. But avoid clutter and crowding. People simply will not read a crowded or packed page. Eliminate unnecessary verbage, graphics or go to a larger publication. Many of the graphic devices (decorative typefaces, wrap arounds, borders, non-traditional spacing or margins, illustrations) make copy less readable. Show restraint.

SOME DESIGN TECHNIQUES TO AVOID

Generally, you can go with almost any design that looks attractive and with which you feel comfortable. Some design techniques are faddish or become cliches, and they should be avoided. These include:

- All lower case letters. The proper use of capital letters is important. Avoid using lower case letters to begin proper names, sentences, etc.
- Tilts. Running pictures or type at an angle may attract attention, but at the cost of reader irritation, run material straight, not diagonally.
- Vertical typography. Use sparingly if at all. If you do run vertically, regard it more as a decorative element. Use familiar, easily recognizable words. Use only one or two words together at one time. Print them large, and avoid all capital letters.
- Boxes. Widely used, but the danger lies in over-using them. An occasional box, (plain or shaded) is valuable--especially on a large page--but stay with one, not several.
- Perpendicular panels. Avoid running some panels of your publication perpendicular to others. This is sometimes necessary when a mailing label panel runs one way and the remaining copy another. When panels are run perpendicular, it causes reader inconvenience and loses attention.

LAYOUT

Combining your message, the elements of design, and the publication format, you form the layout of what will be printed. This step is your opportunity to manipulate the overall design of the publication and decide how to fill the space effectively.

Text

The text consists of the bulk of the written material you are presenting in a publication. Text may be either typewritten or composed (typeset). Typewritten text is cheaper and faster. It can be easily changed, and done "in-house". If you will be printing typewritten text, use a carbon ribbon and a clean typewriter head or a word processor. Use the smallest type (elite) and type on plain white paper (avoid bond or erasable). If possible, use a correctable typewriter. Avoid typing over correcting fluid, as this often darkens or distorts the words. Composed or typeset text is more readable, attractive and takes up less space. While not very expensive, it does take time, and corrections are more difficult to make. The body of the text should be set in a 8 to 12 point size, depending on typeface. Generally 10 point is recommended.

When laying out text, keep lines from 2 to 6 1/2 inches long. A line length of 50 to 70 characters is less tiring to the eye and easier to read. Limit sentence length to 15 or 20 words. Use highlighting techniques in copy (boldface, italics, underlining)--but sparingly.

Select margins to suit your publication. JUSTIFIED MARGINS (both sides of text column are even) are often used for balance effect in formal publications, or in cases where the amount of copy is light and there are lots of white spaces, or in cases of heavy copy with lots of graphics. A RAGGED RIGHT MARGIN (right side of text uneven) is used with informal publications or in the cases of few graphics, wide column and/or typewritten text. Ragged right margins look more relaxed and contemporary, save money and are more readable.

When setting text, avoid sentences of all capital letters or extended italics; these take longer and are more difficult to read.

Heads

The heading lines on the cover and throughout the publication serve as the reader's first impression of the material and its contents. Composed heads (kroy machine, rub on letters, etc.) provide a quick and inexpensive way to make your material more appealing and professional in appearance. Make the heads large and bold; a 12 to 20 point size is ideal. Choose typefaces which are attractive, eyecatching, harmonious and match the style and message of the publication. Most importantly, select a typeface that is readable. It is best to choose one major typeface per publication and use variations of that typeface (boldness, size, outline, italics). Select one minor typeface for subheading and superheads.

Graphics

Art work and illustrations should be planned into your publication, rather than fit into remaining space. Select graphics which relate and add to the content or topic. Two types of artwork can be used:

- a. Continuous-tone artworks. This includes material that has shades beyond black and white (e.g., gray) such as pencil sketches, pastels, charcoal and photographs. The printing process cannot "see" gray, so in order to use this artwork, a half-tone screens must be made by a printer. This can get expensive, especially if a number of artwork pieces need to have half-tones made.
- b. Line art. This includes artwork which contains values of black and white (no gray), such as pen and ink, wood cuts, high-contrast photos or clip art. No special preparation is needed. These may be rubber cemented right onto the layout.

There are a number of sources of free or inexpensive art available to you. Dover Publications (180 Varick St., NY, NY, 10014) has a number of volumes of old line drawings and decorative material available. These are not copyrighted. Most of Dover's books are available in the art section of any large book or graphics store. Most of the rub-on lettering catalogs feature several pages of decorative material and graphics that can be used in publications. Other sources include books no longer copyrighted and student or volunteer work.

Pictures (photos, drawings, etc.) have the capacity to convey emotion more quickly than words. If you want an emotional impact, use pictures in lieu of words. Run your pictures at varying sizes. Make a value judgement, and run the most important one largest, the useful ones smaller and the least useful very small or not at all.

Always run photos larger than you think they should be run. A picture frequently serves as an "attention getter". Related photographs, like related words, should be run close together--not scattered throughout. A group of photos can be tied together by close placement or a common border, or both. Common sense is your best guide to graphic placement. A soaring hawk, for example, should fly at the top of a page; a building should be placed firmly at the bottom. For a sequence of pictures, a horizontal flow is better than a vertical flow, since we are accustomed to reading across the page.

The Grid

The grid serves as a super structure or guide for laying out a page. It holds the elements on the page together and provides harmony and continuity throughout the publication. The grid provides a format for placing the text and graphics on the page. Pages that appear cluttered or in disarray are usually those that have been laid out in a random fashion without the use of a grid.

A grid can consist of a few large rectangles, such as dividing the page or panel into quarters or of many rectangles such as dividing the space into sixteenths. The pattern of the grid you use will be determined by the function of the content. Each grid is custom-designed for a specific project. As you can see in the examples, grids can take on an almost unlimited variation in form. The margin and column size can be varied to accomodate complex graphs and text. You can purchase layout pads which have pre-printed grids, or design your own with a blue (non-reproducing) pencil. Your grid design will ensure consistency, harmony, unity and balance throughout the publication. See examples in this manual.

Decisions regarding margins, column widths areas for graphics and white or blank spaces need to be incorporated in the design of your grid, and the layout of the publication. White space surrounds and defines your copy. It rests the eye and attracts and directs the reader. Space will draw elements together and break them up. Objects relate to elements that are closest. Avoid having elements that appear to be "floating"--ones that do not seem to relate to their intended subject.

Use the grid to help plan white spaces. Bunch white space when possible. Aim for at least 25% of publication to be white. For margins, traditionally the white space is proportionally greatest on the bottom, sides next, top next with the least amount of white space between columns. Experiment to see what looks best for your particular publication.

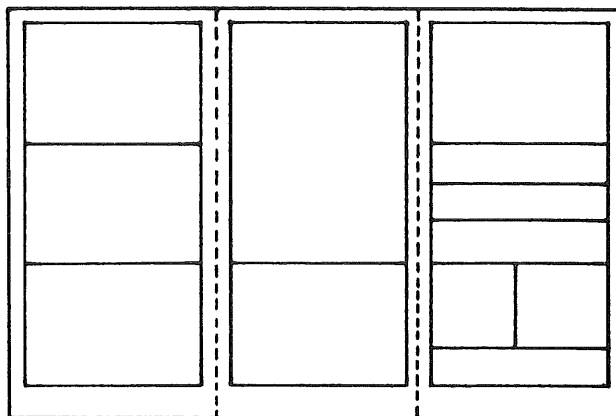
GRIDS FOR BROCHURES

This is a typical grid for a three panel brochure. Note that the left two panels are slightly wider than the third panel, to allow it to fold easily inside.

In a good grid system, each column or panel is divided into equal units or sections.

Multiples or consistent fractions of these units may be used as needed.

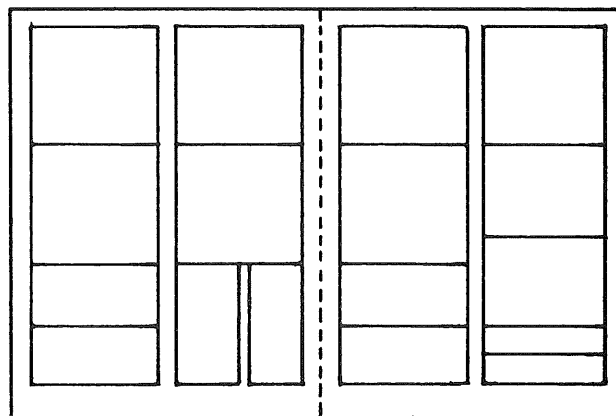
Columns need not be this wide, but should not be less than 13 picas.



Grids can be subdivided for specific needs. The narrower blocks might accommodate small illustrations, logos, etc.

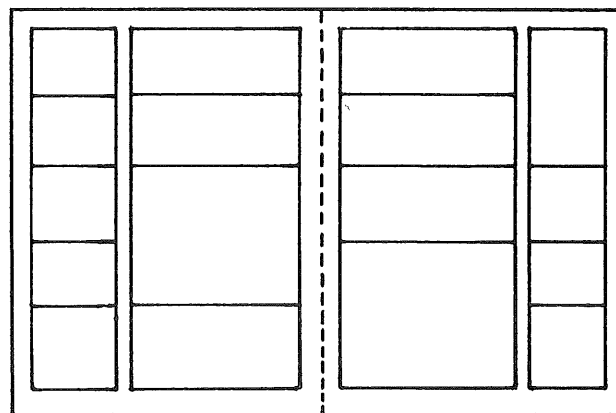
Never have ten point type set any narrower than 13 picas, nor any wider than 22 picas for ease of reading.

Hint: If you have insufficient copy, make the bottom margins larger.



This asymmetrical grid would be useful when including small photos or art in the outer units.

However, not every outer unit need be filled.



MEASURING AND COPYFITTING

If you will be sending your publication to a professional printer, the following information will be valuable for layout and copy preparation.

Measurements

The point and the pica are the two units of measure used by printers. Type size is measured in points. The pica is used to express overall width or depth as well as the length of a line.

POINT

Points are always used to specify the size of the type. Type faces are made in sizes from 4 to 144 points, but are generally used in 6 to 72 points.

PICA

The pica is used for linear measurements of type. There are 12 points to a pica, or 6 picas to an inch. The length of a line is specified in picas, as well as the depth of a type area. For example, a given block of copy is said to be set 20 picas wide by 36 picas deep.

Copyfitting

If the copy is to be typeset, you will want to know how much area the finished copy will fill. Copyfitting refers to the amount of manuscript that can be fit into a given area of a printed piece for a specified size and style of type.

When copy must be fitted into a given area, there are two basic steps to be taken: 1) the copy must be accurately measured; and 2) that measure must be applied to a specific size of a specific typeface.

Steps to Copyfitting

1. Make sure copy is typewritten and double-spaced.
2. When copy is typed, count the number of characters and spaces line for line, on a paragraph basis. Use a ruler calibrated in inches to do this. Standard pica typewriters (12 point) have 10 characters to the inch, while the more common elite (10 point) have 12 characters to the inch. (This process may be estimated by counting the number of characters and spaces in the average line. Multiply this average by the number of lines in the paragraph for total characters.)
3. Identify the type style and the length of line you wish to use. Then use a copyfitting table to calculate the type size that will best fit into the space available. Copyfitting tables are available from most printers.
4. Use the table to calculate the number of characters in a desired size and pica measure of a given typeface. By dividing this number into the total number of characters in the copy, paragraph by paragraph, you may determine the total number of lines the copy will make.

For example, if we know that a 20 pica line of 10-point Helvetica Regular has 48 characters, and that the original copy contains 562 characters in one paragraph, by dividing 562 by 48, we get 11+ or 12 lines of type for that paragraph.

5. To determine how much vertical space you will need, look at samples from the printer, or calculate it yourself based on the number of lines of type that will be used.

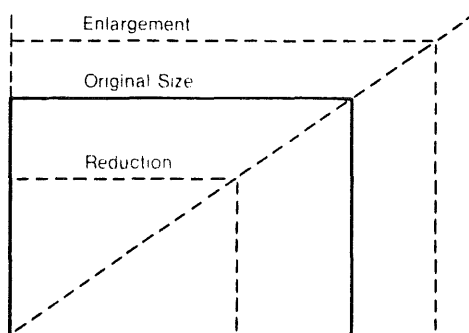
Scaling and Cropping

A variety of drawings, illustrations and photos may be used in your publication. To fit into the layout, some may need to be reduced or enlarged in size, which requires scaling and cropping. Scaling deals with changing the size of the original without changing the ratio of the dimensions.

Two methods may be used to scale artwork:

1. Diagonal Line. Place a piece of tracing paper over the artwork and draw a rectangle around it. Draw a diagonal line from lower left to upper right (see example). Determine the width you want the artwork to fill. Measure the new width along the bottom line. At this point, draw a vertical line until it intersects the diagonal. This point will give you the new height.

DIAGONAL LINE METHOD OF SCALING



2. Proportional Scale. A device used by printers to determine the percentage figure for reduction or enlargement.

Often the space for a photo or artwork is not proportional to the original image. In this case, scaling will not work, and you must crop the artwork or photo. Cropping is a term meaning to eliminate certain portions from a photograph using "cropmarks".

1. Decide what the most important part of the image is. Cut a window from a sheet of paper that is in proportion to the new shape and move it around until you find the most significant section of the image.
2. Mount the photo and indicate to the printer where you wish the photo to be cropped. Do not draw directly on the image or cut the photo. Simply mark around the outside of the photo where it should be cut or place an acetate or clear cover over the photo with cropmarks indicated on it.

RESOURCES

Campbell, Alastair, The Graphic Designers Handbook. Philadelphia: Running Press, 1983.

A one volume reference for designers at any level of experience. Packed with practical information, this book explains every aspect of design, from basic principles through final production.

Gray, Bill. Studio Tips for Artists and Graphic Designers and More Studio Tips for Artists and Graphic Designers, New York: Van Nostrand Reinhold Co., 1978.

These books offer hundreds of helpful, practical hints for saving time and money, solving design problems, and simplifying boardword procedures. Suggestions are rendered graphically in handwritten text and easy-to-follow drawings.

Hurlburt, Allen. Publication Design, New York: Van Nostrand Reinhold, 1971, 138 pp.

Distillate of the wisdom of an important and influential magazine designer in unpretentious language bearing out the unpretentious subtitle: "A guide to page layout, typography, format and style".

Hurlburt, Allen. Layout: the design of the printed page. New York: Watson-Guptill Publications, 1977.

Gives the history of design. Discusses a variety of design issues such as symmetry, contrast, dimension, grids, typography, illustration. Useful for an overview of design.

Hurlburt, Allen. The Grid. New York: Van Nostrand Reinhold Company, 1978.

A lot of valuable layout information. Many examples from the architectural field. Author's definition of brochure leans more towards elaborate booklet than a simple 8 1/2 x 11 inch three-fold piece of paper.

Letraset Reference Manual. Letraset USA, Inc., 40 Eisenhower Drive, Parimos, NJ 07652, 1981.

A handy reference book for art and graphics material. Includes a valuable techniques section with step-by-step illustrations of using various art materials.

Pocket Pal, 1979. International Paper Company, 220 East 42 Street, New York, NY 10017.

An excellent "hands-on" manual for preparing a publication for printing. Presents in an understandable form everything from paper selection to half tones, and layout to binding.

MATERIALS

Non-repro blue pencil
Clear straight edge
Pica rule
Gum eraser
Rubber cement
Cement eraser
Exacto knife
T-square
Board
Compass
Assorted sizes of letters, borders, symbols, graphics, etc.
Burnisher
India ink
Pen
Templates
White out (for ink)
Transparent tape
Graph or grid paper
Scissors

PUBLICATION CATEGORIES

	<u>CATEGORY DESCRIPTION</u>
A. PARK AND RECREATION GUIDES	Facilities information
B. OPPORTUNITY BROCHURES	Brochures which call attention to park resources and opportunities. These brochures are usually intended for distribution outside, as well as, inside parks, e.g. <u>Interpretive Internships; Opportunities for Organized Groups; The Interpreter.</u>
C. STATE PARK MAPS	Park Maps on one side, facilities information and interpretive text on back.
D. THEME BOOKLETS	Most extensive interpretive booklets. 24+ pages. Have colored covers and higher grade text paper.
E. FEATURE BROCHURES	Interpretation of a park feature or resource subject. May also deal with facilities or recreational features. e.g. <u>Itasca's Big Pines; Whitewater for the Fisherman.</u>
F. TRAIL GUIDES	Provides feature or subject interpretation along a specific trail. Includes self-guiding booklets and folders as well as general trail guide folders.
G. PROGRAM SCHEDULES/ANNOUNCEMENTS	For advertising park interpretive programs and special events. Three types: weekly, monthly, special.
H. ACTIVITY SUPPLEMENTS	Used for handouts during programs or miscellaneous special info/activities for park users.
I. REFERENCE INFORMATION/CHECKLISTS	Used for recording observations, listing of resources or features. Includes only brief interpretation, if any.
J. MANUALS/HANDBOOKS	Maintenance, publications, etc.

FORMAT DESCRIPTIONS

For diagrams, see Format Section

<u>LARGE BOOKLET</u>	9"x12" once folded to 9"x6"; staple bound, saddle-stitched; with cover; minimum 24 pages
<u>STANDARD BOOKLET</u>	8 1/2"x11" once folded to 8 1/2"x5 1/2"; staple bound, saddle-stitched; 8-20 page self-cover; 24-52 pages with cover
<u>POCKET BOOKLET</u>	8 1/2"x8" once folded to 8 1/2"x4" staple bound, saddle-stitched; 8-20 pages; self cover; 24+ pages with cover
<u>STANDARD FOLDER</u>	Finished size for all variations is 8 1/2"x3 2/3" 6-Panel--8 1/2"x11" two folds to 8 1/2"x3 2/3" 8-Panel--8 1/2"x14 2/3" three folds to 8 1/2"x3 2/3" 10-Panel--8 1/2"x18 1/3" four folds to 8 1/2"x3 2/3" 12-Panel--8 1/2"x22" five folds to 8 1/2"x3 2/3" 24-Panel--17"x22" five folds to 8 1/2"x3 2/3"
<u>POCKET FOLDER</u>	11"x17" five folds to 5 1/2"x3 2/5"; no binding; self-cover
<u>NEWSPRINT</u>	4 PAGE - one sheet; 22 3/4"x15" two folds to 11 3/8"x7 1/2" 6 PAGE - one sheet; 4 page with 11 3/8"x15" insert 8 PAGE - two sheets; 22 3/4"x15" two folds to 11 3/8"x7 1/2" no binding; self-cover
<u>POCKET CARD</u>	4 PANEL - 7"x7" once folded to 7"x3 1/2" 6 PANEL - 7"x10 1/2" two folds to 7"x3 1/2"
<u>FLYER</u>	8 1/2"x11"; unfolded; printed one or two sides
<u>POSTER</u>	11"x14" unfolded; printed one side 14"x17" unfolded; printed one side 17"x22" unfolded; printed one side
<u>3-RING BINDER</u>	8 1/2"x11"; unfolded; 3-hole punched; binder cover

PAPER AND FINISHES

PAPERS

There are many types of paper. The types we would most commonly use are:

Bond
Offset
Index
Newsprint
Cover
Text

Bond paper is one of the least expensive types (other than newsprint) and is commonly used for printing on one side only and when only 8 1/2" x 11" size is needed. Offset paper would be used for the majority of our brochures and booklets. Index (or equivalent) is used when a card stock type paper is needed as with checklists. Cover paper is used when a heavier material is needed for booklet covers. Text paper is more expensive and used as an alternative to offset when a quality appearance in a booklet is desirable.

It should be noted that paper weights are not interchangeable among paper types. Weight categories for each of the paper types are determined by the weight of a ream (500 sheets), however, each type has different size sheets. In other words, a 60# offset has no resemblance to a 60# index or a 60# cover stock.

FINISHES

Finishes give texture or lack of texture to papers. Many types of finishes are available. If you just want a regular paper appearance, it's called standard or regular finish. If you want a shiny appearance, ask for enamel or coated finish. If you want a smooth finish, a vellum is one of several smooth finishes. For textured appearances, take your pick! There are many such as matte, pebble, leatherette and many more. The best way to select a finish is to ask a printer for a suggested finish which will give the appearance you want.

GUIDELINES CHART

PUBLICATION CATEGORY	FORMATS (finished sizes in parenthesis)	PAPER SUGGESTIONS
A. Parks and Recreation Guides	STANDARD BOOKLET (8 1/2 x 5 1/2) FLYER (8 1/2 x 11)	booklet-60# offset flyer-70# offset with textured finish
B. Opportunity Brochures	STANDARD FOLDER (8 1/2 x 3 2/3) LARGE FOLDER (8 1/2 x 4 2/3) NEWSPRINT (11 3/8x7 1/2)	70# offset 30# newsprint
C. State Park Maps	POCKET FOLDER (5 1/2 x 3 2/5)	70# offset
D. Theme Booklets	LARGE BOOKLET (9 x 6)	cover-cover stock inside pages-text wt.
E. Feature Brochures	STANDARD FOLDER (8 1/2 x 3 2/3) 6, 8, 10 or 12 PANEL	70# colored offset with a smooth finish
F. Trail Guides	STANDARD FOLDER (8 1/2 x 3 2/3) 6, 8, 10 or 12 PANEL POCKET BOOKLET (8 1/2 x 4)	folder-70# colored offset with a smooth finish booklet-60# offset with a smooth finish
G. Program Schedules/ Announcements	FLYER (8 1/2 x 11) STANDARD FOLDER (8 1/2 x 3 2/3) LARGE FOLDER (8 1/2 x 4 2/3) POSTER (11 x 14, 14 x 17, 17 x 22)	various
H. Activity Supplements	FLYER (8 1/2 x 11)	20# colored bond
I. Reference Information/Checklists	POCKET CARD (7 x 3 1/2)	90# index or 67# Bristol 60# offset 20# bond
J. Manuals/Handbooks	3-RING BINDER (8 1/2 x 11)	20# bond or 60# offset regular

A. PARK & RECREATION GUIDES

CATEGORY DESCRIPTION: Facilities information. Guides include facilities and services of the Division of Parks and Recreation.

FORMATS: STANDARD BOOKLET
FLYERS - single sheet, 8 1/2" x 11" 2 sides printed

PAPER TYPES: 60# offset for guides - STANDARD BOOKLET format
70# offset with felt or other textured finish for FLYER

DISTRIBUTION: STANDARD BOOKLET guides-free, available upon request
FLYERS - free, distributed at all opportunities

OTHER GUIDELINES: Self-cover for STANDARD BOOKLET format
Self-mailing for STANDARD BOOKLET format

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

B. OPPORTUNITY BROCHURES

CATEGORY DESCRIPTION: Brochures which call attention to park resources and opportunities. These brochures are usually for distribution outside as well as inside state parks.

FORMATS: STANDARD FOLDER - 6, 8, 10, 12, or 24 panel
LARGE FOLDER -
NEWSPRINT - 4, 6, or 8 page

PAPER TYPES: 70# offset white enamel finish for brochures using color pictures
70# colored offset with standard finish for brochures without colored pictures
30# newsprint for NEWSPRINT format

DISTRIBUTION: Free-pickup in parks, offices and other appropriate outlets

OTHER GUIDELINES: Self-mailing desirable in many cases

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

C. STATE PARK MAPS

CATEGORY DESCRIPTION: Park map on one side. Facilities information and interpretive text on back.

FORMATS: POCKET FOLDER

PAPER TYPES: 70# offset with standard finish

DISTRIBUTION: Free by request. Pickup at parks or mailed from offices

OTHER GUIDELINES: Color

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

D. **THEME BOOKLETS**

CATEGORY DESCRIPTION: Most extensive interpretive booklets--24+ pages. These booklets must be sold to recover costs. They usually have colored covers and higher grade paper.

FORMATS: LARGE BOOKLET

PAPER TYPES: Many types can be used. Must have cover. No self-covers. Use the heavier cover stock and text weight for inside pages. Textured medium weight paper for inside pages, with a colored cover stock is one good paper selection.

DISTRIBUTION: Sold to recover costs through park offices, Interpretive Centers, gift shops or retail stores.

OTHER GUIDELINES: Can be self-mailing, but with colored cover, artwork front and back may be more appealing.

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

Tower Soudan booklet (State Park Heritage Series #1)	90# cover, coated one side; inside pages-offset with pin seal finish
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E. FEATURE BROCHURES

CATEGORY DESCRIPTION: A feature or subject description of a park's resource. May also deal with facilities or recreation features

FORMATS: STANDARD FOLDER - 6, 8, 10 or 12 panel

PAPER TYPES: 70# colored offset with a smooth finish (vellum finish is good)

DISTRIBUTION: Free-pick up in parks

OTHER GUIDELINES: Back should use logo format for folders without self-mailer. "For additional information" can be included above logo when appropriate.

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

F. TRAIL GUIDES

CATEGORY DESCRIPTION: Provides feature or subject descriptions as is done with Feature Brochure except relates to a specific trail. Includes self-guiding booklets and folders as well as general folders pointing out features to observe along a specific trail

FORMATS: POCKET BOOKLET
STANDARD FOLDER - 6, 8, 10 and 12 panel

PAPER TYPES: Booklets - 24-52 pages - use cover stock & text wt. with textured finish
Booklets - 8-20 pages - use self-cover, 60# offset with standard finish
For folder trail guides - use 70# colored offset with standard finish

DISTRIBUTION: Free or sold
24-50 page booklets with cover stock should be sold
8-20 page booklets, self-cover, and folders can be free, or if distributed at trail head, coin box for donation to cover costs (free to use, 25¢ to keep)
Folders are free

OTHER GUIDELINES: Can be self-mailing. Even though trail guides are meant to be used along a trail, many people enjoy using them as reference. Mailing a trail guide to people requesting information is a good way to interest them in visiting the park

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

Dr. Robert's Trail Guide - 90# embossed leatherette cover
60# offset standard finish inside pages 24 pages

G. PROGRAM SCHEDULES & ANNOUNCEMENTS

CATEGORY DESCRIPTION: For advertising park interpretive programs. Three types: weekly, monthly and special events (events, workshop, or special program)

FORMATS:
FLYER: for weekly schedules
STANDARD FOLDER: for monthly schedules
LARGE FOLDER: for special events, programs
POSTER: for advertising

PAPER TYPES:
FLYER: 20# colored bond, or 60# colored offset with a texture type finish
LARGE FOLDER: 80# colored offset with a texture type finish
POSTER: 80# or 100# offset
for card type material use 67# Bristol

DISTRIBUTION: Free-pick up in parks, offices and tourist outlets

OTHER GUIDELINES: Self-mailing for monthly and special. Standard park heading desirable for weekly schedules

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

H. PROGRAM OR INFORMATIONAL SUPPLEMENTS

CATEGORY DESCRIPTION: Printed material used as handouts in parks or during programs

FORMATS: FLYER - one or two sides printed

PAPER TYPES: 20# colored bond
60# colored offset with a standard finish

DISTRIBUTION: Free, or may charge for packets of material used in workshops, extensive programs, etc.

OTHER GUIDELINES: Staple bound in corner

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

I. REFERENCE INFORMATION & CHECKLISTS

CATEGORY DESCRIPTION: Brochures primarily for checkoff of sightings or listings of species with only brief interpretation if any. Also for reference information such as campground reservation parks and phone numbers

FORMATS: POCKET CARD 4 or 6 panel

PAPER TYPES: 90# Index or 67# Bristol
20# bond instant print for use at programs, workshops
60# colored offset for reference information

DISTRIBUTION: Sold or available at donation box for printed, 90#
Index checklists
Free for instant print bond paper checklists
Free for reference information

OTHER GUIDELINES:

EXAMPLES & NOTES

(Number printed, Costs, Dates, Paper types, etc.)

J. MANUALS & HANDBOOKS

CATEGORY DESCRIPTION: Maintenance, Development, Enforcement,
Publications, Interpretive Training, etc. for inhouse use.

FORMATS: 3-ring binder

PAPER TYPES: 20# bond or 60# offset regular

DISTRIBUTION: To appropriate employees and offices

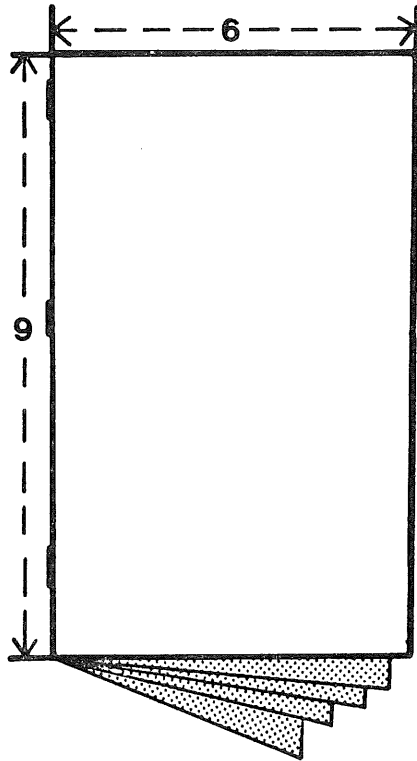
OTHER GUIDELINES:

EXAMPLES & NOTES

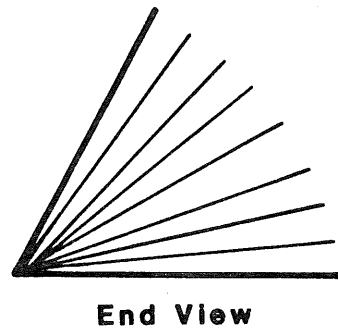
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Format

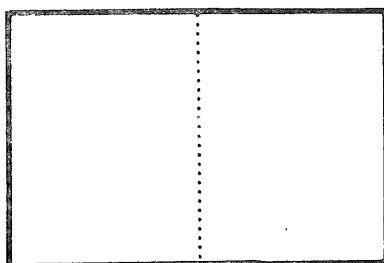
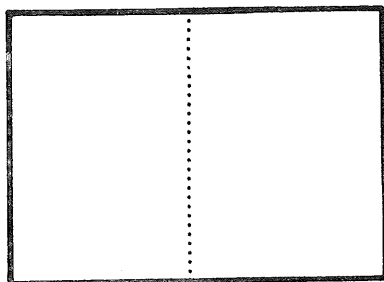
FORMAT - LARGE BOOKLET



9" x 12" folded to 9" x 6"



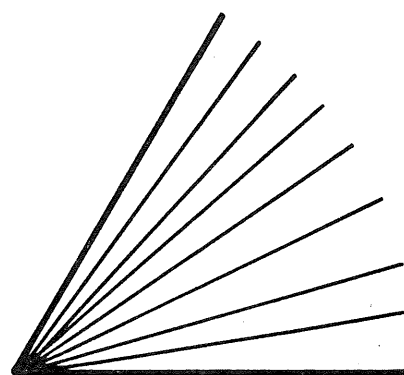
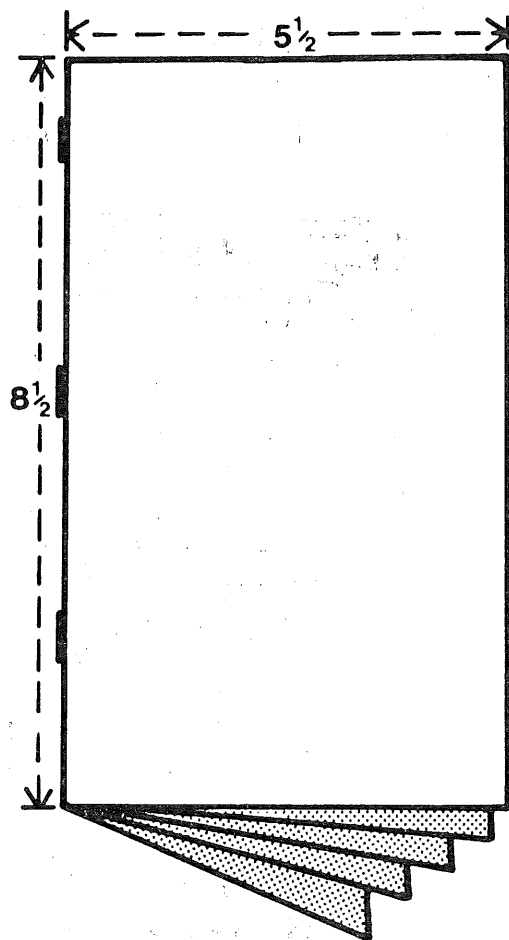
Layout Diagram



Number of Pages Variable

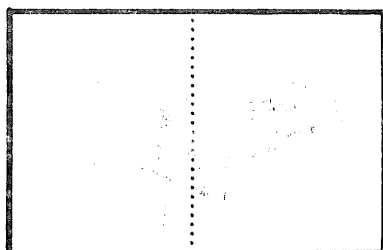
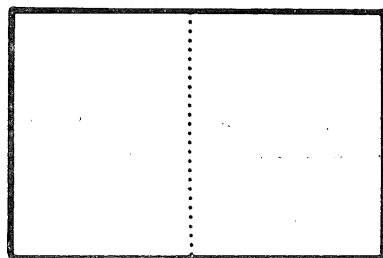
FORMAT - STANDARD BOOKLET

$8\frac{1}{2}" \times 11"$ folded to $8\frac{1}{2}" \times 5\frac{1}{2}"$



End View

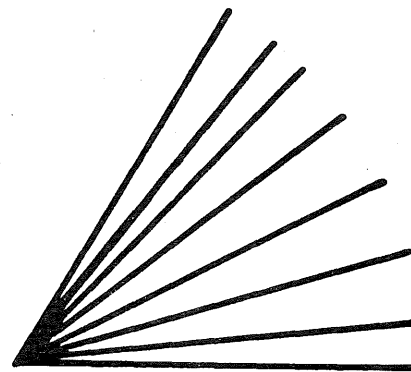
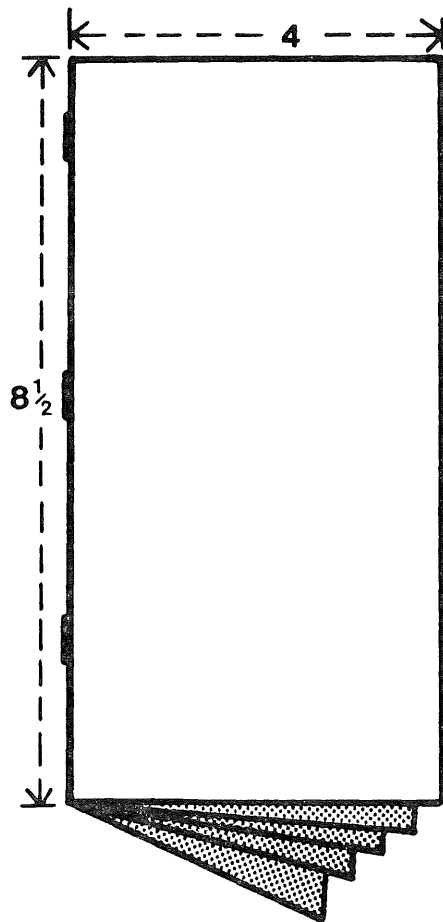
Layout Diagram



Number of Pages Variable

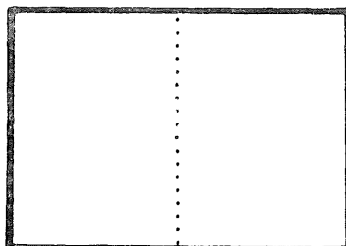
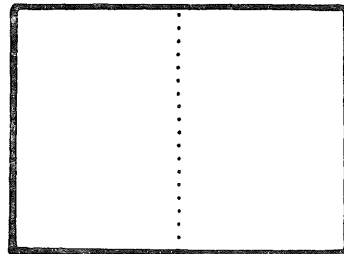
FORMAT - POCKET BOOKLET

8 1/2" X 8" folded to 8 1/2" X 4"



End View

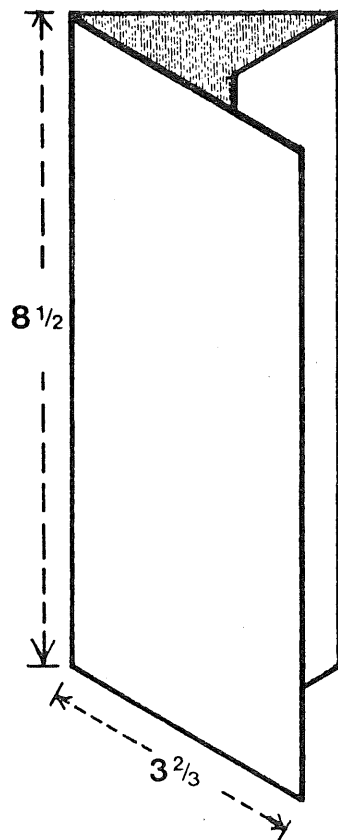
Layout Diagram



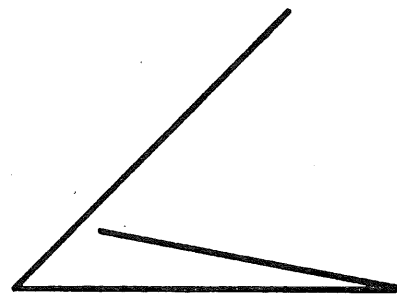
Number of Pages Variable

FORMAT - STANDARD FOLDER

6 PANEL

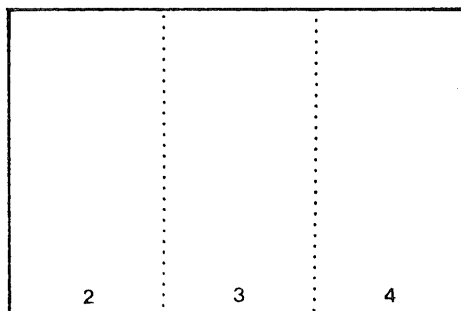


$8\frac{1}{2}" \times 11"$ folded to $3\frac{2}{3}" \times 8\frac{1}{2}"$
(TWO FOLDS)

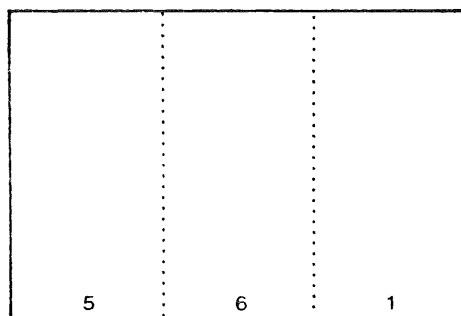


End View

Layout Diagram



Front



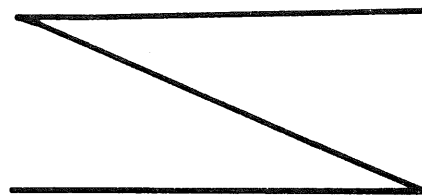
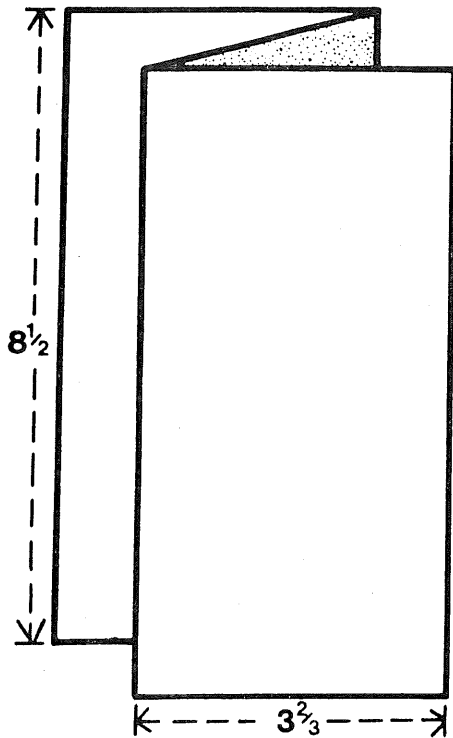
Back

FORMAT - STANDARD FOLDER

6 PANEL

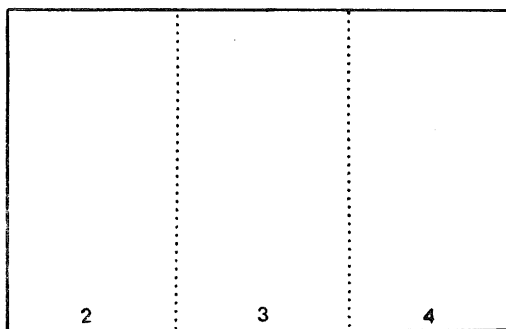
Accordion Fold

8 1/2" X 11" folded to 8 1/2" X 3 2/3"

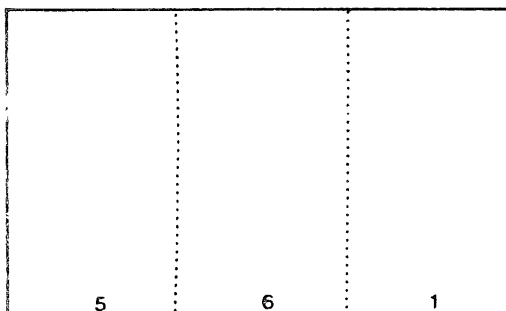


End View

Layout Diagram



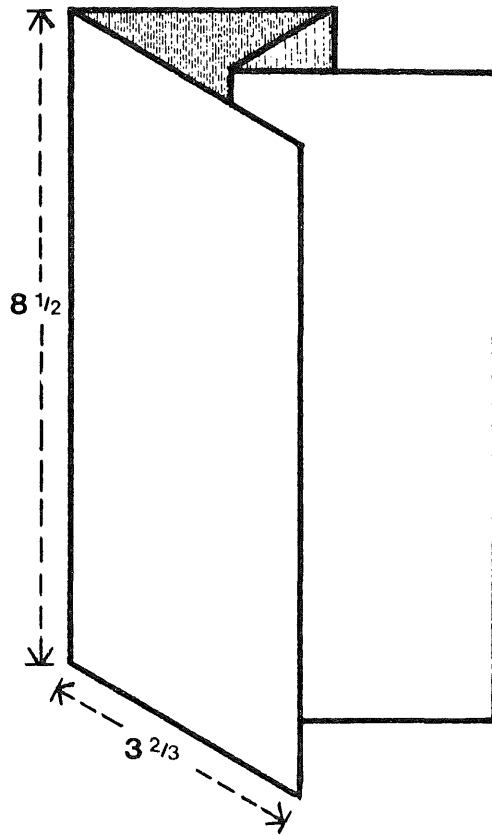
Front



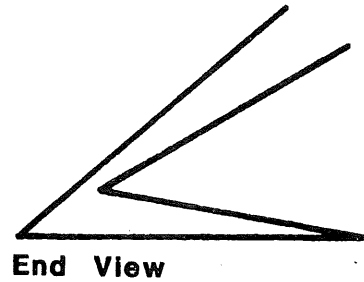
Back

FORMAT - STANDARD FOLDER

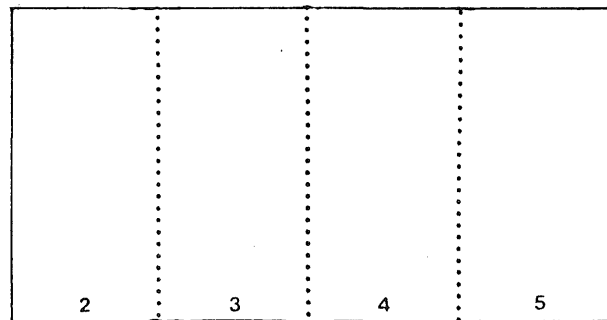
8 PANEL



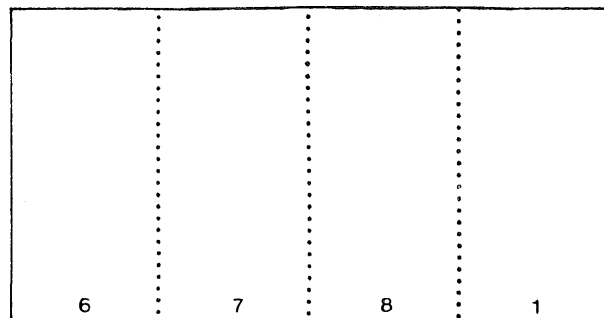
$8\frac{1}{2} \times 14\frac{2}{3}$ folded to $3\frac{2}{3} \times 8\frac{1}{2}$
(THREE FOLDS)



Layout diagram



Front



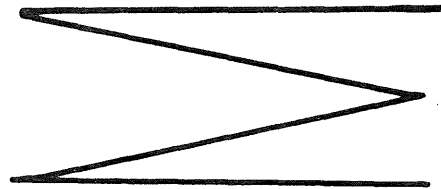
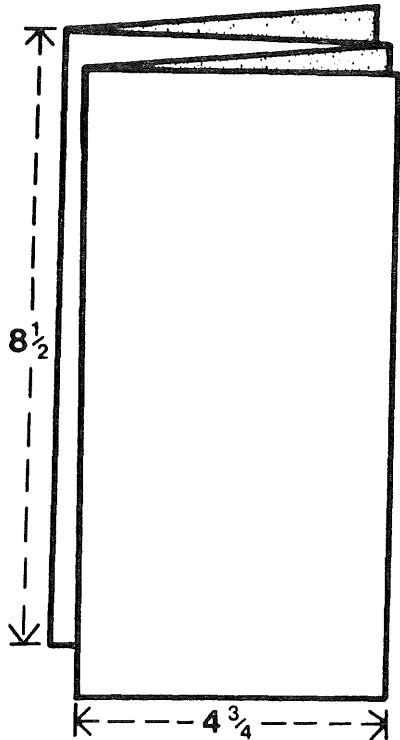
Back

FORMAT - STANDARD FOLDER

8 PANEL

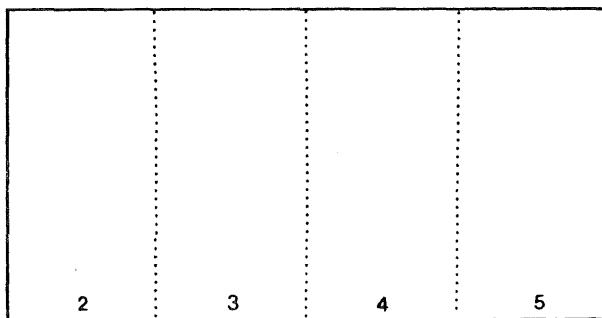
Accordion Fold

$8\frac{1}{2}" \times 14\frac{2}{3}"$ folded to $8\frac{1}{2}" \times 3\frac{2}{3}"$

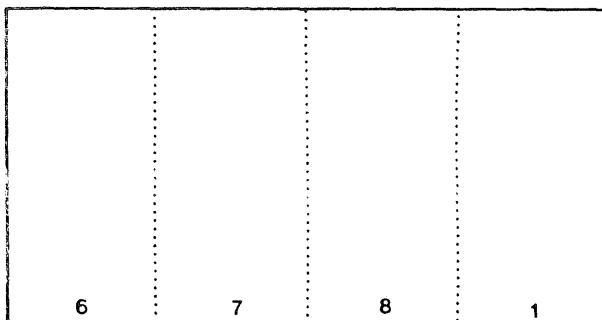


End View

Layout Diagram



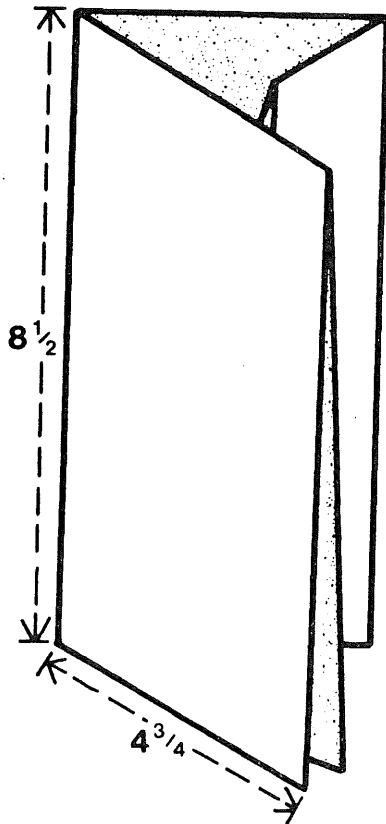
Front



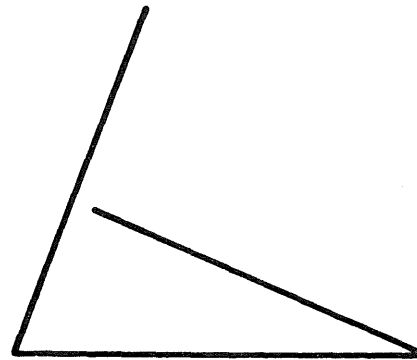
Back

FORMAT - STANDARD FOLDER

12 PANEL

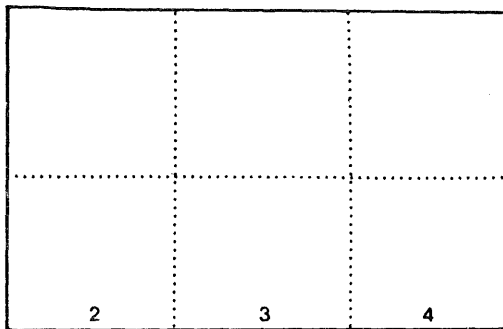


17" X 11" folded to $8\frac{1}{2}$ " X $3\frac{2}{3}$ "

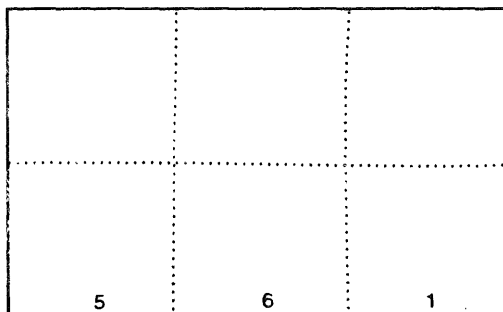


End View

Layout Diagram



Front



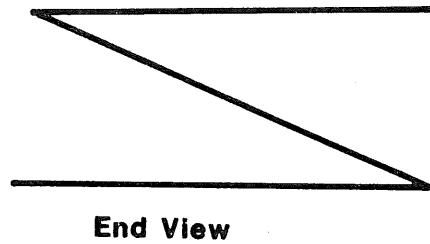
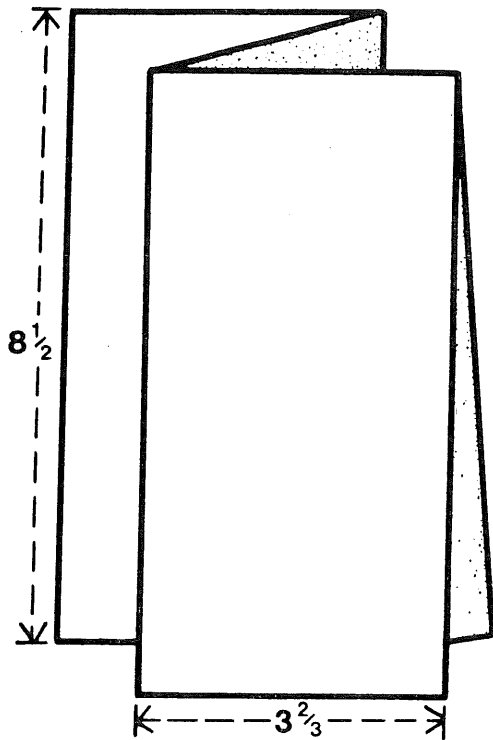
Back

FORMAT - STANDARD FOLDER

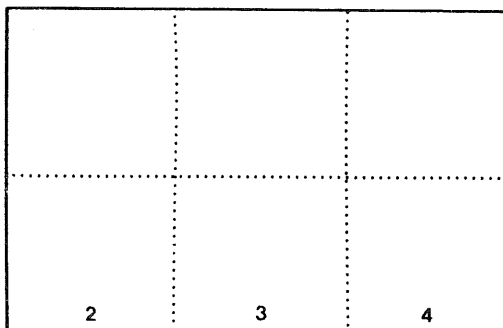
12 PANEL

Accordion Fold

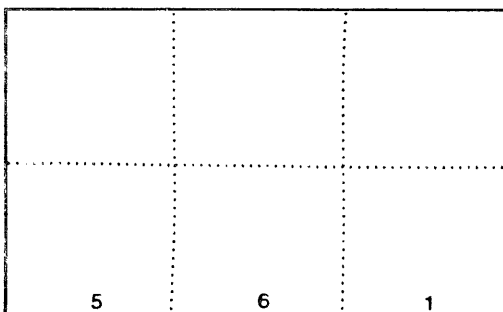
17" X 11" folded to 8 1/2" X 3 2/3"



Layout Diagram



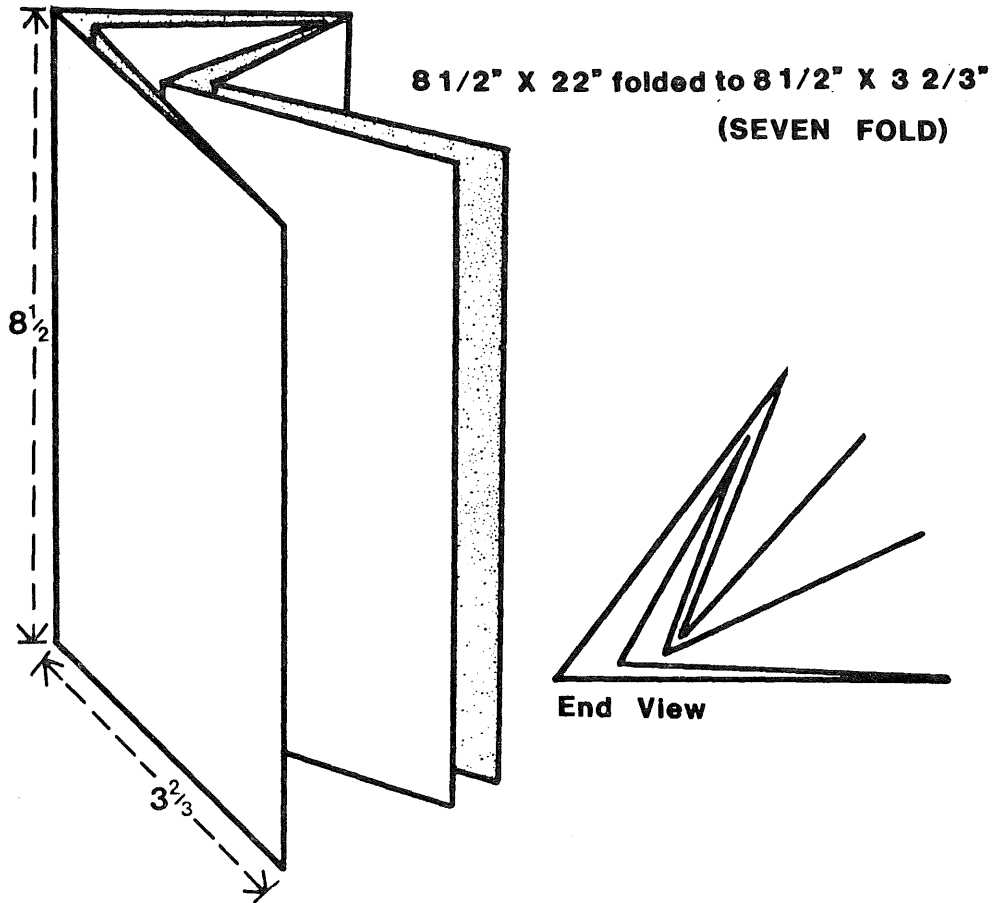
Front



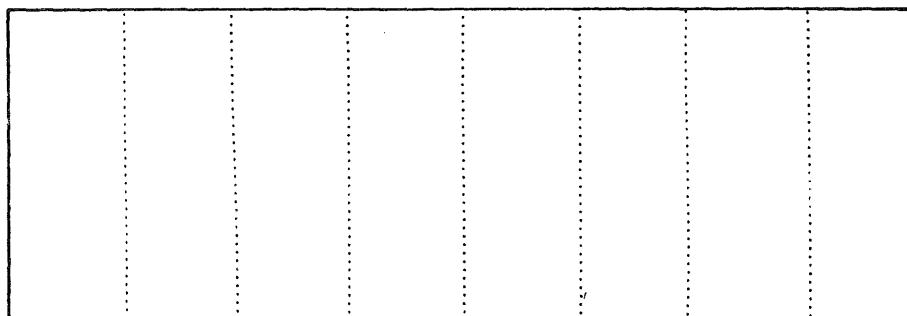
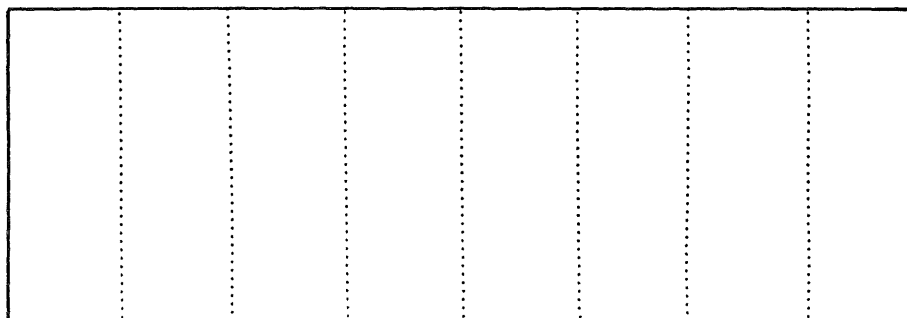
Back

FORMAT - STANDARD FOLDER

16 PANEL

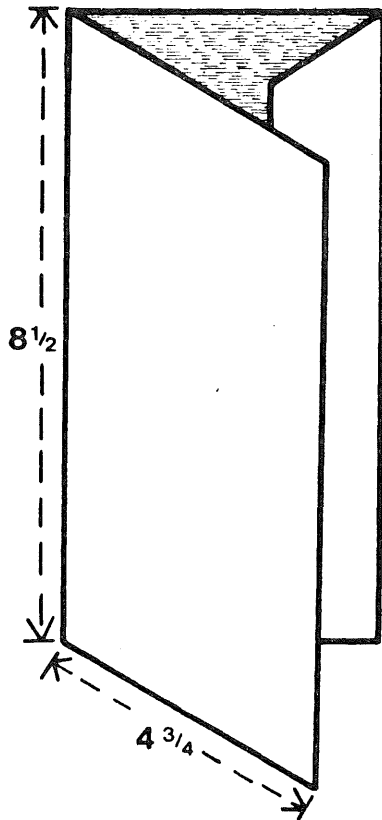


Layout Diagram

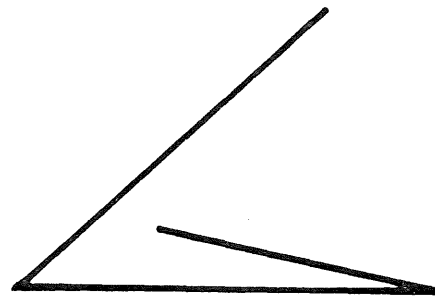


FORMAT - LARGE FOLDER

6 PANEL

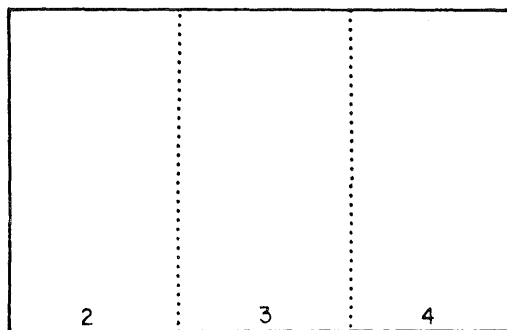


$8\frac{1}{2} \times 14\frac{1}{4}$ folded to $8\frac{1}{2} \times 4\frac{3}{4}$
(TWO FOLDS)

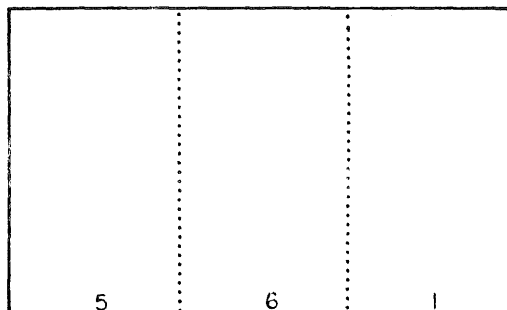


End View

Layout Diagram



Front



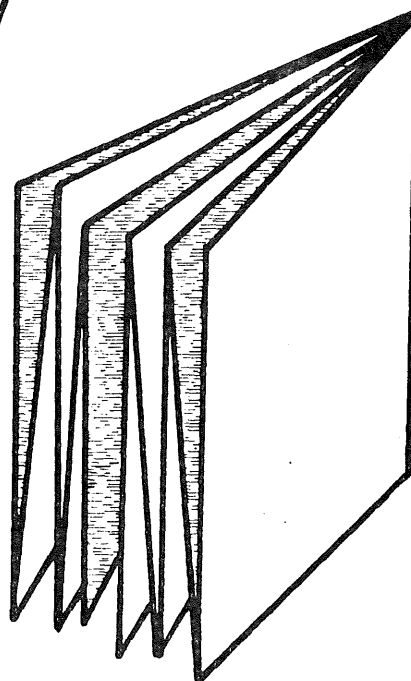
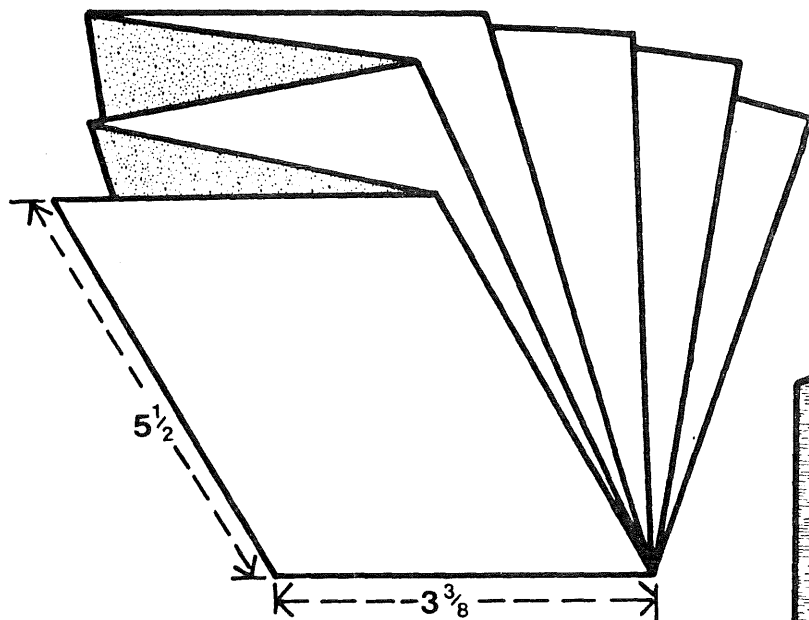
Back

FORMAT - POCKET FOLDER

20 PANEL

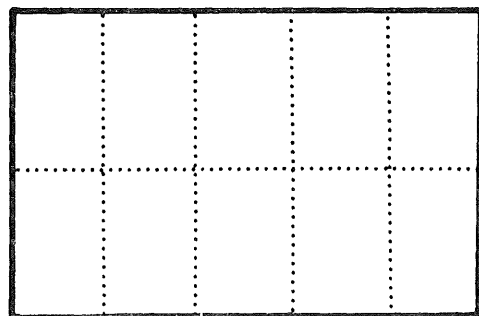
Accordion Fold

11" X 17" folded to 5 1/2" X 3 3/8"

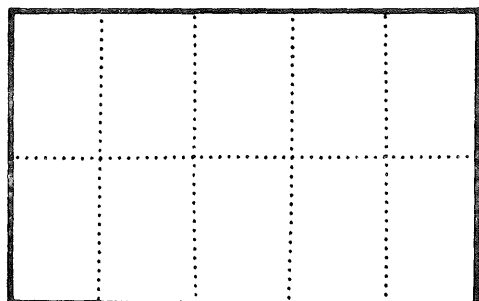


Back Side

Layout Diagram



Front

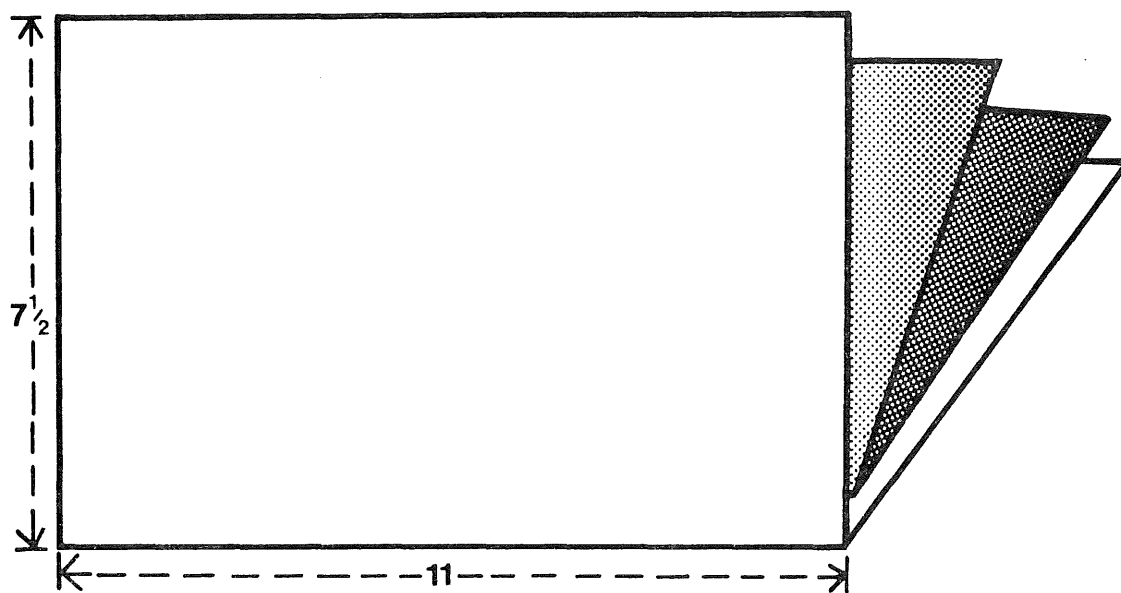


Back

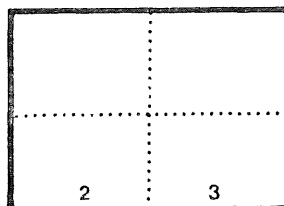
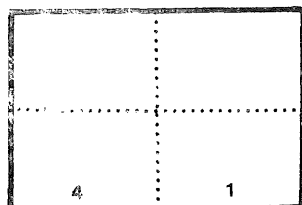
FORMAT - NEWSPRINT

4 PAGE

22" X 15" folded to 11" X 7 1/2"



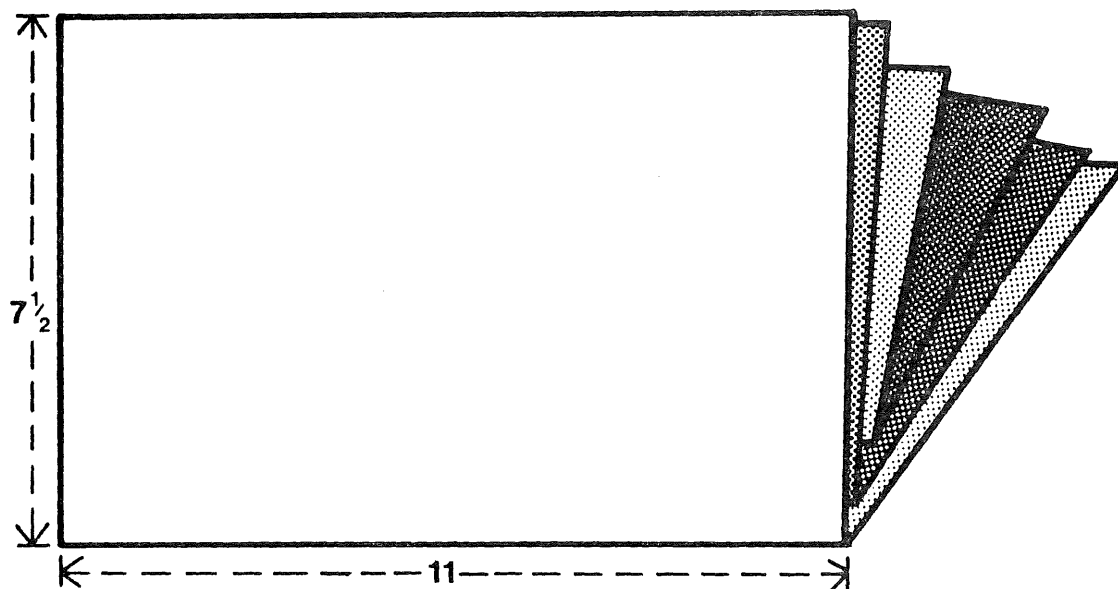
Layout Diagram



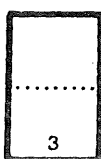
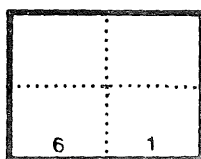
FORMAT - NEWSPRINT

6 PAGE

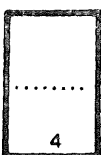
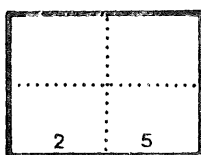
22" X 15" folded to 11" X 7 1/2"



Layout Diagram



Front

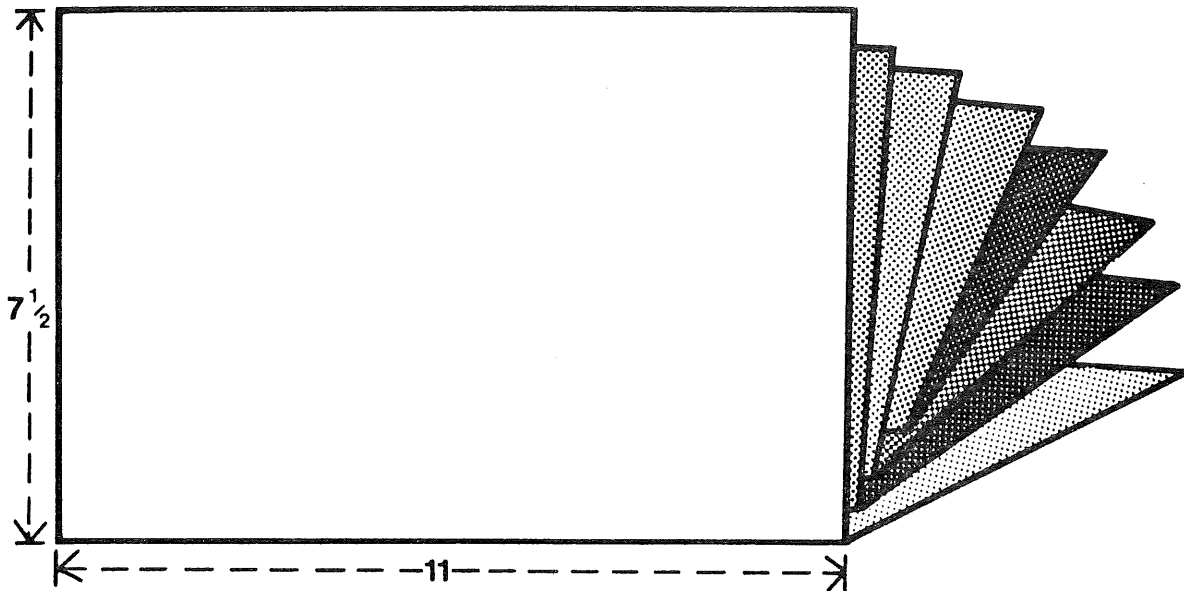


Back

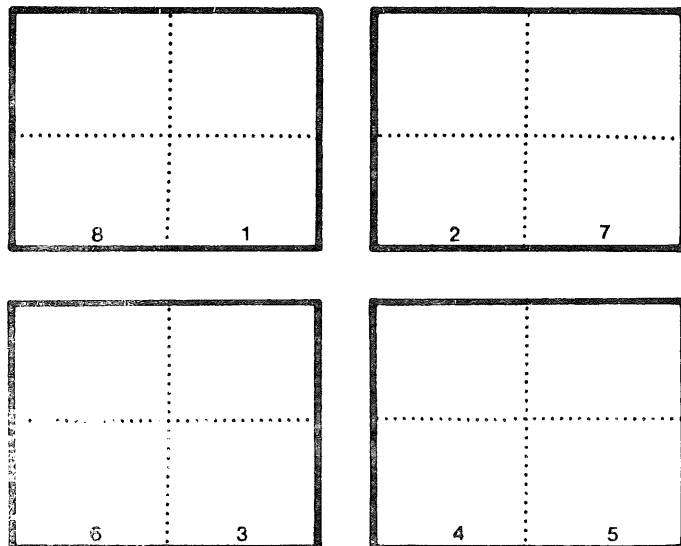
FORMAT - NEWSPRINT

8 PAGE

22" X 15" folded to 11" X 7 1/2"

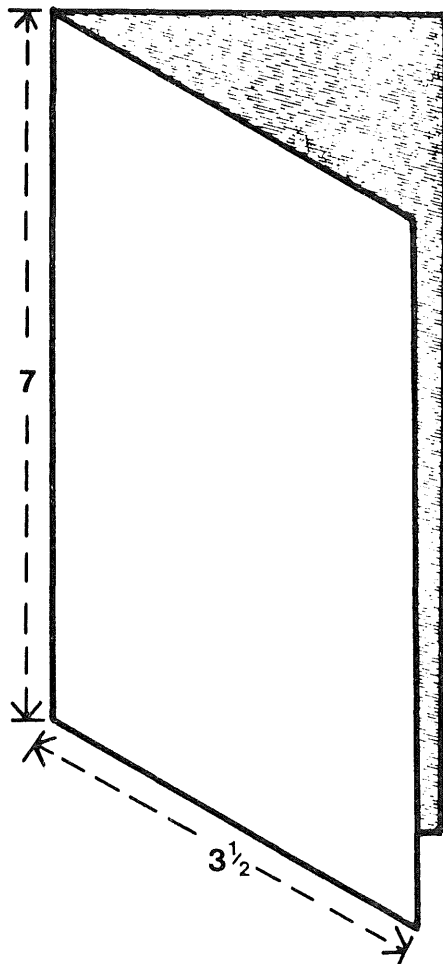


Layout Diagram

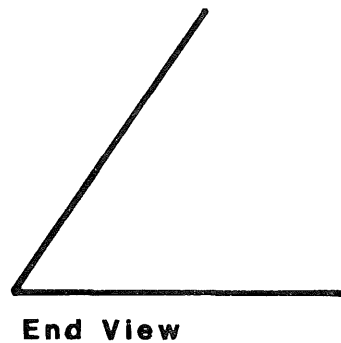


FORMAT - POCKET CARD

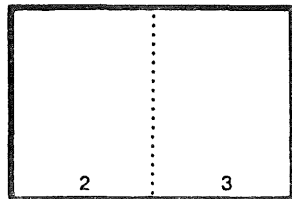
4 PANEL



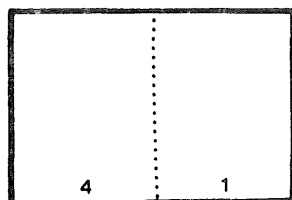
7" x 7" folded to 7" x 3 1/2"
(ONE FOLD)



Layout Diagram



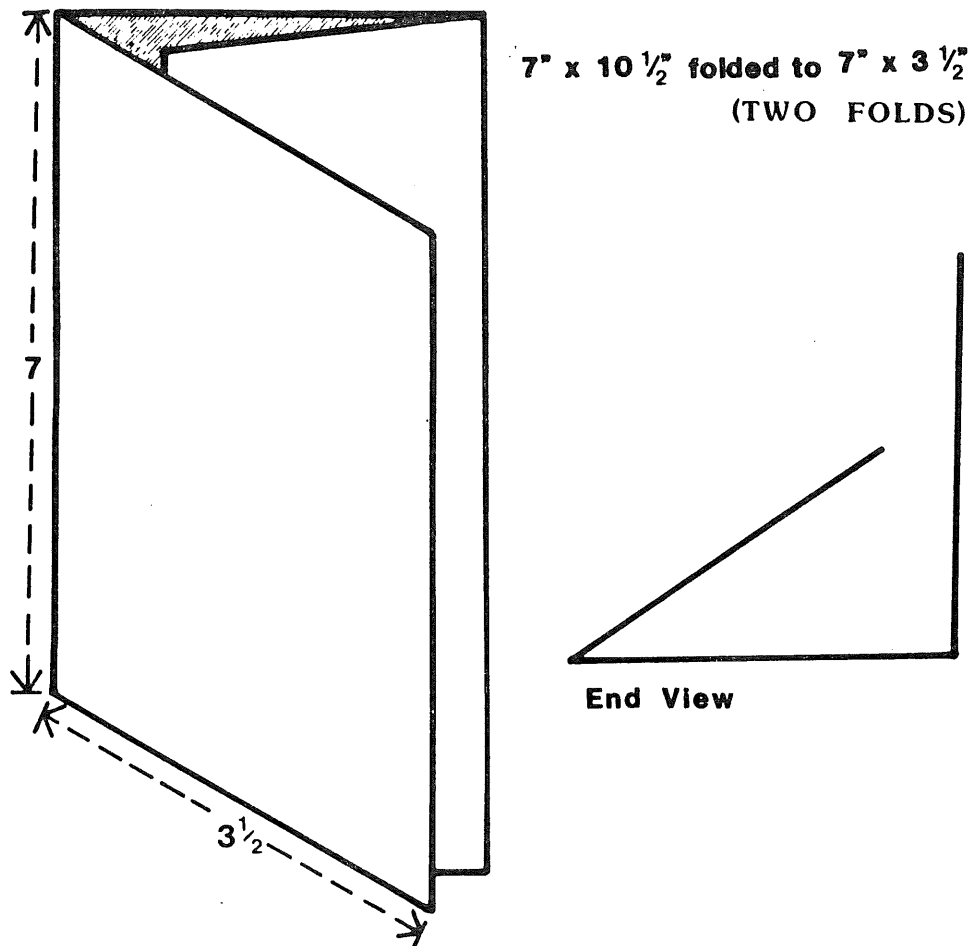
Front



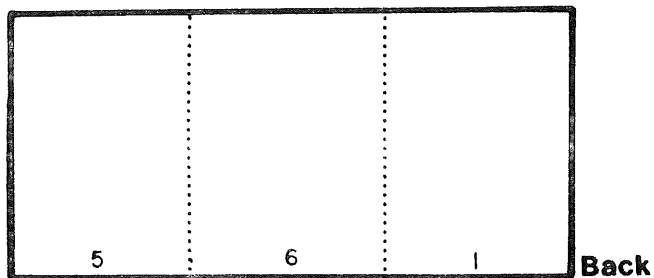
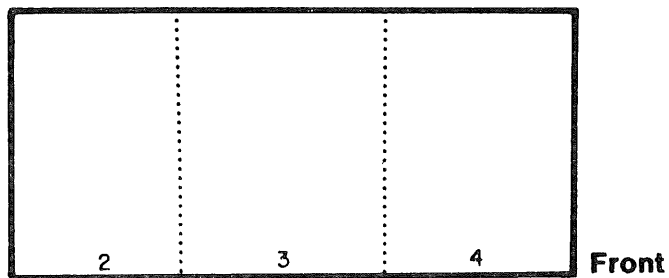
Back

FORMAT - POCKET CARD

6 PANEL



Layout Diagram



FORMATS - SELF - MAILING FOR BOOKLETS


Place On Back Panel

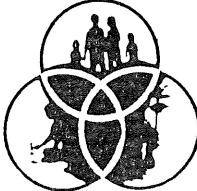
Standard Return address (either park name and address or regional/central office address)

Name of booklet

Staples

AGASSIZ TRAIL GUIDE

 Minnesota Department of Natural Resources
Division of Parks and Recreation
Route 5, Box 41A
Bemidji, MN 56601



2M/12-81

Standard - INCLUDE ON
INTERPRETIVE
BROCHURES

Printing notes (two thousand
printed in December, 1981)

FORMAT - SELF - MAILING FOR FOLDERS

Place On Back Panel

Fold

**MINNESOTA DEPARTMENT
OF NATURAL RESOURCES**

DIVISION OF PARKS AND RECREATION

Standard

May include park address or
use return address stamp

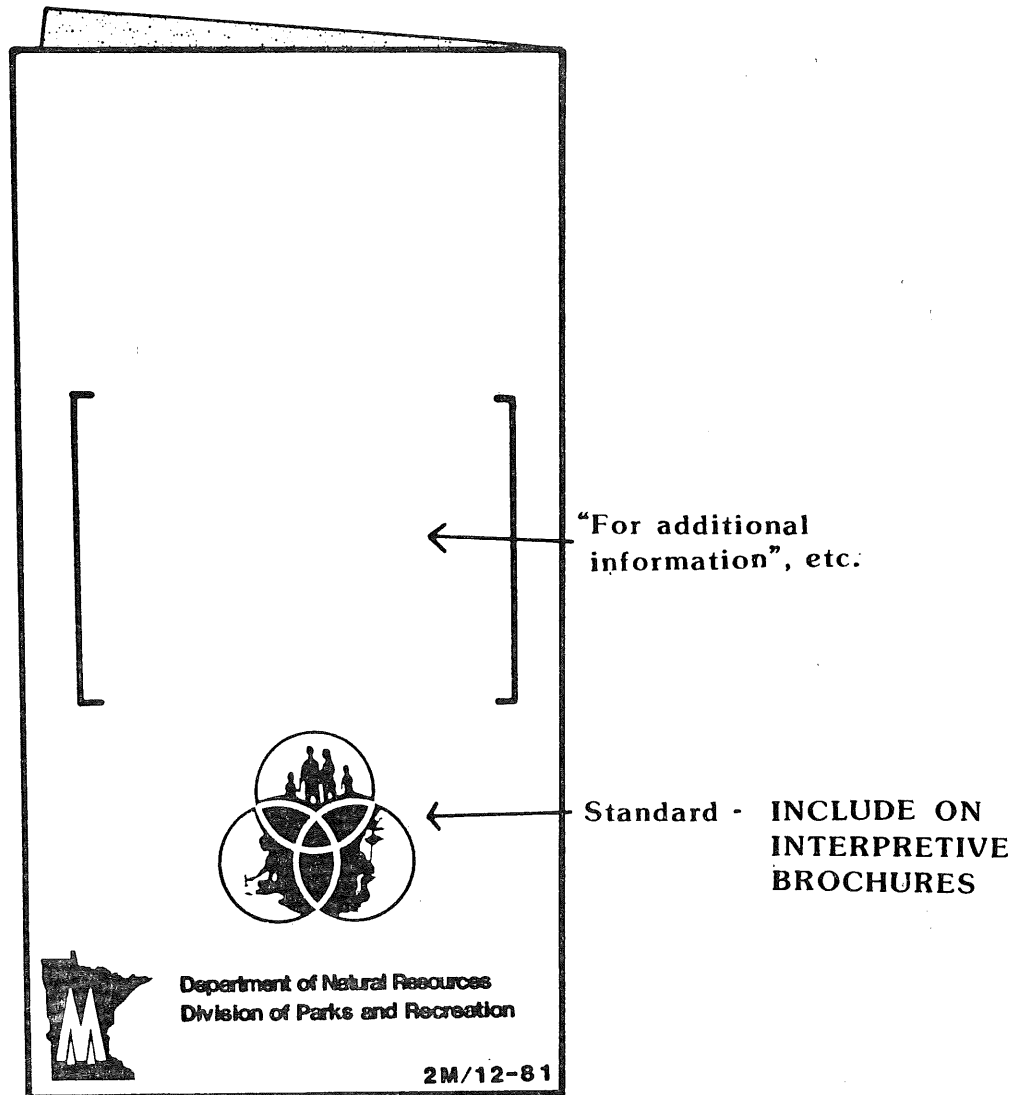
2M/12-81

Standard - INCLUDE ON
INTERPRETIVE
BROCHURES

Printing note (two thousand
printed in December, 1981)

FORMAT - FOR FOLDERS (not self-mailing)

Place On Back Panel



GENERAL INFORMATION

- Before proceeding with major printing projects, contact the visitor services coordinator on getting assistance from the Bureaus of Information and Education and Engineering.
- Printing Liaison Officers (PLO) - all printing projects must be approved by a PLO before processing. Each State Department has several designated PLO's who are trained to review projects for standardization. In the Department of Natural Resources, there are PLO's in the Bureau of I & E, Engineering and the Office of Planning. The PLO in Engineering has handled most parks publications in the past.
 - Engineering Bureau PLO:
Colleen Cronin
Graphics Specialist
Bureau of Engineering
Box 29, Centennial Building
(612) 296-0611
- State Printer
Publications and General Services Division
117 University Avenue
St. Paul, MN 55155

Job Status Reports - 612-296-8234
Cost Estimating - 612-297-3926

REQUISITIONS

There are four major ways of getting your material in print. They will be described by the forms you must use.

DEPARTMENT FIELD PURCHASE ORDER - ADMIN. FORM 559SA

or DEPARTMENT PURCHASE ORDER - ADMIN. FORM 502SA

COPY CENTER REQUISITION - PU-00078-04

REPRODUCTION REQUISITION - ADMIN. FORM 619

REQUISITION FOR PRINTING - ADMIN. FORM 523

LOCAL PURCHASE PRINTING

Use either a Department Field Purchase Order or the Department Purchase Order. Ask your Regional Naturalist which one to use. Amounts of money available or limitations will vary according to procedures established by Regional Business Manager. Regional Naturalists have approval to authorize any printing to be done by Division of Parks and Recreation in their region. Regional Naturalists will complete and submit all purchasing forms, unless prior authorization has been delegated to a park for a special project.

FIELD PURCHASE ORDER - ADMIN. FORM 559SA - used for over-the-counter purchase at a printer or quick copy service. Use this method when only up to several hundred copies are needed of print ready material, or material that needs only minor typesetting such as title or heading. Commonly used method for printing program schedules and activity supplements. Currently there is a \$100 limit per order. Use Object Code 141 Sequence Number for coding order.

PURCHASE ORDER - ADMIN. Form 502SA - Admin. Form 502SA should be used if materials are not picked up at the time the order is placed.

COPY CENTER REQUISITION - PU-00078-04 - a quick copy printing service operated by the state. Same day service in Twin Cities area only. Limitations are printed on form.

REPRODUCTION REQUISITION - ADMIN. FORM 619 - used for print ready brochures. Limitations are printed on the top of the form. Fill out the form including coding block for A.I.D. and sequence number. This printing requisition does not require a separate encumbrance and sequence number. Use your 14 group sequence number. Be sure to include paper weight and color, ink color, and delivery instructions under Special Instructions.

Carefully package all materials available (copies of brochure, negatives, keylines, photos, etc.), retain last two copies of requisition; attach remaining copies to printing materials and mail directly to a PLO for review. The PLO will forward them on to the State Printer

Your 14 group account will be automatically billed and a copy of the requisition with charges will be returned to you or your business office. If you need a cost estimate before processing an order, call the cost estimating number and tell them the details (size, number or copies, paper, etc.) and they will give you an estimate.

You can get materials printed in 10 days using this requisition, but it is better to plan at least 2-3 weeks for delivery, especially if out-state. If problems occur or your order is past due, call the Jobs Status Reports number.

REQUISITION FOR PRINTING - ADMIN. FORM 523 - use this form for all print ready projects that do not meet the limitations for the Reproduction Requisition and all printing projects which require typesetting and layout.

Fill out requisition and attach 6 copies or sample paste-up. Before mailing out your requisition, make sure to make a photocopy and save for your records. Mail the requisition and supporting materials to a PLO. If your project will not be paid from your account, leave coding block blank and send materials and requisition to the visitor services coordinator for coding and processing. If the project is paid from your account, you must establish a separate encumbrance and sequence number with your regional business office before mailing the materials to the PLO.

Your sample paste-ups should include enough information so printers bidding on the project can tell approximately how much typesetting and layout work will be needed. Do not send original materials. Under Additional Information, put "successful bidder contact _____ for original illustrations, etc."

You will be contacted by the printing company after bidding and your business manager will receive a purchase order from Procurement.

Printing may be purchased directly according to the following limits:

- (1) \$50 for agencies in St. Paul or Minneapolis
- (2) \$100 for agencies in seven county area, but not in St. Paul or Minneapolis
- (3) \$150 for agencies outside the seven county area

Do not buy repeated small quantities to get under the bid exemption of \$50. Such a practice may result in cancellation of an agency's authority for local purchase.



STATE OF MINNESOTA
DEPARTMENT FIELD PURCHASE ORDER

TRANS. VENDOR NUMBER		TYPE		VENDOR INVOICE NUMBER		DEPT. FIELD PURCHASE ORDER NO.	
A6		V					
DEPT. / DIV.		SEQUENCE NO.		SUFFIX		OBJECT	
AMOUNT		OCCURRENCE DATE		COST CODE 1		COST CODE 2	
COST CODE 4		COST CODE 5		TRANSACTION DATE AND NO.			
RECEIPT ACT.		REV.		SOURCE			
FOR INTERAGENCY BILLING USE ONLY		→					
AS A CONDITION OF DOING BUSINESS WITH THE STATE OF MINNESOTA, YOU NEED TO PROVIDE YOUR MINNESOTA TAX IDENTIFICATION NUMBER OR SOCIAL SECURITY NUMBER AS REQUIRED BY MINNESOTA STATUTES 279.66. THIS INFORMATION MAY BE USED IN THE ENFORCEMENT OF FEDERAL AND STATE TAX LAWS. SUPPLYING THESE NUMBERS COULD RESULT IN ACTION TO COLLECT DELINQUENT TAX RETURNS AND DELINQUENT UNCONTESTED TAX LIABILITIES FROM YOU. FAILURE TO SUPPLY THESE NUMBERS COULD PRECLUDE YOU FROM BEING PAID FOR THE PRODUCTS OR SERVICES PURCHASED. THESE NUMBERS WILL BE AVAILABLE TO FEDERAL AND STATE TAX AUTHORITIES AND STATE PERSONNEL INVOLVED IN THE PAYMENT OF STATE OBLIGATIONS.		STATE UNIT NO.		MILEAGE			
MINN. TAX I.D. NO. OR SOC. SEC. NO.							
ALL DELIVERIES HEREUNDER SHALL COMPLY WITH ALL APPLICABLE LAWS OF THE FEDERAL GOVERNMENT AND/OR STATE OF MINN., AND M.S. 363 AS AMENDED.							
VENDOR		MERCHANDISE ORDERED (INCLUDES STATE CONTRACT NUMBER IF APPLICABLE)		QUAN.		UNIT COST	
TOTAL COST							
ADDRESS (REMIT TO)							
CITY, STATE, ZIP							
STATE AGENCY							
ADDRESS							
CITY, STATE, ZIP							
I CERTIFY, FOR SECURING FEDERAL TAX EXEMPTION, THAT THESE MATERIALS ARE PURCHASED FOR THE EXCLUSIVE USE OF THE STATE OF MINNESOTA. PENALTY FOR FRAUDULENT CERTIFICATION IS UP TO \$10,000 FINE AND/OR UP TO 5 YEARS IN PRISON.		I CERTIFY THAT THE MATERIALS LISTED ABOVE HAVE BEEN DELIVERED AND THIS CLAIM IS JUST AND PROPER.		TOTAL			
BUYER'S SIGNATURE		VENDOR'S SIGNATURE		Less Federal Excise Tax if applicable			
DATE				AMOUNT TO BE PAID BY STATE			

PR-00035-03 559SA (8/82)

THE STATE IS EXEMPT FROM SALES & USE TAX

COPY CENTER REQUISITION

INSTRUCTIONS:

1. A new or revised form must have an authorization from Admin. Forms Unit
2. New publications must be reviewed by the PSRC.
3. Do Not Write in shaded boxes.

4. Unless otherwise indicated under special instructions, job will be produced on white paper.
5. If book has blank pages, be sure to include pagination sheet.
6. When preparing copy, please leave 3/8" margin at top of each original.

DATE RECEIVED		PD NO.		DEPT. REQ. #		TRN. TYPE		DEPT./DIV.		SEQ. NO.		LINE		PD NO. SEE LEFT		FY	
						A68						01					
DEPT. DIV.				OBJ.		AMOUNT		MM DD YY		C. CD 1		C. CD 2		C. CD 3			
				142													
LOCATION				C. CD 4				C. CD 5		RECEIPT ACCOUNT				REV.			
										160991582				351			
Contact Person				Phone		SOURCE		TRANSACTION NUMBER									
No. Originals		Copies Each		Total Copies		<input type="checkbox"/> One Side Only		<input type="checkbox"/> Head to Head		<input type="checkbox"/> Head to Foot		<input type="checkbox"/> 3 hole punched		<input type="checkbox"/> Colored paper (list below)		<input type="checkbox"/> Paper Supplied	
Special Instructions:																	
<input type="checkbox"/> Collate		<input type="checkbox"/> Staple Upper Left		<input type="checkbox"/> First Printing		<input type="checkbox"/> Reprint		<input type="checkbox"/> Revision									
Do distribution provisions of M.S. 3.195 and 3.302 apply?										Is public distribution required by M.S. 15.18?							
<input type="checkbox"/> Yes <input type="checkbox"/> No										<input type="checkbox"/> Yes <input type="checkbox"/> No							
Sheets White		Sheets Colored		Prepunched		Total Paper		Stapling Charge		Total Price							
								\$		\$							
Ordered By (If Different)				Date													
Received By				Date													

DEPARTMENT OF ADMINISTRATION
 PRINTING AND MAILING SERVICES DIVISION
 PHONE (612) 296-3277
 PU-00078-04 COPY CENTER REQUISITION

INSTRUCTIONS FOR REPRODUCTION REQUISITION

The entries for completion of this form are indicated below. The numbers below refer to the circled numbers on the sample form. Do not fill in any shaded areas.


1. Enter your Department and Division: DNR--Parks and Recreation
2. Enter contact person for questions concerning order
3. Enter phone number of contact person and shipping address
4. Fiscal year of funding (1 digit--1985 FY is 5)
5. Department/Division number (2900*) * different for each region and central office.
6. Sequence number (for printing) that order is to be charged against
7. Number of originals (maximum is 24)
8. Copies of each (5,000 is the maximum for one sheet printed on both sides)
9. Total number of pages--each sheet of paper equals 2 pages (front and back) regardless if the back is printed or blank
10. Provide a publication title, size (width length), paper weight and color ink, 20 lb white paper and black ink are used unless otherwise specified
11. PLO approval with phone and date
12. Special instructions--addition information explaining requirements not covered on requisition
13. Check appropriate boxes
14. Check boxes to identify finishing operations necessary to complete your printing requirements
15. Identify shipping instructions

LIMITATIONS FOR USE OF THIS FORM ARE:

1. NORMAL TURN-AROUND (10 WORKING DAYS)
2. DO NOT FILL IN SHADED AREAS.
3. DO NOT USE THIS FORM IF COMPOSITION IS REQUIRED.

PLEASE TYPE OR PRESS HARD

4. 11 x 17 Press (8 1/2 x 11—4 Pages—2 sides of 2 sheets) up to 24 pages—500 copies.
5. (Single sheet 3 x 5 to 11 x 17) One or two sides—5,000 copies.
6. One item per requisition.

DATE RECEIVED		PD No.	TRN TYPE	ACCOUNT ID	4	DEPT	5	ST/2	6	DATE WANTED
Bill To		DEPT./DIV.	LOCATION	C.C.D.1		C.C.D.2	C.C.D.3			
CONTACT (PERSON)		PHONE NO.	C.C.D.4		AMT OF REQ'N.					
Ship To		OBJ	A40 TRANS. NO.	TRANS. NO.						
Address		 REPRODUCTION REQUISITION DEPARTMENT OF ADMINISTRATION PRINTING AND MAILING SERVICES 117 UNIVERSITY AVE., ST. PAUL, MN 55155 296-3277								
FOR A68 USE ONLY		OBJ	BILLED AMT.	OCUR DATE	RECEIPTS ACCT.	REV.	SOURCE OF FUNDS	A68 TRANS. NO.		
No. of Originals	Copies of Each	Total No. of Pages	Description	Size	Wt.	Color	Finish	Ink Color		
7	8	9	10	x						
PLD APPROVAL		PHONE	DATE	AUTHORIZED SIGNATURE		PREVIOUS JOB #		INVENTORY CONTROL #		
11										

SPECIAL INSTRUCTIONS:

12

13

- ☐ SAMPLE ENCLOSED
☐ DUMMY ENCLOSED
☐ PAGINATION ENCLOSED
- ☐ CAMERA READY COPY
☐ PHOTOSTATS
- ☐ ONE SIDE ONLY
☐ FRONT & BACK
- ☐ HEAD TO HEAD
☐ HEAD TO FOOT
- _____ TOTAL SHEETS (Q2)

3. PLATEROOM				4. PRESS				PRESS PROOF (Pressman: Report Time on Backside of Job Ticket)			
<input type="checkbox"/> MAKE NEG. <input type="checkbox"/> STRIP REVISIONS IN PREV. NEG.(S)											
TYPE	PRESS #	MAKE	FURNISHED	LAY	SHEETS/FORM	NUMBER OF FORMS	15 25	RUN SIZE	PAPER COLOR	INK COLOR	PRESS COUNT
<input type="checkbox"/> 1218 <input type="checkbox"/> 175 <input type="checkbox"/> Metal <input type="checkbox"/> restrip <input type="checkbox"/> re-plt.			Plates Negs.					x			
								x			
								x			

5. BINDERY				14			
NUMBER OF PASSES (Q5)							
<input type="checkbox"/> COLLATE <input type="checkbox"/> BEFORE CUTTING				<input type="checkbox"/> FOLD TO _____ x _____ W/ _____ "LIP H. <input type="checkbox"/> 3-SIDE TRIM H _____ FT. _____ F _____			
A. <input type="checkbox"/> 30-BIN <input type="checkbox"/> STITCH <input type="checkbox"/> FOLD <input type="checkbox"/> TRIM				<input type="checkbox"/> REFOLD TO _____ x _____ <input type="checkbox"/> FACE TRIM ONLY _____			
B. ROSBACK (SADDLESTITCH <input type="checkbox"/> YES <input type="checkbox"/> NO)				<input type="checkbox"/> HEAD IN <input type="checkbox"/> HEAD OUT <input type="checkbox"/> MAILER OUT			
C. <input type="checkbox"/> STITCH _____ "SIDE OTHER				<input type="checkbox"/> PAD ON T L R B _____ SETS/SHTS.			
<input type="checkbox"/> HANDWORK (Report Time on Backside of Job Ticket)				<input type="checkbox"/> WITH CHIPBOARD <input type="checkbox"/> WITHOUT CHIPBOARD			
D. <input type="checkbox"/> PERFECT BIND <input type="checkbox"/> SLIPSHEET				J. <input type="checkbox"/> DRILL ON T L R B			
<input type="checkbox"/> GBC _____ "SIDE				<input type="checkbox"/> STD 3-HOLE (8 1/2 x 11) <input type="checkbox"/> STD 3-HOLE (6 x 9) <input type="checkbox"/> STD 2-HOLE <input type="checkbox"/> 22-HOLE			
<input type="checkbox"/> COLOR _____ "SIZE				<input type="checkbox"/> OTHER _____ "C to C (1/4 = Std.) _____ "Diameter			
				L. <input type="checkbox"/> SHRINKWRAP IN _____ Sets/Shts./Pads			

15

6. SHIPPING				CENTRAL MAIL _____ COPIES			
<input type="checkbox"/> DELIVER <input type="checkbox"/> PARTIAL DELIVERY		<input type="checkbox"/> DELIVER <input type="checkbox"/> OTHER _____		Date Shipped _____ / _____ / _____		Copies _____	
				By _____		Number of Boxes _____	

INSTRUCTIONS FOR REQUISITION FOR PRINTING

The entries for completing this form as indicated below. The numbers refer to the circled numbers on the sample form.

1. Account ID (AID Number); FY: Fiscal year of funding (1 digit--1985, FY is 6)
2. Department/Division number (2900*) * different for each region and central office.
3. Sequence number--assigned by Fiscal/Regional Business Manager
4. Indicate complete shipping address
5. Indicate complete billing address (can be different than shipping address)
6. Title of your publication
7. Quantity you desire of the finished product
8. Size of finished product
9. If a special cover will be used, indicate paper weight, color finish and ink color
10. Indicate any ruling that is required, type to be set and typestyle to be used.
11. Indicate paper weight, color, grade and ink color
12. Identify a contact person to approve the proof
13. Include all additional or special instructions (folding, half-tones, quality, type styles, etc.)
14. Enter name, title and phone of person making request
15. Must have Fiscal Officer or Regional Business Manager
16. PLO must sign and date form and indicate phone number
17. Amount of requisition--price estimate amount is encumbered when sequence number is entered into system

SEND ALL COPIES INTACT TO PLO WITH 6 SAMPLES. RETAIN LAST COPY FOR PLO FILES.
DO NOT FILL IN SHADED AREAS - FILL IN PREVIOUS INFORMATION AT BOTTOM.

STATE OF MINNESOTA DEPARTMENT OF ADMINISTRATION PRINTING AND MAILING SERVICES		PD No.	TRN TYPE A4	ACCOUNT NO.	FY	DEPT. DIV.	SEQ. NO.	ADMIN. FORM 523 (Rev. 2-82) PU 00033 1
REQUISITION FOR PRINTING DUPLICATING, ENGRAVING, LITHOGRAPHING BINDING, COMPOSITION AND PLATEMAKING		C CD 5			C CD 1	C CD 2	C CD 3	
		C CD 4			AMT. OF REQUISITION SEE BELOW			
SHIP TO		OBJ	A40 TRANS NO.		A44 TRANS NO.			
140								
Ship To		Address						
Bill To		Address						
FOR A68 USE ONLY		OBJ	BILLED AMT.	OCCUR DATE	RECEIPTS ACCT	REV.	A68 TRANS NO.	
		142			160990598	351		
Title		Quantity <input type="checkbox"/> Sheets <input type="checkbox"/> Sets <input type="checkbox"/> Pads <input type="checkbox"/> Books				Size		
Form No.		No. Pages				8		
Cover Stock		Ruling and Printing				Padding (State no. of sheets to pad, not sets)		
WGHT.		<input type="checkbox"/> Type to be Set <input type="checkbox"/> Neg.				Binding		
COLOR		<input type="checkbox"/> Copy Camera Ready <input type="checkbox"/> Plate						
FINISH		10						
INK(S)		Punching				Carbon		
INSIDE PAGES and/or FORMS		Perforating				Numbering		
WGHT.		Folding				Special Wrapping		
COLOR								
GRADE								
INK(S)								
THIS SPACE IS FOR SIGNATURE WHEN PRINTED MATERIAL IS PICKED UP.								
By		Date	Phone				Gathering (Duplicate, triplicate, quadruplicate)	
Proof To:		12				Make		Buy

DELIVERY REQUESTED BY ☐ SAMPLE ATTACHED ☐ SEE SAMPLE IN _____

SPECIAL INSTRUCTIONS - (All preparation work and negatives/positives to remain the property of the state. Not to be used for nonstate reproduction.)
NO OVERRUN - OVERRUNS NOT ACCEPTED, UNLESS OTHERWISE SPECIFIED.
"ALL DELIVERIES HEREUNDER SHALL COMPLY IN EVERY RESPECT WITH ALL APPLICABLE LAWS OF THE FEDERAL GOVERNMENT AND/OR THE STATE OF MINNESOTA, INCLUDING THE STATE ACT AGAINST DISCRIMINATION, M.S. 363, AS AMENDED."

ADDITIONAL INSTRUCTIONS: Form will be used by: ☐ typewriter, ☐ hand, ☐ computer

NOTE TO REQUESTING AGENCY: ALL PUBLICATIONS MUST MEET THE MANDATORY DISTRIBUTION OF LAWS OF 74 CHAPTER 456, (10 TO LEG. LIBRARY, 1 TO SEC. OF SENATE, 1 TO CLK. OF HOUSE) MS 15 18 REQUIRES 44 COPIES FOR LIBRARY DEPOSITORY TO DOCUMENT SECTION WHEN PUBLICATION IS MEANT FOR GENERAL PUBLIC DISTRIBUTION.

Previous Order No.	No. Printed	Previous PD No.	Previous Seq. No.	Previous Vendor
14		I HEREBY CERTIFY THAT THERE ARE SUFFICIENT FUNDS IN THE ALLOTMENT OR APPROPRIATION FROM WHICH THIS PURCHASE IS TO BE MADE		15
DATE	PHONE	16		
17		DEPT. ACCOUNTING AUTHORIZED SIGNATURE		PLO SIGNATURE
INVENTORY CONTROL	AWARDED TO	CONTRACT		AMOUNT
66828	ORIGINAL			

&

GUIDELINES

STANDARDS

PRINTING

&

PUBLICATIONS



State of Minnesota
Department of Administration
Division of Publications
1977

INTRODUCTION

Certain publication freedoms are as vital to the continuing operation of state government as freedom of the press is to the American way of life. But to protect such freedoms, there must be safeguards.

These publication standards apply to all state publications, including newsletters, magazines, pamphlets and brochures, (excluding forms and inter-office memos), any printed matter paid for by monies deposited in the State Treasury. These standards were developed by the Publications Review and Standardization Committee, a nine-member committee comprised of state employees who, on a daily basis, deal with the creation, development, and production of state publications. The standards they have developed are designed to:

1. Prevent promotion of individuals or private concerns;
2. Insure that certain state publications do not become exorbitantly costly;
3. Protect the State and state employees from becoming embroiled in legal entanglements as a result of misusing copyrighted materials;
4. Insure that state publications do not become "out-of-date" prematurely;
5. Prevent misuse of state funds earmarked for printing.

The following standards spell out what is not allowed. To subject state employees to a list of all that is allowed would necessitate a massive, technical journal that Publication Liaison Officers (PLO's) and others involved in publications production would read reluctantly, if at all. The result: Publication problems would run rampant. Instead, these standards simply list certain restrictions that either complement or are in accordance with the state's general printing guidelines and state law.

It should be emphasized that exceptions to these standards are possible, and that the procedure for seeking variances is simply to appeal to the Publications Review and Standardization Committee. Direct appeals to:

Publications Review and Standardization Committee,
c/o Director of Publications
506 Rice St.
St. Paul, Minnesota 55103
612/296-3277

STANDARDS

I. USE OF NAMES

- A. For purpose of giving credit, persons involved in planning, supervising, writing, compiling or editing a publication should appear on the title page or other introductory pages. Names of officials or individuals not involved in production of a publication must not appear on the same pages as credited individuals.
- B. Names of contact person(s) may not be included. This tends to date a publication. Example:

For more information, contact:

John Doe, Personnel Officer
350 Cedar Street
St. Paul, MN 55155

Instead— Personnel Officer
350 Cedar Street
St. Paul, MN 55155

Exceptions:

- 1. Promotional publications designed by state universities and community colleges for recruiting faculty, students and personnel may include the name of a contact person or persons.
 - 2. Publications of state universities or community colleges which are designed for obtaining contributions—financial or otherwise may include the name of an official to contact.
 - 3. Periodicals, including magazines, newsletters, etc., may print the names of contact persons, because the “dating” factor does not apply.
- C. No person may have his/her name printed on the cover of any state publication.

Exceptions:

- 1. Artist's signature may be included on the cover of a publication if the signature is part of the original artwork.
 - 2. Names will be allowed on the spine of a publication that would be incorporated into a recognized library classification system.
- D. Publications may not print names of elected officials.

Exceptions:

- 1. Promotional publications on behalf of the State of Minnesota may include a greeting signed by the Governor.
- 2. Magazines, newsletters and other periodicals where the Governor's signature already appears.

- 3. Documents prepared within the office of the Governor and intended for public ceremonial and commemorative purposes (does not include documents which are, or may be used for, any other administrative or electoral purposes).
 - 4. Publications legislatively authorized as promotional in scope and intent.
 - 5. Publications such as magazines, newsletters and other news-oriented periodicals, may mention elected officials in straight news items.
- E. Names of individuals may not appear in the publication “name plate” of newsletters; however, “mastheads” of periodicals may include names of publishers, editors, writers, associate editors, etc.
 - F. Names of individuals may not appear in the letterheads of stationery.

II. LOGOS

- A. A logo may be included in a state publication reprinting material from a particular non-profit organization(s).

Exception:

Logos of private industry, businesses and other profit-making enterprises may be reprinted in the publications legislatively authorized as promotional in scope and intent.

III. PHOTOGRAPHS, ARTWORK, CHARTS AND GRAPHS

- A. No state publication shall include any pictorial device which may attribute the publication to an individual rather than the department from which the publication emanates.
- B. Photographs and/or art should not advertise any individual, brand name of any product, or private enterprise.
- C. No photograph of an elected or appointed official(s) may appear on the cover of a state publication.
- D. Photographs and/or art renditions of an elected or appointed official(s), appearing on an inside page, must not be larger than one-fourth of the page size of the publication.

IV. PHOTOGRAPH/ART CREDIT LINES — BYLINES — COURTESY LINES

- A. Photographers, artists, graphic designers, and authors may not be given credit on the front cover of a publication. (See exception: Page 3, Subhead C, No. 1)
- B. Credit lines, bylines and courtesy lines should be smaller in size of type than that of the text.
- C. Courtesy credit lines for uncopyrighted materials contributed or loaned by non-governmental individuals or organizations should be smaller in size of type than that of both text and legends for illustrations.

V. ANNUAL/BIENNIAL REPORTS

- A. Written content for an annual (biennial) report will be left to the discretion of the department unless otherwise stipulated by law, but the format shall include the following:
 - 1. Title page with month, day and year of publication — name, address and phone number of agency.
 - 2. Introduction/Foreword.
 - 3. Table of Contents.
 - 4. Organizational chart (may include names, but no individual photographs).
 - 5. Financial statement.
 - 6. Commentary on annual/biennial activities.
- B. A letter of transmittal will be permitted as part of the bound book.
- C. Size should follow standard size of 8-1/2 x 11 inches with binding on the 11-inch side.
- D. Reports may feature a two-ink color on the cover which may be colored stock (optional). One color ink throughout.

Exception:

The above rules apply except when the annual report is a legislatively authorized promotional device. Then four-color process and any publication size and format may be used.

VI. COPYRIGHT

- A. State publications may be copyrighted when, in the judgement of the department publishing the document, the nature of the material is such that it is in the state's best interest to have a proprietary right to the publication's use and distribution.

B. TO OBTAIN A COPYRIGHT ON BOOKS PRINTED IN THE U.S.

Application for copyright should be made on the official form which may be obtained from:

The Register of Copyrights,
Library of Congress,
Washington, D. C. 20559

With the application one complete copy of an unpublished work, or two copies of a published work, should be submitted, along with the registration fee of \$10. However, what actually gives a work its copyright is running the appropriate copyright notice in the publication. According to the new law, S.22, (para 401c), a "notice of copyright shall be affixed to the copies in such manner and location as to give reasonable notice of the claim of copyright". Traditionally the copyright notice appears on the title page, or the verso of the title page, of a book, but this is no longer mandatory. However, the copyright notice should be easy to find and not buried somewhere in the text.

According to copyright law the notice must consist of the following elements:

- 1. (1) the symbol ©, or the word "Copyright", or the abbreviation "Copr.," and
- 2. the year of first publication of the work, and
- 3. the name of the owner of the copyright.

E.g.: Copyright © 1977 by the Minnesota Department of Education. (Book publishers usually run both the word and the symbol, because it is probable that the symbol alone guarantees international copyright in all countries which adhere to the Berne Convention).

Copyright notices should be smaller in size of type than that of both text and legends of illustrations.

- C. If using copyright material, a letter of permission to reprint the copyright material, provided by the copyright holder, must be included with the letter of justification. The copyright attribution should contain the exact wording requested by the copyright holder, which will usually contain the original copyright notice. (Note: care should be taken that the copyright notice is not promotional in nature). Generally, a line such as "Reprinted by Permission of _____" is not sufficient.

Attribution of copyright should be typeset smaller in size than that of type in the text of the publication.

VII. ADVERTISING/PROMOTION

- A. No publication paid for by funds deposited with the State Treasurer may advertise a private sector organization.

Exceptions:

1. State universities and community colleges may solicit paid advertisements for their student newspapers to help defray the cost of publication.
2. State universities and community colleges may advertise specific athletic or cultural events, workshops, symposiums, and other community-involvement efforts in private-sector print media, including newspapers, magazines, shoppers, etc.
3. Scientific and technical reports may indicate sources of information pertinent to the subject.
4. Printed material which is the result of joint efforts, grants, or other subsidies received from other governmental agencies, and organization, provided the state's participation is 50 percent or less of the cost-value of the project.
5. Specific products or services used in various state programs and projects may be mentioned in scientific and technical reports, newsletters, etc. However, a disclaimer notice should be printed in the publication announcing that the agency is not specifically endorsing the product or service.
(Note: Use of a disclaimer notice may be waived if the product mentioned is the only one of its kind available on the market.)
6. Publications legislatively authorized as promotional in scope and intent.

VIII. DISTRIBUTION

- A. All publications printed with state funds are required by law to follow this distribution pattern:

10 Copies to:
Legislative Reference Library
Room 111, State Capitol
St. Paul, MN 55155

1 Copy to:
Secretary of the Senate
State Capitol
St. Paul, MN 55155

***44 Copies to:**
State Library Deposits
Section of Documents
140 Centennial Bldg.
St. Paul, MN 55155

1 Copy to:
Clerk of the House
State Capitol
St. Paul, MN 55155

*Distribution of 44 copies to the Section of Documents may be waived under the following conditions:

1. If the publication qualifies as a technical publication printed solely for distribution to specific agencies and professionals, and is not intended for general public distribution.
2. If it is a newsletter, distributed solely to members or officials within an organization or select field of specialization.

IX. MAGAZINES

- A. Every magazine and other periodical (excluding newsletters) should contain a masthead with the following:
1. Title.
 2. Sponsoring agency and its full address (including zip code).
 3. Editor and editorial staff with editorial address if it differs from address of agency (no names other than those of state employees may appear on the masthead).
 4. Frequency of issue.
 5. Complete subscription price schedule by year, by issue, and by volume.
 6. Address of subscription office if different from publisher's address.
 7. Copyright notice.
 8. Postal notice. (If not on the same page as the masthead, the postal notice must appear on the first editorial page. If neither is possible, the statement must be conspicuously shown on one of the first five pages in a position where the postal notice number may be easily located by postal employees. The identification statement and all envelopes or wrappers must contain the publication number of the magazine which has been ascribed by the Post Office.)
 9. The preferred location for the masthead is within the first five pages of the publication.
- B. Occasional special issues of magazines that may be produced for promotional purposes (other than for individual promotion) may include a greeting signed by a state official (usually the governor).

X. APPEAL OF THESE GUIDELINES

In the event a department or publishing agency feels the need to produce a document which does not fit the scope and intent of these standards, permission to publish and distribute such a document must be obtained from the Publications Review and Standardization Committee. Decisions of the Publications Review and Standardization Committee may be appealed to the Commissioner of Administration, whose judgement in the matter is final.

GUIDELINES FOR STATE PUBLICATIONS 10/5/77

Admin. 1

For the purpose of these rules the following terms shall have the following meanings:

A. "*Attribution*" means the act of placing the name or picture of an official, or an individual other than an official on a publication so as to create reasonable doubt as to whether such publication is authorized, compiled or issued by the state of Minnesota rather than such official or individual.

B. "*Authentication*" means the act of placing the name of an official on a publication for the purpose of attesting to the authenticity, truth or legal sufficiency of such publication.

C. "*Certification*" means the act of identifying a publication with the name of a responsible official in order to signify that such publication is in compliance with all relevant laws governing such publication, including, but not limited to, these rules and Minn. Stat. Sec. 16.81, et. seq.

D. "*Commissioner*" means the Commissioner of Administration.

E. "*Agency*" means any state board, commission, bureau, section, division, department, or agency, other than agencies directly in the legislative or judicial branch.

F. "*Imprimatur*" means the name or symbol of an agency.

G. "*Official*" means an individual in charge of an agency or office charged by law with responsibility for a publication intended for public circulation.

H. "*Picture*" means any representation or illustration affixed to a publication.

I. "*Publication*" means any printing authorized by the Commissioner which is intended for general public circulation, which is permitted or required by law and which is paid for by public funds, including, but not limited to, reports, pamphlets and newsletters.

Admin. 2. Authorization to print.

The Commissioner shall not authorize the printing of any publication, except those which carry certification by an official and which are authorized by law, or which are reasonably calculated to accomplish the intent of the appropriation out of which the publication's cost will be defrayed.

Admin. 3. Imprimatur.

Each publication shall display the imprimatur of the agency responsible for its issuance.

Admin. 4. Publication of the names of officials.

A. A publication shall not carry the name of an official if the effect of including the name of such official would be to attribute such publication to that official rather than the state of Minnesota; nor shall such publication contain any notice that it is sent "with the compliments of" or carry letters of personal greeting from an official.

B. A publication may carry the name of an official in the following circumstances:

- 1.) where inclusion of the name is necessary for the purpose of authentication; or,
- 2.) where inclusion of the name is necessary to carry out the purposes of promotional publications issued on behalf of the state of Minnesota; or
- 3.) where inclusion of the name is necessary to accomplish one of the principal purposes for which the publication was intended, provided that no names shall appear on stationary printed for the use of an agency.

Admin. 5 Publication of the names of individuals other than officials.

A. A publication shall not carry the name of an individual other than an official if the effect of including or placing the name of such individual would be to attribute the publication to that individual rather than the state of Minnesota.

B. A publication may carry the name of an individual other than an official:

- 1.) where inclusion of the name is necessary to accomplish one of the principal purposes for which the publication is intended, provided that no names shall appear on stationary printed for the use of an agency; or,
- 2.) where inclusion of the name would have the effect of recognizing a substantial contribution by such individual in writing, compiling, researching, editing, or providing the photographs, art work or design for the publication.

Admin. 6. Publication of pictures.

A. A publication shall not carry the picture of an official or an individual other than an official if the effect of including or placing the picture of such individual or official would attribute the publication to that individual or official rather than the state of Minnesota.

B. A publication shall not carry a picture unless such picture is necessary and relates entirely to the transaction of state business, and is reasonably required to provide a clear understanding as to the substance and meaning of the publication.

Admin. 7. Distribution of publications.

All publications designed for internal or public distribution shall follow the distribution scheme provided in relevant Minnesota law.

Admin. 8. Conflicts.

Nothing in these rules shall be interpreted so as to conflict with Minn. Stat. Sec. 16.02 and Sec. 16.81, et. seq. Prior rules on the subjects covered herein shall be superseded only in the event of conflict.

Admin. 9. Disputes.

Disputes arising under these rules shall be decided by the Commissioner, whose decision in such matters shall be final.

IMPORTANT

Preparation materials paid for from monies deposited in the State Treasury may not be used by a nonstate organization for reproduction without written permission from the Commissioner of the Department of Administration. (M.S. 16.026, subd. 2)

DOCUMENT DISTRIBUTION PROCEDURES

<u>WHO</u>	<u>STEP</u>	<u>ACTION</u>
Agency Printing	1	Sends document to be printed and printing requisition to State Printer.
	2	Sends sequence number and title of publication to Micrographics Unit on State Depository System Publications Shipping Transmittal. (see page 73)
State Printer	3	Arranges for printing documents; sends documents and one copy of the requisition to Procurement or Central Duplicating, and one copy of the requisition to the Legislative Reference Library.
Vendor or Central Duplicating	4	Delivers printed documents to agency.
Agency Printing Liaison Officer	5	Sends eleven copies, one of which is unbound, and (1) copy of requisition to the Legislative Reference Library.
Legislative Reference Library	6	Catalogs, prepares title information, batches, sends quantity of documents and other necessary information to <u>Micrographics Unit.</u>
Micrographics Unit	7	Films documents at 42x, processes, duplicates fiche.
	8	Sends duplicate microfiche to Documents Division for distribution to Depository System.
	9	Sends one copy of duplicate fiche to the Legislative Reference Library.
	10	Sends appropriate invoices to publishing agencies.
	11	Stores original microfilm of document.



STATE DEPOSITORY SYSTEM PUBLICATIONS
SHIPPING TRANSMITTAL

TO: Department of Administration
Records Management Division
Micrographic Services Unit
Room 110 Nalpak Building
333 Sibley Street - 296-6696

DATE _____

FROM: _____

TITLE OF PUBLICATION: _____

MICROFILM SEQUENCE NUMBER - DEPT./DIVISION _____

SEQUENCE NUMBER _____

RM-00050-01

