



## Standards for Document Preparation

### Requirement

In this electronic information era, we need to produce documents that can be readily sent by email or posted on websites. At the same time, documents must be formatted in ways that ensure that they can be both viewed and printed as required by all recipients. This means that we must adopt certain standards in the preparation of documents such as newsletters and flyers. The adoption of a uniform standard for document exchange also means that draft information can be readily sent between members as contributions for newsletters, etc are sought and then circulated for checking.

### Hardware and software

Any type of computer such as a PC or Apple Macintosh can be used. The only restriction on the type of software used is that the program must have the ability to save documents in **Rich Text Format**. That means being able to save documents as \*.rtf files.

All word processors have this ability. In particular you can use any version of WordPerfect, MS Word, or MS Works. However, you can also use the basic word processors provided with the different versions of Windows such as Windows Write or Word Pad.

The programs that **should not be used** are those in which information is kept in the form of a graphic layout. These include programs such as Publisher, PowerPoint or PageMaker.

### Format

The following requirements should be observed

**Paper** - To be set up to print on A4 only

**Margins** - To be set to allow a minimum margin of **2 cm** on all 4 sides

**Fonts** - No more than 3 fonts should be used in a document. These should be chosen from this list of True Type core fonts that most users should have installed;

Arial, Arial Black, Courier New, Comic Sans MS, Times New Roman, Verdana,  
Andale Mono, Impact, Georgia, Trebuchet MS,

**Graphics** - should be used sparingly as they increase download times

**File format** - All files are to be saved in rich text format, i.e. as "document.rtf".

### Creating PDF files

While we ask that items such as Meeting notices, agendas, minutes and reports to be circulated as RTF files so that they can read by everyone, this format does not suit all applications.

When we turn to items such as flyers and newsletters where use is made of items such as graphics or columns, RTF files become very large and unwieldy. We overcome this limitation by using Adobe Portable Document format or PDF files. All items on the District website designed to be downloaded and, if desired, printed are in this format. Similarly, all items that you can download from the TI website are also in PDF format. To access these, individual Toastmasters need to download and install a free copy of Adobe Reader on their computer. You can find information on our District website about doing this. It is advisable to keep this up to date with the latest version available from Adobe.

It is still important that the same care is taken when preparing potential PDF documents with the selection of items such as fonts and margins, complying with the standards above.

Having created a document in an application such as Microsoft Word, it can be converted into PDF form by using an appropriate "PDF printer". Adobe Acrobat is the program generally used for the creation of PDF files and should be used if you have access to it.



## TOASTMASTERS INTERNATIONAL District 70

However, there are other freely available means for creating PDF files. If you are using MS Office, you can download a pdf creation add-in option. Alternatively, you can install a suitable free PDF printer on to your computer. Always be sure to check your PDF file for legibility and printability after conversion, and ensure that the PDF file size is less than 2MB.

Here are some free PDF printing programs

- a. Download doPDF, a free PDF printer available from <http://www.dopdf.com>.
- b. Download PrimoPDF, a free PDF creator available from <http://www.primopdf.com>.
- c. Download PDFCreator an open source free PDF printer available from <http://sourceforge.net/projects/pdfcreator>.

If you sending items such as flyers intended to be posted on to the District website to the District Webmaster ([webmaster@d70toastmasters.org](mailto:webmaster@d70toastmasters.org)), then please email a version of your document in its original software form for him to turn into PDF form rather than sending an already converted document. This is because special precautions are required for pdf files to be posted on the website.

### **Sending routine RTF files**

Files prepared in Rich Text Format can be circulated by attaching them to email messages. All recipients with a computer and email software will have a program that is then able to open such RTF files for viewing, editing and/or printing.

### **Large files such as flyers**

Sending large attachments can annoy members, clutter up their Inbox, and even bring down their email system. Wherever possible try to compress attachments (using programs such as Ultimate ZIP or Win ZIP) and only send attachments when they are productive. A good rule of thumb is less than 100K in size.

A better alternative to sending large files such as contest flyers and newsletters is to just include a link in an email message to the page on the District 70 or Division website containing the flyer or newsletter in question. Your messages are less likely to be perceived as unacceptable spam by Toastmasters members if you avoid sending attachments. Here is an example of an acceptable promotional email that could be sent to clubs in a Division (or Area as appropriate).

The Tropical Division International Speech and Evaluation Contests will be held on Saturday 1st April at the Woop Woop RSL Club. For full details including RSVP information, please click this link.

[http://www.d70toastmasters.org/pdf\\_flyers/TropicalFlyer.pdf](http://www.d70toastmasters.org/pdf_flyers/TropicalFlyer.pdf).

We would appreciate if you can forward this email on to all your members.

### **Sending mass email**

If sending out a mass email, it is not necessary to add all Club email addresses for example to your address book. District Officers can help with the provision of up to date email contacts from the District database.

Please contact the District Webmaster ([webmaster@d70toastmasters.org](mailto:webmaster@d70toastmasters.org)) for more information on this aspect.

**Also see District 70's Email Guide for more information about sending emails.**