

# FOR SALE

1430 S. Church St., Lodi



**\$435,000** Well maintained charming home in desirable area. Features include newly re-finished hardwood floors, updated bathroom, and a spacious backyard. Perfect for a small family looking for a place to call home. Close to new school, restaurants, and shopping. This home is immaculate. Motivated seller!

- Built in 2001
- 1583 Sq. Ft.
- 6098 Sq. Ft. Lot
- 2 Bedrooms, 1 Bath

- Central Heat & Air
- 2 Car Garage
- Spacious Backyard with Pond
- Covered Front & Rear Patio





**ROXANNE BERTHOLD**  
 Prudential California Realty  
 2401 W. Turner Rd., Suite 300  
 Lodi, CA 95242  
 Direct: 209-368-8311  
 Cell: 209-329-4312  
 Fax: 209-334-0903

# Design a multi-purpose flier

The single-sheet flier is a low-cost workhorse. This versatile model has many uses. *Continued* ▶

# Design a multi-purpose flier

The single-sheet flier is a low-cost workhorse. Here's a versatile model that has many uses.

For all of our high technology, the lowly, single-sheet flier is as popular as ever. It is inexpensive to make and easy to distribute. And with today's color printers it can look vibrant. But who has time to design it well? If you work from a model, you do! A model makes your design decisions for you—headline goes *here*, photo goes *there*, and so on. This saves time, and if you have a series of fliers, you project a consistent look while not “reinventing the wheel” on every page. Here's how to build a versatile one.

Before



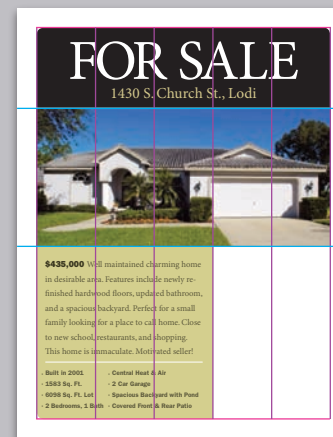
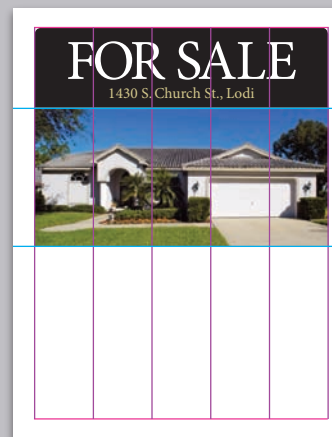
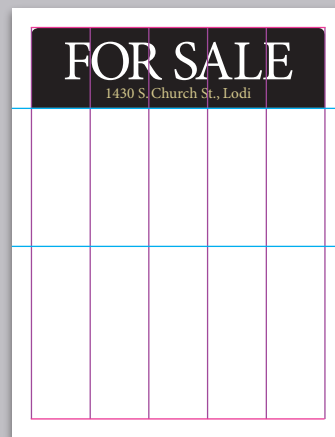
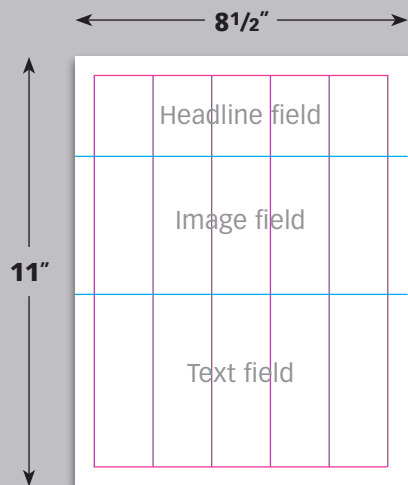
After



Same house, same copy, but who would you rather buy from? Above, left, the designer laid out this flier in a hurry, from scratch, and it looks like it; the page is full of holes and visual irregularities. Above, right: The model has a place for everything, so the elements come together neatly and easily.

## A place for everything

A model imposes order. Once you know where things go, your task is not to design but simply to edit each element to fit its space.



**Five across, three down**  
Create a five-column grid (the odd number will keep the page *unbalanced* and the eye moving). Then divide the page horizontally into three fields approximately as shown.

**Start at the top** Fill the headline field with color, then reverse the headline atop it. Note the dark field does the work of establishing the “look.”

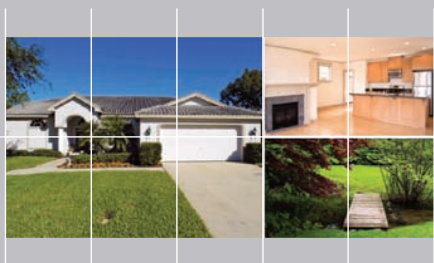
**Place the image** edge to edge in the middle field.

**Add text** Gather all related text (narrative and bullet points) into a three-column area and set it in contrasting styles—a large, light serif and a small, bold san-serif that the eye can tell apart at a glance. As with the headline, the rectangular field defines the space.

**Add contact info** Place the map in the remaining two columns, then punctuate with photo and contact information. Note the 3–2 asymmetry keeps the page vital; equal-width columns would balance and therefore be static.

### Adjust—a little—for variety

Adjust size and division of the fields to accommodate longer headlines or more images, but stay within the fields. Note the colored rectangles hold the look together.



**Add photos** to the image field by dividing the space; the five columns yield a variety of possibilities. This handsome grid can accommodate three photos (above), four (right) or more. It works best when one is larger than the others as it is here.

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Large type size (16 pt) and wide line spacing (26 pt) are an ideal size for narrative.

# OPEN HOUSE

SUNDAY 1-3 P.M.

1430 S. Church St., Lodi

**\$435,000** Well maintained charming home in desirable area. Features include newly re-finished hardwood floors, updated bathroom, and a spacious backyard. Close to new school, restaurants, and shopping. This dream home is immaculate. Motivated seller!

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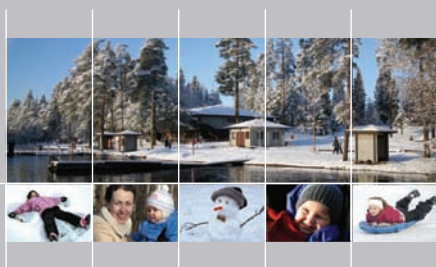
Contrasting timesteps differentiate narrative from bullet points beneath. Note, however, that price and bullet styles are the same, tying the two sections together.

### Add copy

Deepen the headline field to accommodate more lines of type. Note that to compensate, the photos have moved down, and the text beneath has been shortened.

### Variation one

Instead of separate fields, one light color defines the background. Five images span the grid, narrative tells the story, and small text gives at-a-glance particulars.



**Six complementary photos** share the image field comfortably. The large photo is the focal point; the smaller five add "color."



**Single-color background** unites top and bottom.

**San-serif type** contrasts with the larger, serif narrative, conveying at a glance that it's a different *kind* of information. The sled in silhouette serves as a visual punctuation point ("the page ends here") and a link to the images above it.

**Narrative fills the section** without bullet points. Write concisely on a flier. Use a smaller type size only as a last resort.

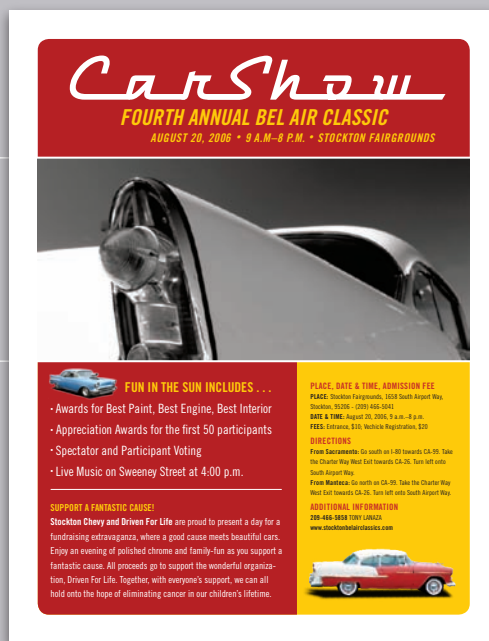
### Variation two

High color contrasts are an easy way to catch attention and define the spaces.



#### Reverse the sizes

Opposite the normal style, note that the large photo is a mere (albeit artistic) detail, while the small photo is the entire car.



Tiny photo says "start here."



#### FUN IN THE SUN INCLUDES . . .

- Awards for Best Paint, Best Engine, Best Interior
- Appreciation Awards for the first 50 participants
- Spectator and Participant Voting
- Live Music on Sweeney Street at 4:00 p.m.

#### SUPPORT A FANTASTIC CAUSE!

Stockton Chevy and Driven For Life are proud to present a day for a fundraising extravaganza, where a good cause meets beautiful cars. Enjoy an evening of polished chrome and family fun as you support a fantastic cause. All proceeds go to support the wonderful organization, Driven For Life. Together, with everyone's support, we can all hold onto the hope of eliminating cancer in our children's lifetime.

#### Reverse the sequence

The bullet list on top draws the attention, and the narrative below it fills in the detail.



Stark color contrast clearly separates the spaces. Note the red-on-yellow, yellow-on-red theme that ties all the elements together.

### One model, three looks

One format easily handles a variety of looks. Remember: head, image, text. Keep each area separate. Write concisely. Use repetitive colors and tpestyles to tie the design together.

1 **Headline**

2 **Image**

3 **Text**

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**WinterFest**  
November 05, 2006 • Lakeside Park • 10:00 a.m. – 5:00 p.m.



Join us to usher in the winter time of year. The winter snow has begun to fall, and the ground is covered in white. Bundle your children for a day of fun in the snow. There will be games, food and attractions for all ages. Enter our annual sled race, or put your snowman-building skills to the test in our Build-a-Snowman contest. Loads of fun for everyone! See you there!

**Things To Know**

- Free Admission
- Open-Air Event
- Limited Parking
- No Alcohol
- Dress Warmly
- Come Early

**For More Information**  
Call 530-555-1297  
[www.slwinterfest.com](http://www.slwinterfest.com)

**Presented By**

- The South Lake Tahoe Community Center
- White Peak Mountain Resort



**Car Show**  
FOURTH ANNUAL BEL AIR CLASSIC  
AUGUST 20, 2006 • 9 A.M. – 3 P.M. • STOCKTON FAIRGROUNDS



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**PLACE, DATE & TIME, ADMISSION FEE**  
PLACE: Stockton Fairgrounds, 6218 South Airport Way, Stockton, CA 95210 • 209-465-2444  
DATE & TIME: August 20, 2006, 9 a.m. – 3 p.m.  
FEES: Entrance, \$10; Network Registration, \$20

**DIRECTIONS**  
From Sacramento: Go south on I-80 towards CA-99. Take the Charter Way West Exit towards CA-20. Turn left onto South Airport Way.  
From Modesto: Go north on CA-99. Take the Charter Way West Exit towards CA-20. Turn left onto South Airport Way.

**ADDITIONAL INFO/REGISTRATION**  
209-466-3699 from 10/06/06  
[www.stocktonchevyanddrivenforlife.com](http://www.stocktonchevyanddrivenforlife.com)

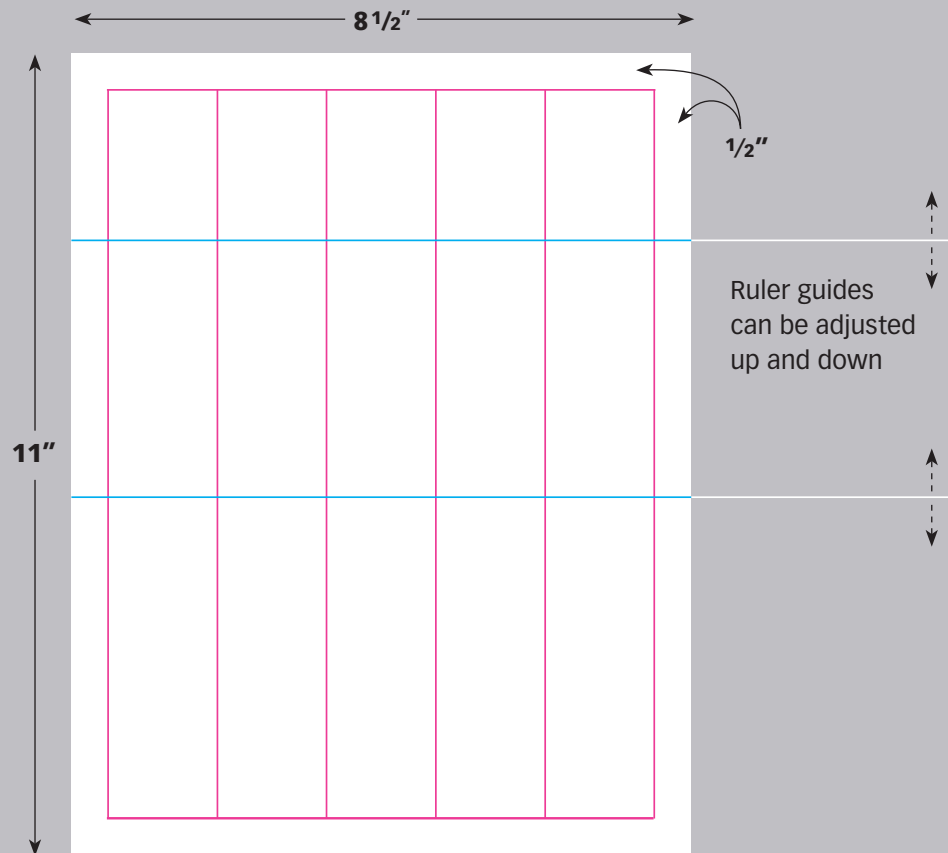


## Template

Letter-size page (8½" x 11")

Half-inch margins

Five columns





## Article resources

**15** **16** **17**

**15** **18** **19**

**Image row 12g-k (left to right)**

**9a**

**15** **20** **21**

### Typefaces

- 1 (a-c)** [Minion Pro Regular](#) | a) 104 pt  
b) 28 pt, c) 16/26.6 pt
- 2** [ITC Franklin Gothic Heavy](#) | 16 pt
- 3 (a-b)** [ITC Franklin Gothic Demi](#)  
a) 12/20 pt, b) 7/13 pt
- 4** [ITC Franklin Gothic Book](#) | 7/13 pt
- 5 (a-c)** [Gargoyle Med Old Style Figures](#)  
a) 100 pt, b) 16 pt, c) 16/26.5 pt
- 6** [Myriad Pro Condensed](#) | 13/15 pt
- 7** [Myriad Pro Bold Condensed](#) | 13/15 pt
- 8** [Raceway](#) | 69 pt
- 9 (a-b)** [Trade Gothic Bold Condensed 20 Oblique](#) | a) 27 pt, b) 15 pt
- 10 (a-d)** [Trade Gothic Bold Cond 20](#)  
a) 12 pt, b) 17 pt, c) 11 pt, d) 8.5 pt
- 11 (a-c)** [Trade Gothic Condensed 18](#)  
a) 16/26 pt, b) 12/18 pt, c) 8.5/12.7 pt

### Images

- 12 (a-m)** [iStockphoto.com](#) | [a](#) [b](#) [c](#) [d](#)  
[e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#)
- 13** [maps.google.com](#)
- 14** [Photos.com](#)

### Colors

- |           |                 |
|-----------|-----------------|
| <b>15</b> | C0 M0 Y0 K100   |
| <b>16</b> | C5 M6 Y45 K75   |
| <b>17</b> | C5 M6 Y45 K15   |
| <b>18</b> | C100 M40 Y0 K35 |
| <b>19</b> | C6 M5 Y4 K0     |
| <b>20</b> | C15 M95 Y100 K5 |
| <b>21</b> | C0 M20 Y100 K0  |

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**Gaye McWade** Associate publisher

**Vincent Pascual** Staff designer

**Dexter Mark Abellera** Staff designer

Design advisor **Gwen Amos**

### Before & After magazine

323 Lincoln Street, Roseville, CA 95678

**Telephone** 916-784-3880

**Fax** 916-784-3995

**E-mail** [mailbox@bamagazine.com](mailto:mailbox@bamagazine.com)

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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

### For presentation format

[Print: \(Specify pages 1–10\)](#)



### Print

Format: Landscape  
Page Size: Fit to Page

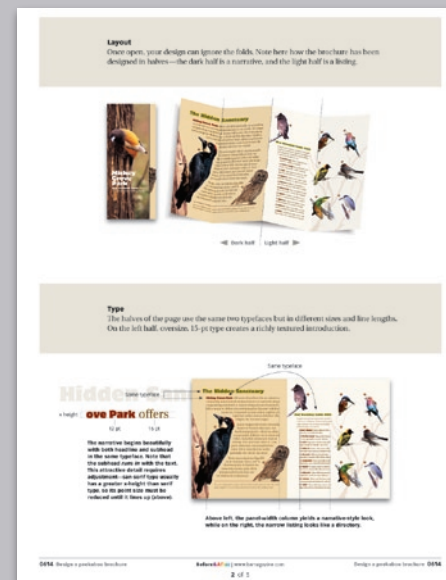


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 12–16\)](#)





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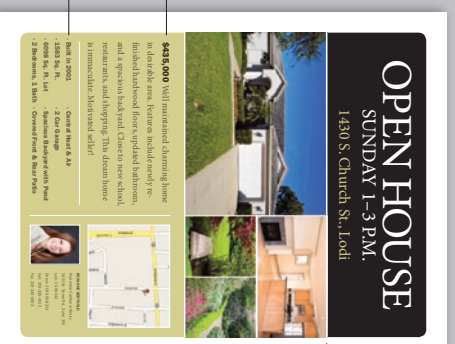
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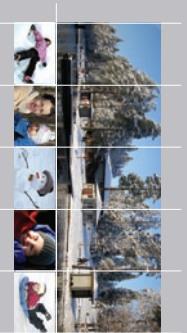


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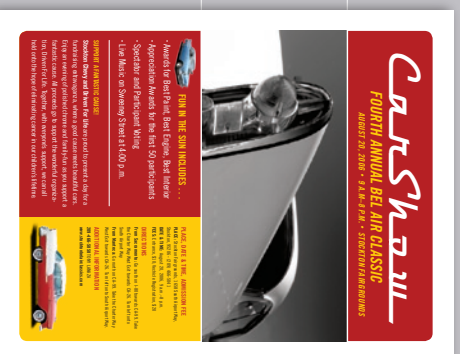
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#### SUPPORT A WINTER CLASSIC

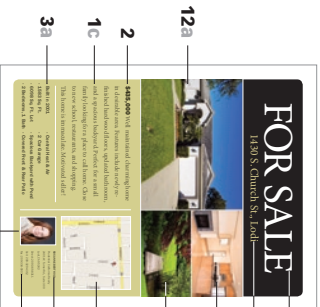
Stockton Chevy and Driver F at the air-ground to present a day for a fund-raising extravaganza, where a good cause meets beautiful cars. Enjoy an evening of polished customs and family fun as you support a fantastic cause. All proceeds go to support the wonderful organization: Driver For Life. Together, with everyone's support, we can all hold onto the hope of amazing cures in our children's future.

#### Reverse the sequence

The bullet list on top draws the attention, and the narrative below it fills in the detail.



15 16 17



15 18 19



Image row 12g-k (left to right)



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- 3 (a-b) **ITC Franklin Gothic Demi**  
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- 5 (a-c) **Gargoyle Med Old Style Figures**  
a) 100 pt, b) 16 pt, c) 16/26, 5 pt
- 6 **Wriard Pro Condensed** | 13/15 pt
- 7 **Wriard Pro Bold Condensed** | 13/15 pt
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20 Oblique | a) 27 pt, b) 15 pt
- 10 (a-d) **Trade Gothic Bold Cond 20**  
a) 12 pt, b) 17 pt, c) 11 pt, d) 8, 5 pt
- 11 (a-c) **Trade Gothic Condensed 18**  
a) 16/26 pt, b) 12/18 pt, c) 8, 5/12, 7 pt

**Colors**

- 15 C0 M0 Y0 K100
- 16 C5 M6 Y45 K75
- 17 C5 M6 Y45 K15
- 18 C100 M40 Y0 K35
- 19 C6 M5 Y4 K0
- 20 C15 M95 Y100 K5
- 21 C0 M20 Y100 K0

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[e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#)
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- Dexter Mark Abellera** Staff designer
- Design advisor **Gwen Amos**

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