

THE FAX TEST

The Fax Test

Your eyesight might be perfect, but many readers have less than perfect vision. A fax copy shows what a person with less than perfect vision will see.

PHONE #'s

Telephone Numbers

There is no official standard for how a phone number is written. Should you use parentheses, hyphens, slashes or periods? While designers continue to look for new ways to write a phone number, research shows the best way is to use parentheses around the area code and a hyphen. "800" numbers should always use hyphens. See for yourself, look at yellow page ads and find the telephone number format you like best.

" " and !

Quotation Marks and Exclamation Points

Quotation marks increase response. When people see quotation marks, they feel like they are being talked to directly. Quotation marks are powerful punctuation. The opposite is true of the exclamation point. They make the reader stop and pause. Make it a point not to use the exclamation point.

“Our clients get spectacular output, and we are advancing the technology in our print shop.”

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