

Green Publications

From graphics to printing to distribution

1

Graphics

Follow green graphics guidelines from the *Print Resource Guide for the Harvard Community*

- Design products that require fewer varnishes and coatings
- Use PDF proofs
- Design a series or multiple print projects to fit on a single sheet
- If the printed piece is to be mailed, ask if it can be designed as a self mailer

2

Printing

- Request vegetable-based printing inks
- Use recycled papers w/ 30% or 100% post consumer waste (PCW) or Forest Stewardship Council (FSC) paper
- Use Process Chlorine Free (PCF) or Elemental Chlorine Free (ECF) paper

3

Distribution

- Reduce the number of paper copies by offering an on-demand digital print option
- Offer an electronic version or PDF option
- Avoid ordering more copies than needed; conduct a survey to confirm the number of copies needed

