

TechNote:

Variable-Data Printing Design Guide



Template layout

- Template layout should be done in QuarkXPress or InDesign for Mac
- Use placeholder images and text in document

Variable text

- Can use any font/size/color
- Do not use artificial text style such as Bold, Italic, Underline, Horizontal Scale, Baseline Shift, etc.
- It's OK to use color text over images, and OK to reverse white text out of images

Variable images

- Convert to CMYK
- Save in EPS format with JPEG Preview and JPEG Maximum Quality Encoding
- Scale and crop so all images have the same dimension. Please supply images at 300dpi at 100% for placement in template. Images will be centered with picture and excess cropped off.
- Use short names for images, no more than 15 total characters, alphanumeric only, do not use special characters such as spaces, commas, periods, slashes, colons, etc.

Database

- Supply in Excel format
- First row should contain header information
- Do not use returns in field data
- Do not use spaces at the beginning or end of field data.
- Do not use foreign characters with accent marks
- Use a column for each variable image, and enter the EXACT file name, including extension
- Any overs and samples should be included in database as additional records