Creating Label Marks in Macromedia FreeHand

English

Pandora

version **2.5**

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Creating Label Marks in FreeHand

This document describes how to create label marks in Macromedia® FreeHand® for use in Pandora® software. The example shows a time stamp, but you can use this procedure to create any of the labels marks as described in the *Pandora User Guide*.

Overview

This procedure was tested with FreeHand 10, and with PostScript® Type 1 and TrueType fonts.

For variable text to print correctly, the font must be embedded in the PDF and must not be subset. FreeHand does not embed Base 14 fonts in PDF files. The workaround is to embed the font in the PDF in Adobe® Acrobat®.

Text substitution does not support double-byte fonts.

Creating a Label Mark

To create a label mark:

1. Make a new FreeHand document.
2. Select the **Text** tool.
3. Click the pasteboard to create an insertion point.
4. Type `Time: <Time>`

   When the Pandora job is printed, the brackets and text between the brackets are replaced by the computer's system time.

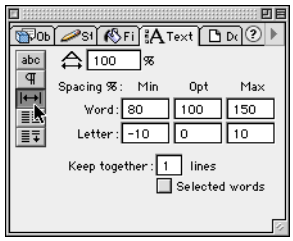


Note: The text between the brackets is case-sensitive. It must be capitalized as shown.

To set the spacing and kerning:

This ensures that the text appears correctly in the final output.

1. Open the **Text Inspector** palette.
2. Using the **Text** tool, select all of the text in the mark.
3. Click the Spacing button on the **Inspector** palette.

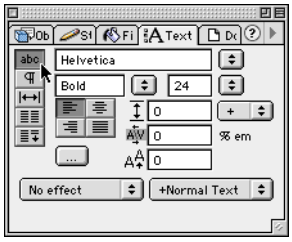


a. In the **Spacing** area, in the **Word Min**, **Opt**, and **Max** boxes, type `100`.

b. In the **Spacing** area, in the **Letter Min**, **Opt**, and **Max** boxes, type `0`.

c. Press the ENTER or RETURN key to accept the changes.

4. On the **Text Inspector** palette, click the Character button.



a. Place the text insertion point between the first two letters in the text mark.

b. In the **Kerning** box on the **Text Inspector** palette, type `0`.

c. Press the ENTER or RETURN key to accept the change.

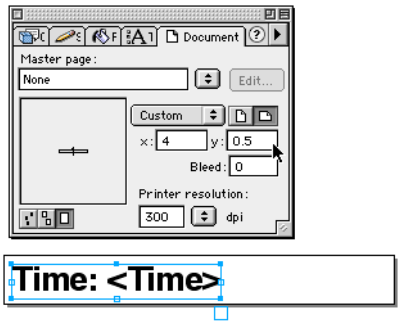
d. Place the text insertion point between the second and third letters in the text mark.

e. Repeat steps `b` and `c`.

f. Repeat steps `b` and `c` for all additional letter pairs in the text mark.

To set the page size:

1. Open the **Document Inspector** palette.



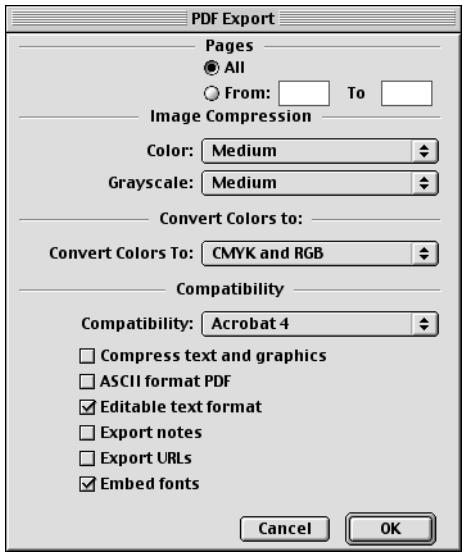
2. Type the desired mark dimensions. Include extra space on the right for the text that will be inserted by Pandora.

3. Press the ENTER or RETURN key to accept the changes.

Exporting a PDF File

To export a PDF file:

1. From the **File** menu, select **Export**.
2. From the **Format** list, select **PDF**.
3. Click the **Setup** button.



4. In the **Pages** area,select the page range.
5. In the **Image Compression** area, from the **Color** and **Grayscale** lists, select the type of compression you want.
6. From the **Convert Colors to** list, select the option you want.
7. In the **Compatibility** area, select the **Compatibility** option you want.
8. Select the **Editable Text Format** check box. This ensures that the variable text is not broken up when FreeHand creates the PDF file.
9. Select the **Embed Fonts** check box.
10. Select or clear the **Compress text and graphics**, **ASCII format PDF, Export notes**, and **Export URLs** check boxes as desired.
11. Click **OK**.
12. Click the **Export** button.
13. From the **File** menu, select **Save**.
14. From the **Format** list, select **FreeHand 10**.

Modifying the Mark in Acrobat

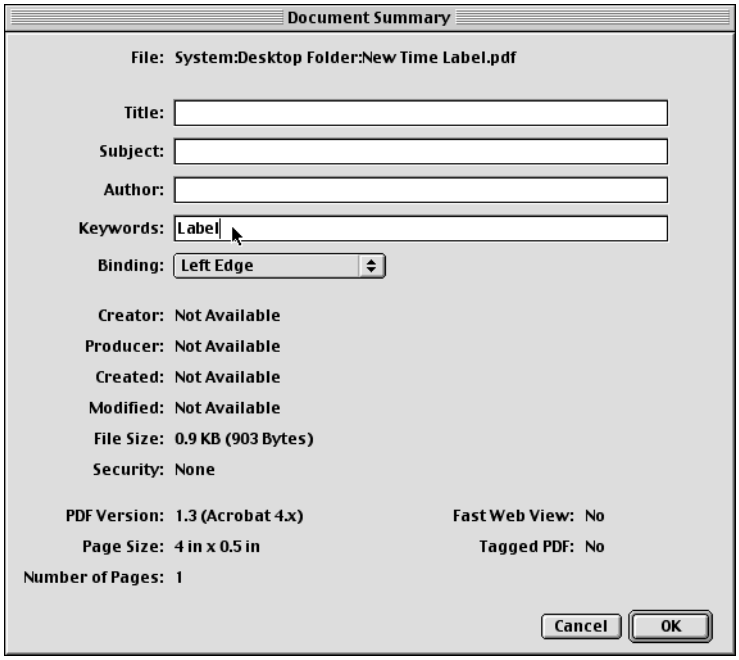
You must edit the label mark in Acrobat before you can use it in Pandora.

Setting the Label Keyword

You set the label keyword so Pandora knows to scan the mark for variable text.

To set the Label keyword:

1. Open the PDF mark in Acrobat (you must use the full version of Acrobat, as you cannot set the label keyword in Acrobat Reader®).
2. In Acrobat, from the **File** menu, select **Document Properties > Summary**.

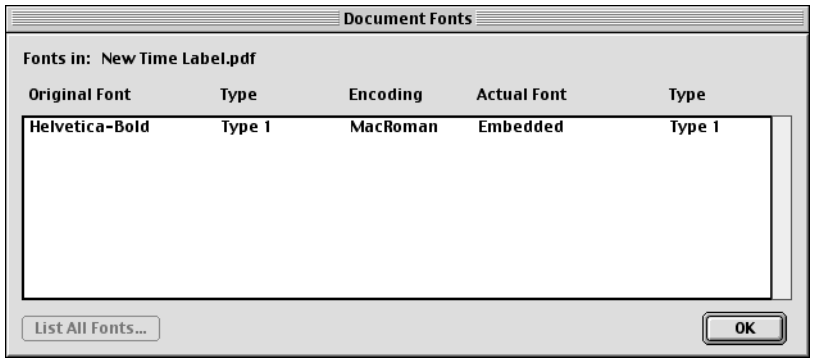


3. Type `Label` in the **Keywords** box.
4. Click **OK**.

Checking the Fonts

To see if fonts are not embedded in the PDF:

1. In Acrobat, from the **File** menu, select **Document Properties > Fonts**.

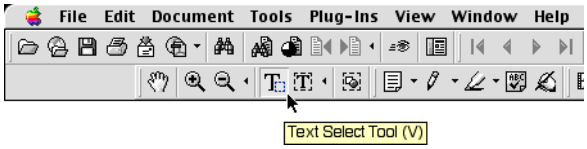


2. If a font name appears under **Actual Font**, you must embed the font.

Embedding the Fonts

To embed fonts:

1. In Acrobat, from the **Tools** menu, select **TouchUp Text > Text Attributes**.
2. Click the Text Select tool.



3. Select all the text in the mark.
4. On the **Text Attributes** palette, selet the **Embed** check box.

Note: You must save the PDF, close it, then reopen it in Acrobat to see the font changes.

Saving the PDF File

To save a PDF file:

➢ From the **File** menu, select **Save**.

Using the Mark in Pandora

To import the PDF into Pandora as a mark:

1. In Pandora, click the **Import** icon on the **Marks** palette.
2. Navigate to the mark and select it.
3. Click **OK**.

To test the mark:

1. Create a new Pandora job that contains a press sheet, an artwork, and the mark.
2. Print the job to a PDF file.
3. Open the PDF in Acrobat. If the mark is made correctly, the bracketed text is replaced with the time the job was printed.