

SUTTLESTRAUS HOW-TO

S4 MRC INDESIGN TEMPLATES - SETUP GUIDE

This document will assist you in prepping your Adobe InDesign file for eventual placement on the S4 Marketing Resource Center (MRC). Adobe InDesign is preferred. These instructions are specific to variable template work or products where you want to allow some end-user customization via the S4 MRC Media Builder tools.

There are 4 main considerations when building this file:

- 1 Fonts
- 2 Layers
- 3 Colors
- 4 Variable definition

For demonstration we will review best practices when setting up a basic 2-sided postcard, as shown.



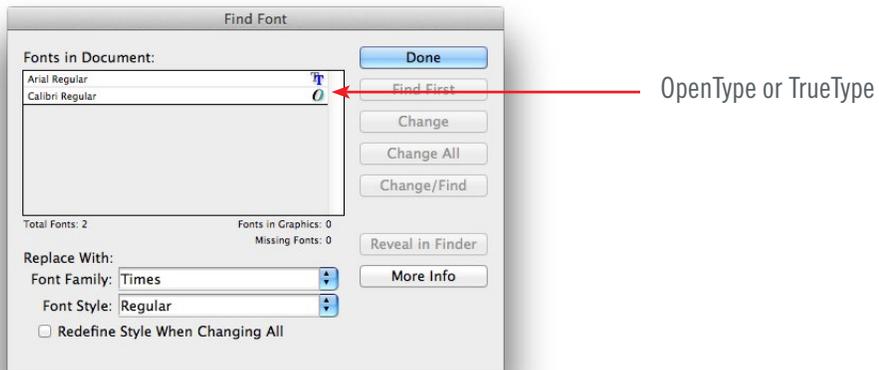
Step 1: Fonts

Since S4 MRC templates are cross-platform, browser based documents you need to ensure you are building with OpenType or TrueType fonts. To check this in Indesign go under Type menu to Find Font... Ensure fonts types listed are only O = OpenType or TT = TrueType.

If you have other font types you will need to obtain the OpenType or TrueType versions or use a font converting software such as Font XChange. Suttle-Straus can assist you with this.

If you are using non-OpenType or non-TrueType fonts in non-variable areas you can convert these fonts to outline to avoid the issue entirely.

Variable font areas must remain as live text and therefore must be OpenType or TrueType.



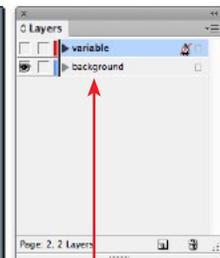
Step 2: Layers

Define 2 layers -- variable and background. Place all variable elements onto the variable layer and all non-variable onto the background layer. For variable paragraphs, move the entire text block to the variable layer even if only one word will ultimately be editable by the end user.

Variable text can be denoted with brackets. Place the default text that you would like used within these brackets. Default text is defined as the "sample" text within a variable online template. This is what the end user would see as their initial view.



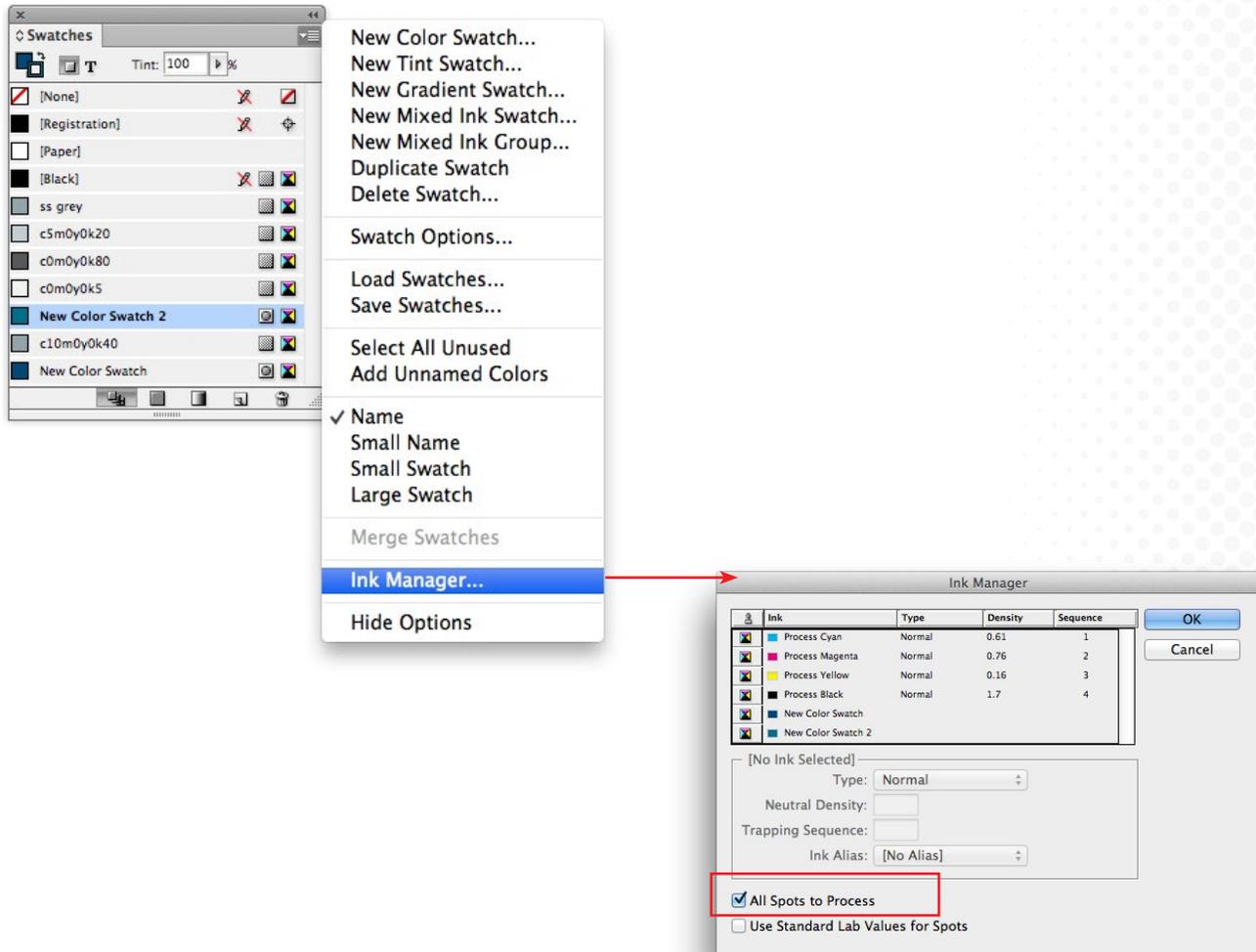
variable and background layers defined



variable layer off leaving only non-variable background image

Step 3: Colors

Ensure the colors of your document are set to the way the file will print. Is it 4 color? Are there spot colors? Use the Swatches palette and/or the Ink Manager to control this. Select all unused swatches and delete.



Step 4: Variable definition

In InDesign, use brackets, layers and default text to partially define the variable within the template. Next, generate a PDF and open it in Acrobat. Use a combination of annotation tools to better define the variable intent and behavior as shown in the example below. Include this PDF with your InDesign package when submitting to SSI.



If you plan to use variable images in your document, it is best if they are placed into your InDesign file at 100% scale. Oversized imagery will slow the template load and end user experience on the website.

Once you are ready to submit your artwork to Suttle-Straus, package your InDesign file and include all images and fonts. After packaging, include the annotated PDF within. Zip all assets and upload to the Suttle-Straus FTP per your login credentials.

Contact your Suttle-Straus representative for initial FTP setup and instructions.