

# **Business Card Studio**

© 2010 Summitsoft Corporation

# **Business Card Studio**

**Business Card Studio Help file**

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*by Summitsoft Corporation*

# Business Card Studio

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**Business Card  
Studio**

**Chapter**

**1**

# 1 Introduction

Thank you for purchasing Business Card Studio from Summitsoft Corporation! **Business Card Studio** gives you the power to create business cards, letterhead and envelopes that carry your professional visual identity. Its flexible tools and effects let you create the right impact for your image, symbol, trademark, icon, and the like.

Enjoy the experience of designing business cards like you always wanted to - from creating a look to printing the finished product. Feel elevated with the perfect creative tool to design a look to represent any small business or organization and make yourself and your message stand out. Choose from a range of designs and concepts to create out-of-the-box business card designs to promote your sports teams, festivals, organizations, fundraisers, conventions, fraternal organizations, educational institutions, television or radio media, newspapers and publications, music events or artists - just fire up your imagination and go to work!

## **Business Card Studio gives you a range of exciting features and options to work with:**

- Import logos from our own best-selling Logo Design Studio, as well as other graphics and image formats, or directly from your scanner or digital camera.
- Customize your business card design with our pre-designed templates.
- Choose from a selection of objects, shapes, and taglines custom-made for almost any concept.
- Save time with intuitive options and easily accessible tools, templates, designs, and objects.
- Export your image to an output format that works with the program of your choice.
- Design matching letterhead and envelopes to create a consistent look between your business card and stationery.

Business Card Studio works for both design professionals and novice users alike, with nearly limitless choices and an interface that simplifies your design process, making it easier for you to concentrate on the overall look of your card.

**PLEASE NOTE:** Any references to company names and persons in sample templates and screenshots are for demonstration purposes only and are not intended to refer to any actual organization. Screenshots are only meant to represent the program interface and may not accurately show included templates and objects.

## 1.1 What Is Business Card Studio?

Summitsoft's Business Card Studio, features intuitive options with a superior look and feel. It uses the new tabbed toolbar interface used by Microsoft®, and offers many of the same enhanced feature options found in our best-selling Logo Design Studio that give you a more powerful and easy-to-use design environment.

### **Discover these Business Card Studio features:**

- A selection of templates and objects to choose from with single-click insert option. Business Card Studio's tabbed toolbar interface features intuitive tabs and buttons that offer easy access to advanced tools.
- Object, shape, and text options are organized efficiently under the menus for effortless navigation.
- My Projects folder is listed under the File menu for easy accessibility and to manage multiple projects from a single window.
- Smart Interface with inherent slide-out panes featuring the most commonly used options for editing your design objects.

Exciting? How about sending your business card design to your friend as an email with just a single click? You can also print your card not only directly on cardstock, but also in a PDF document or in an image format ready to place in a document.

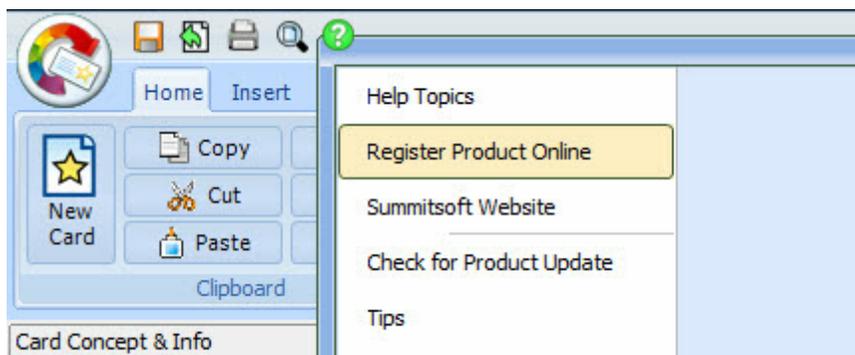
Want more? Export your business card in an Internet-optimized format that looks great on a computer screen yet takes less disk space. You can even export your card in greyscale format - perfect for faxing or other specific purposes.

Discover more options with Business Card Studio. Unleash the power of your imagination and have fun doing it.

## 1.2 Registering Business Card Studio

Registering your **Business Card Studio** software is important. Registration provides you with timely access to the latest product updates, technical support, valuable information about new product releases, access to free downloads and business card templates, articles, tips and hints, and special offers on other Summitsoft® products.

To register your version, click the Help button on the main toolbar and click on **Register Product Online**.

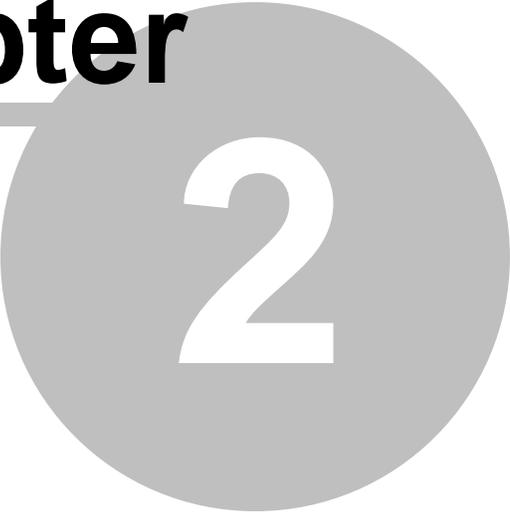


You can also register online at:

<http://www.summitsoftcorp.com/windows-software/register/register.html>

**Business Card  
Studio**

**Chapter**



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## 2 Getting Started

Find out more on how to start using Business Card Studio. Follow the steps outlined in the following topics to install and use your software.

### What would you like to learn more about?

- Installing Business Card Studio
- Creating Your First Business Card
- About the Interface

### 2.1 Installing Business Card Studio

Insert the **Business Card Studio** CD-ROM into your CD-ROM drive. Once the auto-run appears on your screen, click **Install** to launch the installation program. You will be asked to read and accept our End User License Agreement prior to installing the program. Click **Accept** only after you have read and understood these terms, and then follow the on-screen installation instructions in order to complete the installation.

If you have Auto-Run disabled, Click on **Start | Run**, and type in D:\Autorun.exe (where "D" represents the letter of your CD-ROM drive).

### 2.2 System Requirements

To install and use **Business Card Studio**, we recommend that your computer meets the following minimum system requirements:

**Hardware:** PC with Pentium 233 MHz or higher processor.

**Operating System:** Microsoft Windows<sup>®</sup> XP, Microsoft Windows<sup>®</sup> Vista, Microsoft Windows<sup>®</sup> 7.

**Memory:** 512 MB of RAM.

**Hard Disk:** 700 MB of available hard-disk space.

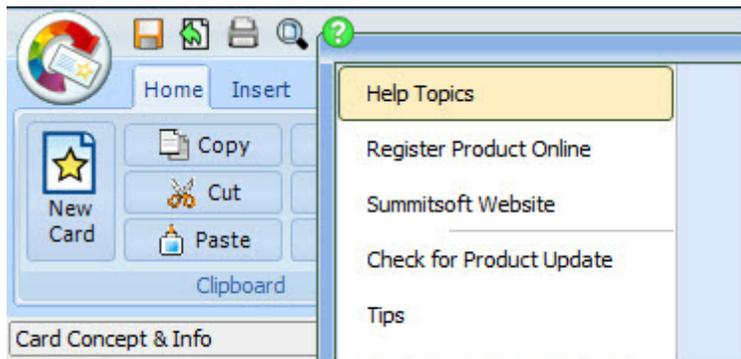
**CD-ROM or DVD-ROM** drive (for boxed shipments).

## 2.3 How to Use This Help File

To learn more about Business Card Studio, click on any of the help file topics in the list of topics at the left. Click on any of the book (  ) icons to see the topics listed below it; click on any of the page (  ) icons to display in this window the topic associated with that page. You can also move through the topics collected in any given book by clicking the Previous and Next buttons in the upper right.

### How to access Help topics

Click the Help button on the main toolbar at the top of the Business Card Studio interface to access the help topics. You can also press the **F1** key on your keyboard to display the help topics.



## 2.4 Quick Tips

Business Card Studio offers over 10,000 unique card designs to help create and print your business card quickly. Simply pick a template to open it in the software and then change the text to your own; you can move the text around and edit it in any way to better match the look you want.

Business Card Studio is also unique in that the software will actually create an unlimited number of new card concepts for you rather than only relying on the included pre-designed templates. With the right combination of fonts, graphics, backgrounds, shapes, colors and more, you can easily create millions of unique variations that are unique to your own choices and design style.

**To get you started quickly, there are a number of tips to follow that can guide you on finding that right look:**

- Using the Design Assist™ wizard, the number of cards generated are based on how many variables you add to the wizard; like number of fonts, number of colors, backgrounds, objects, etc.
- The amount of cards generated are also limited by hard drive space and memory. Business Card Studio constantly runs in optimized mode, but if you are generating thousands of cards, the program may crash on older systems. If this occurs, simply reboot the computer to clear any memory cache and restart the program with fewer options.
- Each time you exit Business Card Studio after running the Design Assist wizard, the generated cards are cleared (not saved). To save card concepts you like, simply add them to "My Cards."
- After using the Design Assist wizard to generate new concepts, make sure to make any fine

adjustments to a card you want to print or get printed. You should never fully rely on anyone but yourself in determining if the look of your card is exactly the way you want it.

- If you are printing your cards commercially (like FedEx Kinkos®, or other places), these printers will generally expect a high-resolution TIFF or BMP (up to 1200 DPI). Just go through the export process and send the exported image to your printer and they will lay it out on their template for you. The PDF format is also an option most commercial printers accept.
- Not sure where to start? Choose the **New Card** button in the main program Home tab to open the "Create a New Card" window. You can then quickly choose a pre-designed template or select the **Generate Cards** button to begin the Design Assist wizard.
- If you don't have a logo for your business card, browse through the Objects categories to find a pre-designed logo graphic you can easily add to your card.
- Need to change some text on your business card? Simply select the text on the canvas and it should appear in a "Selected Text" box in the Advanced Tools panel on the right side of the program window. Type in some new text and click the Replace button to change the canvas text.
- If you plan on printing your business card yourself, simply click the Print button in the main program Home tab to open your card in the Print Options window. You can choose from popular Avery card stock or adjust to a custom size. When you are ready, click the Print button.
- Before you print your business cards on a sheet of business card paper, try printing on a regular sheet of paper. This way you can see if there are any potential sizing problems before wasting a sheet of your special card paper.
- If you are having a professional printer print business cards for you, they will most likely be able to use either an exported TIFF image of your card, or a card in PDF format.
- If you want to move all text and graphics on the canvas at once, simply go to the Home tab and click the Select All button. Now you can just drag everything around your canvas using your mouse.
- You can adjust the height and width of your business card canvas by going to the Canvas tab section and clicking on the green Card Canvas arrow.
- Confused on where to find your saved project? By default, Business Card Studio saves your files in a My Business Card Studio Projects folder in My Documents ("Documents" for Windows Vista or Windows 7 users), but you can also save these files anywhere you choose.
- Some users mistakenly try to open and use the thumbnail that is generated when they save their business card (Save or Save As... instead of Export). Make sure you know where you are exporting your business card to so you don't get mixed up.
- After placing an object or text on the business card canvas, you can use your keyboard arrow keys to nudge the object or text in the direction of the arrows.
- To add text to your business card, simply go to the Insert tab section, enter the text you want in the white Text field, choose a text style (Simple, etc.) and then click the **Add New Text** button. Your mouse cursor will now be crosshairs when you move it over the canvas; just click anywhere on the canvas to place your text there.

**Business Card  
Studio**

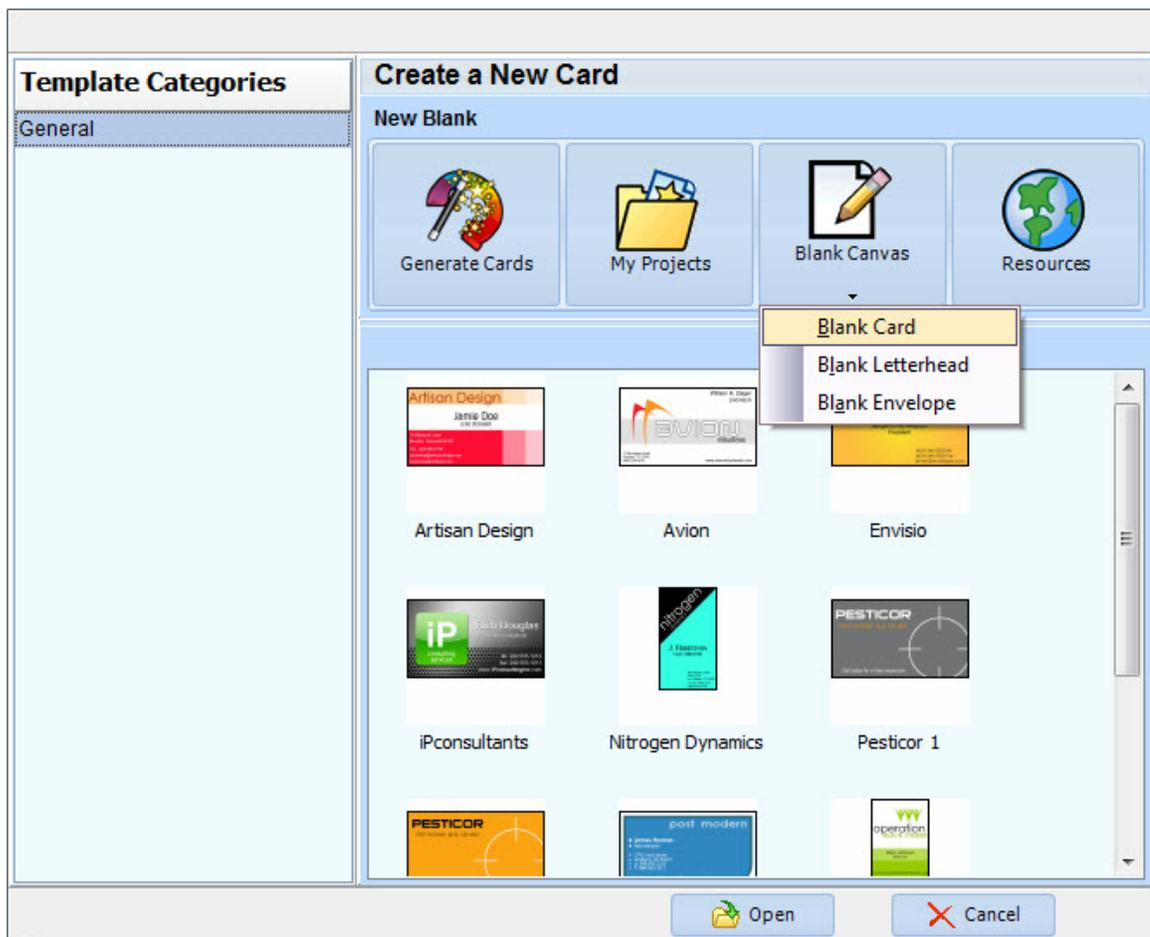
**Chapter**

**3**

### 3 Creating Your First Business Card

Working with the extensive features of **Business Card Studio** is easy, once you familiarize yourself with the user interface and the toolbars.

When you launch **Business Card Studio**, a welcome window will open, giving you the options to create a new card, letterhead or envelope from a blank canvas; generate cards from a pre-designed template; generate cards with the **Business Card Studio** built-in Design Assist wizard, or open a recent project file that you may have previously saved. (You may also display this welcome window by selecting **New Card** from the **Home** menu.)

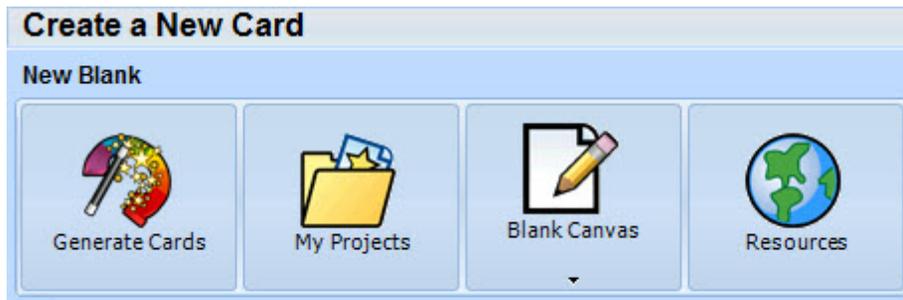


#### Learn More About:

- Using a Blank Canvas
- Using a Pre-Designed Template
- Using the Design Assist Wizard to Generate New Cards
- My Projects option

### 3.1 Using a Blank Canvas

To create a new business card, letterhead or envelope using a blank canvas, click the large **Blank Canvas** button in the Create a New Card section at the top of the welcome window. This will give you three options (Blank Card, Blank Letterhead, Blank Envelope) which will then open a new blank canvas in the **Business Card Studio** main program window based on what you select.



#### Opening a Blank Card canvas

When **Business Card Studio** first opens your blank canvas (as selected from the welcome window), the canvas window opens a default canvas that is 3.5 inches in width by 2 inches in height. To resize the canvas, go to Canvas in the Menubar and select **Resize** to display the **Canvas Setup** section of the Preferences panel. You can resize the canvas dimensions in pixels, inches, centimeters (cm), or millimeters (mm); adjust the resolution (300 dpi is recommended for print use, 72 dpi for web use); change the background, and add a grid for more accurate text and object placement.

You can also create a card from a blank canvas by selecting **New** from the File menu (the large round button at the top left of the main program window displaying a large "C" holding a business card). If you have a business card project currently displayed, you will be prompted to save any changes you made to it before your new project is opened. The **New Project** dialog window will now appear:

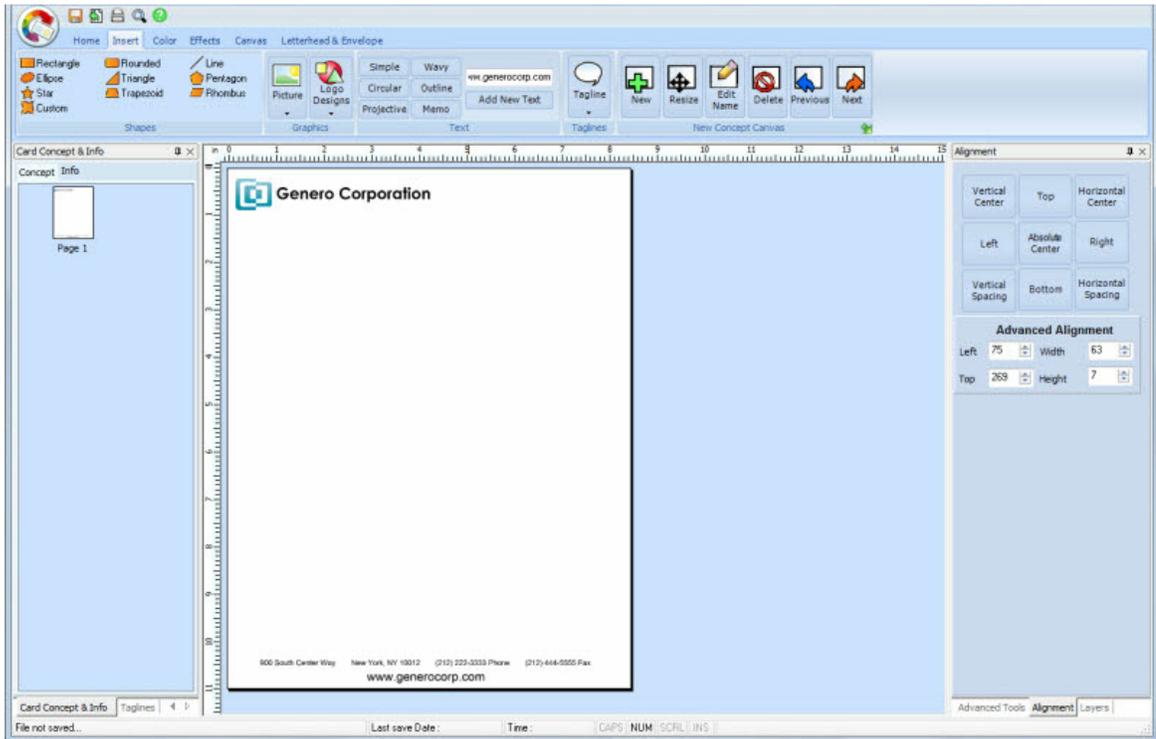
Enter the name for your new card project in the **Project Name** field. This name will be the name of the project folder **Business Card Studio** creates for you. This location will be in a sub-folder of your My Documents folder called **My Business Card Studio Projects**. The **Default Location** checkbox is checked by default; uncheck it if you want to save the card in a different location and either edit the pathname in the **Location:** field or click **Browse** to navigate to a new location. You can set the canvas dimensions based on pixels, inches, centimeters (cm), or millimeters (mm); adjust the resolution (300 dpi is recommended for print use, 72 dpi for web use); and change the background. Click **Ok** to create the canvas.

#### Opening a Blank Letterhead canvas

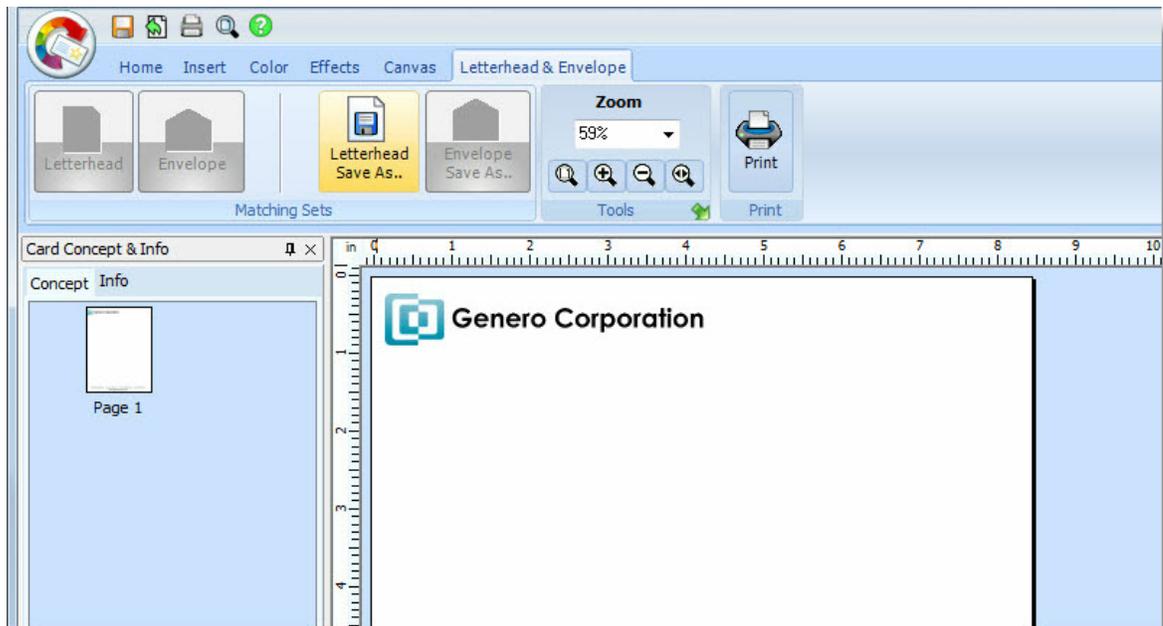
When **Business Card Studio** first opens your blank canvas (as selected from the welcome window), the canvas window opens a default canvas that is 8.5 inches in width by 11 inches in height. To resize the canvas, go to Canvas in the Menubar and select **Resize** to display the **Canvas Setup** section of the Preferences panel. You can resize the canvas dimensions in pixels, inches, centimeters (cm), or

millimeters (mm); adjust the resolution (300 dpi is recommended for print use, 72 dpi for web use); change the background, and add a grid for more accurate text and object placement.

You can then design your own look for your letterhead and save the letterhead as a new template to be used when matching your letterhead to your business card at a later time. To do this, first design your own letterhead.



When you are done designing, choose the Letterhead & Envelope menu option.



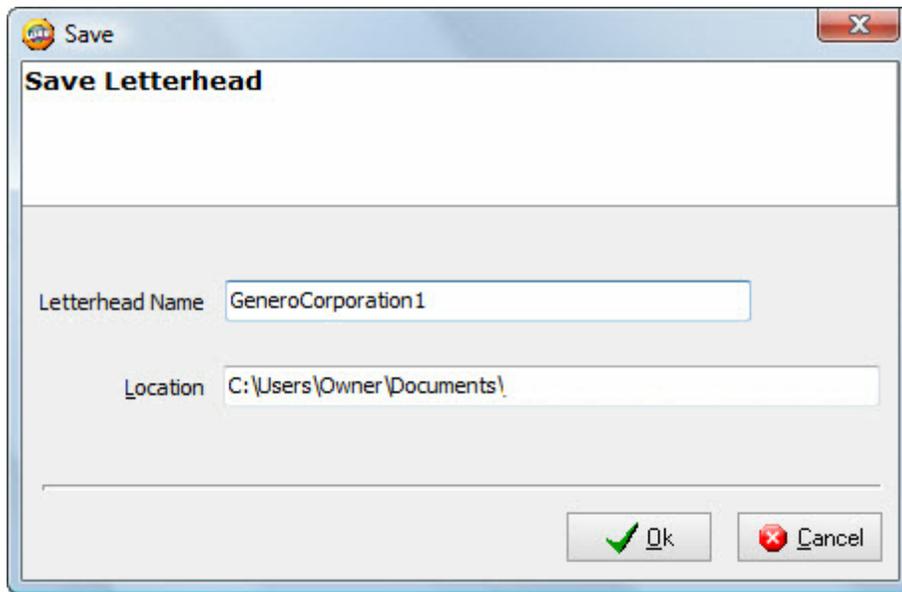
To save the letterhead as a new template, click the "Letterhead Save As..." button in the Matching Sets group box. This will open the Letterhead window, allowing you to match the text and graphics on your letterhead to their respective fields in the Letterhead window.

The screenshot shows a software window titled "Letterhead" with a close button in the top right corner. The window is divided into two main sections. On the left is a preview area showing a business card layout. The top left of the preview features a logo consisting of a blue square with a white 'G' inside, followed by the text "Genero Corporation". At the bottom of the preview, contact information is displayed: "900 South Center Way New York, NY 10012 (212) 222-3333 Phone (212) 444-5555 Fax" and "www.generocorp.com". On the right side of the window is a form for entering details. It is organized into two sections: "Personal Details" and "Contact Details". Each section contains several dropdown menus. The "Personal Details" section includes fields for Company Name (Genero Corporation), Name (None), Title (None), Address (900 South Center Way), City State Zip (New York, NY 10012), and Country (None). The "Contact Details" section includes fields for Email ID (None), Website (www.generocorp.com), Phone 1 ((212) 222-3333 Phone), Phone 2 (None), Fax ((212) 444-5555 Fax), and Logo (Object1). At the bottom right of the window are two buttons: "Save" and "Cancel".

Personal Details	
Company Name	Genero Corporation
Name	None
Title	None
Address	900 South Center Way
City State Zip	New York, NY 10012
Country	None

Contact Details	
Email ID	None
Website	www.generocorp.com
Phone 1	(212) 222-3333 Phone
Phone 2	None
Fax	(212) 444-5555 Fax
Logo	Object1

To match your letterhead information with the fields in the window, make your selections from each dropdown box in the window. Click the Cancel button at any time to close the Letterhead window without saving, otherwise click the Save button when you are ready to save the letterhead as a future template. The Save dialog will open.



Enter a Letterhead Name you will remember easily and do not change the Location or the template will not appear when you try and use the saved template later in Business Card Studio.

Click the Ok button to save the template. New letterhead or envelope templates are saved in My Documents ("Documents" for Vista or Windows 7 users), in a folder called "My Business Card Studio Templates". To use the new letterhead template with a business card you created, follow the steps outlined in the Letterhead & Envelope section of this help guide.

### Opening a Blank Envelope canvas

When **Business Card Studio** first opens your blank canvas (as selected from the welcome window), the canvas window opens a default canvas that is 9.5 inches in width by 4.125 inches in height (standard #10 size US envelope). To resize the canvas, go to Canvas in the Menubar and select **Resize** to display the **Canvas Setup** section of the Preferences panel. You can resize the canvas dimensions in pixels, inches, centimeters (cm), or millimeters (mm); adjust the resolution (300 dpi is recommended for print use, 72 dpi for web use); change the background, and add a grid for more accurate text and object placement.

To create a new envelope template that can be used to match with your business card(s), follow the steps shown above in the Opening a Blank Letterhead canvas topic, substituting "letterhead" with "envelope".

## 3.2 Using a Template

Business Card Studio gives you over 10,000 unique horizontal and vertical card designs to get you started. Once you open a template you will need to change the text to your own information and make any other adjustments to get the card looking exactly like you want.

Once you select and open a business card template from a category in the welcome window, the selected card template will open in the **Business Card Studio** main program window.

Once the card template appears in the canvas window, you can click on any element to modify or delete it. Different options become available on the Advanced Tools slide-out pane to the right once you click on an element in the canvas (just click the **Advanced Tools** side tab to slide out the pane), depending on whether it is text, a shape, or a graphic object. Read the appropriate sections of this help to learn more about graphics, text, shapes, and taglines, as well as saving and using your business card.

To modify a pre-designed business card template to your own look, simply select a template category from the left and then double click-on the desired card template in the Templates View section. You can also select a business card template and then click the **Open** button at the bottom of the window to open that template.

### 3.3 Using the Generate Cards Wizard

To create a business card using the **Business Card Studio** built-in Design Assist wizard, click the large Generate Cards button at the top. This will display the first of a series of screens for you to enter the information necessary to create your business card.



The screenshot shows a software window titled "Design Assist" on the left side. The main content area is titled "Logo and Company Name Details" with the subtitle "Specify details about your Logo and Company Name." Below this, there is a text prompt: "Please enter your Company Name and select whether your logo contains your business name. If you do not have a logo, select the second option." There are three radio button options: "My Logo contains my business or company name" (unselected), "My Logo does not contain my business name" (selected), and "I don't want a logo on my card" (unselected). A text input field labeled "Company Name" contains the text "Summitsoft Corporation". Below the radio buttons is a checkbox option: "I don't have a logo; show me pre-designed logo objects I can use on my card" (unchecked). At the bottom of the window are three buttons: "< Back", "Next >", and "Cancel". The Summitsoft logo is visible in the bottom left corner of the window.

#### Entering Your Company Information

On the first screen, the Logo and Company Name Details screen, select whether or not your company logo includes your business name. If it does not, enter your company name in the **Company Name**

field below the **My Logo does not contain my business name** option. If you do not have or plan to use a logo on your card, select the **I do not have a Logo** option. Click **Next** to proceed to the next screen.

Enter your name, business title, address, and contact information in the fields provided on the Personal and Contact Information screen and check or uncheck the **Include** boxes beside the information fields you want to include or exclude from the display. (By default, the **Include** check boxes beside the **Name** field, address fields, **Email Address**, **Website Address**, and **PhoneNumber1** fields are checked for you.) Click **Next** to proceed to the next screen.

If you have a logo you wish to include, you can specify up to three logos on the Choose Logos screen to include on your card. If you have created logos with Logo Design Studio, you can search for them by checking the **Find all Logo Design Studio logos** check box. Otherwise, you can specify logos by entering their pathnames in the fields beneath the check box or use the Browse buttons to the right of those fields to navigate to those logos.

You can add separator lines to the card by checking **Include Lines in card generation** and a shadow effect to the text by checking **Randomize shadow effect**. Click **Next** to proceed to the next screen.



Although **Business Card Studio** lets you include up to three logos, in most cases you are better off using only one logo on your card to avoid making it look too busy. You can, however, use a second image as a background image with this option.

## Defining Your Layout

Choose either **Backgrounds** or **Textures** from the dropdown list on the Choose Other Elements screen and then check the box for the subcategory you wish to include. Click on an image to incorporate it in your card. Click **Next** to proceed to the next screen.

Choose **Horizontal Card** or **Vertical Card** on the Card Alignment screen to specify your card's layout and then choose one of the options to indicate how you wish to align the elements of your card with respect to each other. The alignment option will appear as a yellow box or boxes on the alignment grid. Click **Next** to proceed to the next screen.

Choose the colors you wish to use for your card's text on the Font Color Randomization Options screen. Check **Use one color per card** if you want to have all text appear in the same color. (This option is best if you plan to print your card in black and white or grayscale.) If not, you can use one of the color randomization options for your company name, address block (physical address), or contact information (phone, email, and Web).

You can select colors to choose from by moving your cursor over the color spectrum, where it will change to an eyedropper, and clicking to display the color and its hexadecimal code in the boxes above the spectrum. (You may also input the hexadecimal code to display the corresponding color in the color box.)

Click **Add** to add the color to the color swatches at right; you may add up to 24 colors. To drop a color from the swatch group; select it and click **Remove**. Click **Default Colors** to reduce the available colors to only black and white. Click **Next** to proceed to the next screen.

Choose the font styles you wish to use for your card's text on the Font Style Randomization Options

screen. Check **Use one font per card** if you want to have all text appear in the same font. If not, you can use one of the font randomization options for your company name, address block (physical address), or contact information (phone, email, and Web).

You can select a font from the **System Fonts** graphical display list by highlighting it and clicking **Add** to add it to the **Fonts to Use** list. To remove a font from the **Fonts to Use** list, highlight it and click **Remove**. Click **Next** to proceed to the next screen.



Do not try to add all your fonts, as you might see unexpected font combinations on your card. In general, it is best not to mix serif and sans-serif fonts, although using one kind of font for your company name and the other kind for your address and contact information may make it stand out better, depending on the fonts you select. To begin, try just selecting 2-3 different font styles and see how these can affect the look and layout of each new generated card.

On the Background Color Options screen, choose **Use image for background** if you are using a background image, or **Use color for background** if you plan to use a solid color background, and choose the color you wish to use for your card's background on the Background Color Options screen by either moving your cursor over the color spectrum and clicking to select the color or entering its hexadecimal code in the field above the spectrum.

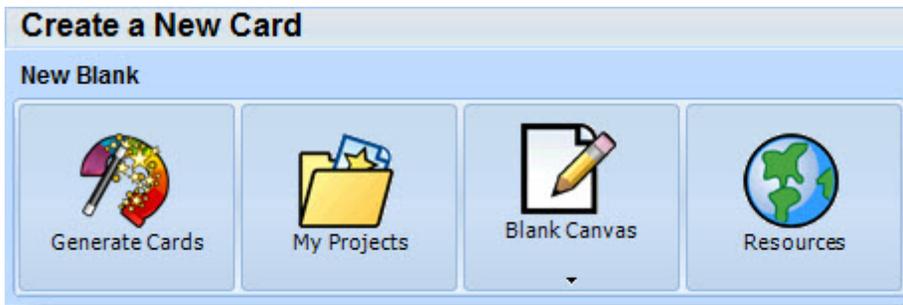
Click **Add** to add the color to the color swatches at right; you may add a number of colors; we recommend making sure black and white are two colors that are always selected. To drop a color from the swatch group; select it and click **Remove**. Click **Default Colors** to reduce the available colors to only black and white. Click **Next** to proceed to the next screen.

Click **Finish** to generate your card, which will appear on the card canvas, with a thumbnail image in the **Generated Ideas** window. If you are not satisfied with the results, right-click the thumbnail and select **Edit Card** to modify the text, objects, or shapes using the options on the menubar or slide-out panes.

When you have the card as you wish, right-click either its Generated Ideas thumbnail or its canvas image and click **Add to My Cards** to add it to the My Cards window.

## 3.4 My Projects

If you have already saved a project file in **Business Card Studio**, you can reopen it again and work on it further. Click the large **My Projects** button at the top of the welcome window to view your available project files. To open one, simply double-click on the file to open it in the main program window. Please note that any matching letterhead and/or envelope you add to a business card project file will be saved in the card file (letterheads and envelopes are not saved as individual files).

**Tip**

**Business Card Studio** creates a file for your business card project in your project folder with the extension **.bcg**. This file can only be opened within the program and allows you to modify your business card file at any time. Do not move a file with the **.bcg** extension out of the project folder; otherwise, it will no longer show up in your recent project files. The **.bcg** file also includes any matching letterhead and/or envelope you add to your business card.

Once you set up your canvas, you can then add graphics, text, shapes, and taglines. Read the appropriate sections of this help file to learn the details of adding and modifying these elements, as well as saving and using your card. At any time, you can choose to open a logo template by selecting **New** from the File menu and choosing a template from one of the categories in the welcome window. Different options will become available on the toolbar and in the Advanced Tools slide-out pane to the right once you add an element to the canvas, depending on whether it is text, a shape, or a graphic object.

**Business Card  
Studio**

**Chapter**

**4**

## 4 The Interface

The **Business Card Studio** interface was designed to help you create a business card in as few steps as possible.



- |                        |                       |
|------------------------|-----------------------|
| 1 Main Toolbar         | 4 Left Slide-Out Pane |
| 2 Menubar options      | 5 Canvas              |
| 3 Right Slide-Out Pane | 6 Bottom Pane         |

Clicking the card canvas itself (instead of an object, text, shape, or image on the canvas) will automatically display menu options that allow you to insert shapes, graphics (Pictures or Objects), text, a tagline, or a new concept canvas.

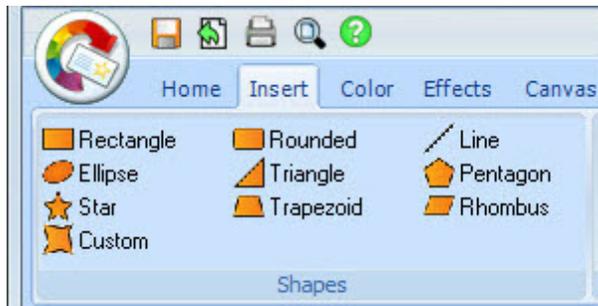
Adding a new concept canvas lets you work on different variations of a single card project file.

You can switch your canvas view between two or more concept canvases in one of two ways. The first is by clicking the **Card Concept & Info** tab to the left of the logo canvas. When this slide-out pane opens, simply select which canvas you want to view by clicking the **Concept** tab (if its window is not already displayed) to view the canvases available in the Card Concept window. You can see the canvas size and related information relating by clicking the **Info** tab.

The other way is by selecting one of the thumbnails on the My Cards window at the bottom of the screen, accessed by clicking the **My Cards** tab.

## 4.1 Main Toolbar

The toolbar at the top of your **Business Card Studio** main window includes a File menu (the round "C-holding-a-card" button at the top of the Business Card Studio main window) and the Save, Export, Print, Preview, and Help menu buttons. In addition to these options, many other options are organized inside the menubar. Click on any menu name (or icon) to display a list of functions and tools.



### Learn More About:

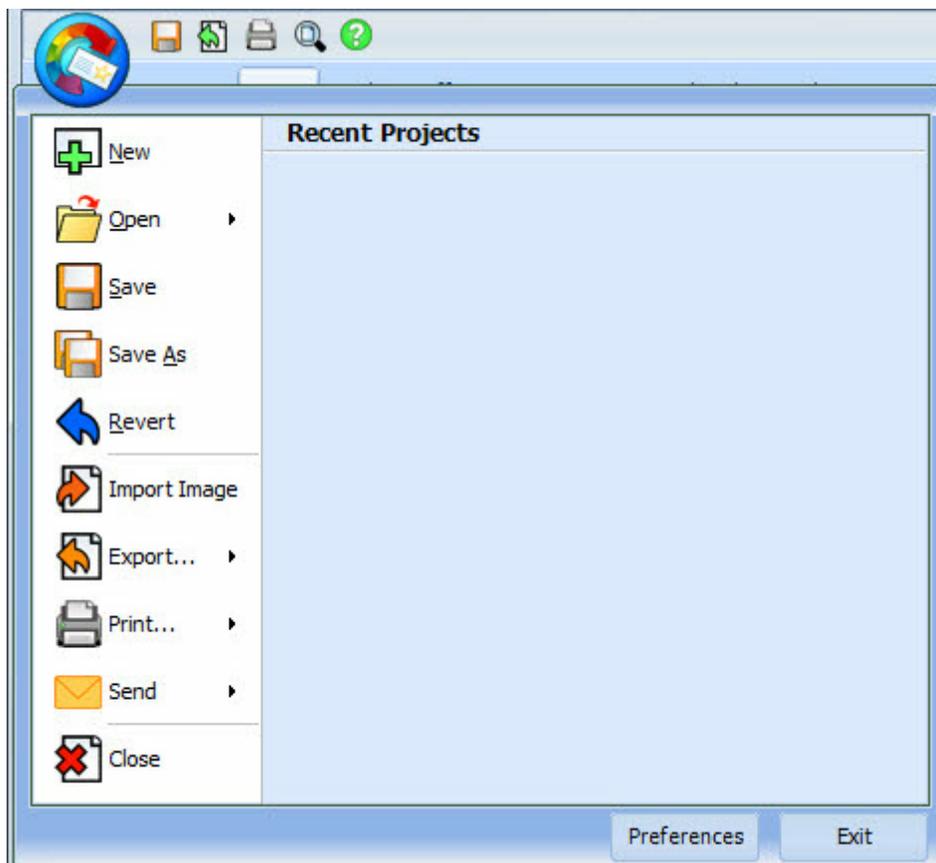
- [Toolbar Options](#)
- [Menubar Options](#)
- [Slide-Out Panes](#)

### 4.1.1 Toolbar Options

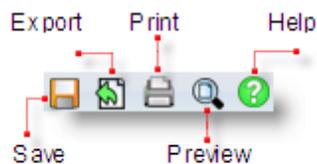
The main toolbar at the top of the main **Business Card Studio** window consists of a large File menu button in the upper left and smaller menu buttons to its right.

#### The File Menu

The File Menu contains the options to create, open, save, import, export, revert, print, email, and close your Business Card Studio projects. You can also set user preferences by clicking the Preferences button at the bottom of the File menu. Click **Exit** to exit out of the File menu; click **Close** to exit out of Business Card Studio.



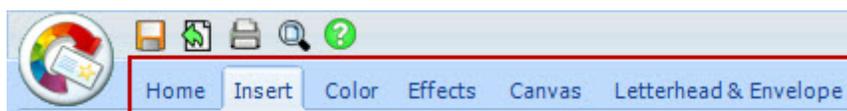
### Other Menu Buttons



The rest of the main toolbar offers quick options to perform the most useful functions. You can save, export, or print your project from here. You can also click the Preview button to preview the canvas and click the Help button to access the Help topics from the main toolbar.

## 4.2 Menubar

The Menubar is located just below the main toolbar on the Business Card Studio interface. The Home, Insert, Color, Effects, Canvas, and Letterhead & Envelope tab menus organize and list the most commonly used functions.



In addition to these visible menus, many options and features are also conveniently available in side

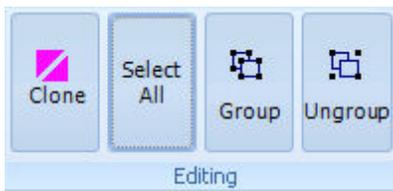
the slide-out panes. These options are usually dependent on the position of the cursor inside the Business Card Studio interface and based on the item selected inside the canvas.

### 4.2.1 Home Menu

You can use the **Copy**, **Cut**, **Paste**, **Undo**, **Redo**, and **Delete** buttons in the **Home** menu tab for any selected object.



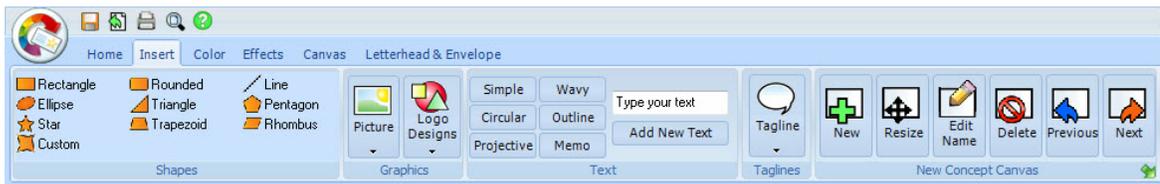
**Copy** will create an exact copy of the selected object that you can then **Paste** in another location on the business card canvas. **Cut** removes the selected object from the canvas, but you can then paste it in another location or on another canvas. If you are unhappy with a change you have made, click **Undo** to undo it; then, if you decide you like the change after all, click **Redo** to restore it. Click the **Delete** button to permanently remove your selection from the card canvas.



Click the **Clone** button to make a copy of the selected object. The copy will appear in a new layer on top of that of the original object, slightly lower and to the right of the original. The copy will become the selected object for further duplications and manipulation. To delete the selected object, click the **Delete** button, or press the Delete key on your keyboard. You can also select the items on the canvas and group and ungroup them by using the **Group** and **Ungroup** buttons on the Home menu.

### 4.2.2 Insert Menu

The Insert Menu tab on the Menubar contains important functions to insert shapes, graphics, text, and taglines onto the canvas.



To insert a shape, graphic, text, or tagline, click the appropriate button and click on the canvas, if you have set your preference to Insert by Click. (If not, click and drag the item to the canvas.) Once you have placed your desired item on the canvas, the menu switches itself to the format options listed under the **Home** menu tab, and you can then slide out the Advanced Tools panel (at the right of the card canvas) from the right slide-out pane to edit the item.

### 4.2.3 Color Menu

The Color menu tab includes options that let you change the color characteristics of your object, shape, or text, or fill them with a solid color, gradient, or picture. You can also modify the hue, saturation, and lightness, brightness and contrast, or pick colors.



#### Solid

The Solid option on the Color dialog blends the color you select with the pre-colored objects included in **Business Card Studio**.

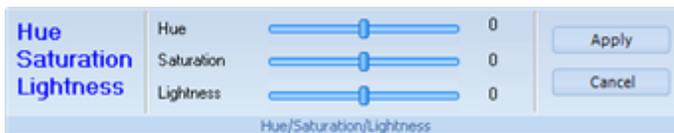


Select your new object color from the **Select Color** dropdown by clicking the down arrow at the right of the dropdown. Click the square corresponding to the color you want to apply, or click **More Color** to access a palette with additional shades of color.

You can access more sophisticated color palettes by clicking Advanced Color Palettes. To accurately change the color of pre-colored graphic objects, however, you must instead use the Advanced Hue, Saturation, and Lightness Controls.

#### Hue, Saturation, & Lightness

This is the only control that lets you accurately change the color of Business Card Studio's included Objects, and is the default color option with any selected object.



Slide the **Hue** slider to change the color of the selected object. Colors are arranged as a color wheel starting from red, and going up the spectrum through orange, yellow, green, blue, indigo, and violet before turning magenta and becoming red again. When the slider is moved all the way to the left or right, the object will revert to its original color.

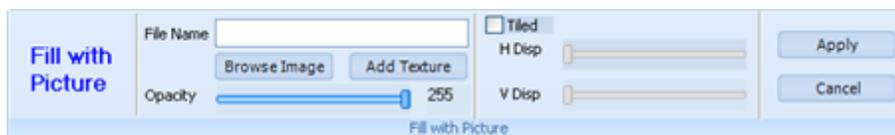
Slide the **Saturation** slider to change the color saturation. Move the slider to the left to make the color appear more "washed out"; move the slider to the right to make the color appear more vibrant.

Slide the **Lightness** slider to change the lightness or darkness of the color. Move the slider to the left to make the color appear darker; move the slider to the right to make the color appear lighter.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

## Fill With Picture

You can fill your selected object with an image. To do this, enter the pathname of the graphic location, or click the **Browse Image** button.



A dialog will appear from which you can navigate to the location of the graphic image using one of the buttons on the left side of the dialog or the **Look in:** drop-down field at the top of the dialog.

You can select a specific graphic type using the **Files of type** dropdown; when the file you want appears in the main window, click it and then click the **Open** button to select the graphic.

You can tile the graphic image within the object by checking the **Tiled** checkbox. When the box is unchecked, the image appears only once.

Use the **H Disp** and **V Disp** sliders to change the placement of the fill image within the object.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

## Gradient

You can choose one or two colors to use in the gradient with the **Color1** and **Color2** dropdowns. Clicking either dropdown displays a color selection dialog; click the square corresponding to the color shadow you want to apply, or click **Custom** to access a palette with additional shades of color. You can see how the colors appear together in the Gradient sample field above the dropdowns.



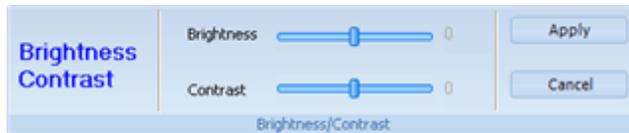
You can control the saturation for either color by using the slider beneath the color dropdown. Slide the slider left to decrease the saturation level or right to increase it.

Select the direction for the colors to change from the **Gradient Direction** dropdown and the pattern of color change with the **Fill Method** dropdown. A sample of the gradient pattern will appear in the **Preview** squares to the right of the dropdowns. The pattern will also appear in the selected object on the card canvas.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

### Brightness/Contrast

You can adjust how sharply an object appears on the canvas by using the Brightness/Contrast controls.



Slide the **Brightness** slider to the right to make the image appear brighter or left to make it appear darker. Slide the **Contrast** slider to the right to make the image stand out more and left to make the image less distinct. You can often get the sharpest results by sliding the **Brightness** slider all the way to the left and the **Contrast** slider all the way to the right.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

### Color Picker

The Color Picker option works best when you have an object with a solid color, not an object with a glassy or multicolored effect. This option allows you to accurately match any other color you choose. Just click the **Color Picker** button and drag the crosshairs to the color you want to pick. (The preview box to the left of the button shows you what color your object will change to.)



Once you find the color you want on your computer screen, press your left mouse button to apply that color to the object.

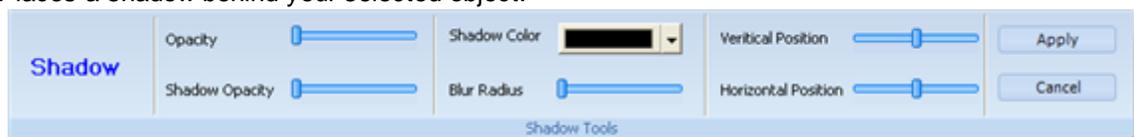
## 4.2.4 Effects Menu

You can add Shadow, Frame, Blur, and Emboss effects to your selected object by clicking the **Effects** menu tab, and then choosing the effect you want from the choices you are given by clicking the Effects button.



## Shadow

Places a shadow behind your selected object.



Use the **Opacity** slider to adjust the transparency of the selected object. A selected object's opacity may be adjusted from a default of 100 percent (fully opaque) down to 0 percent (fully transparent) on the card canvas. When an object is partially transparent, objects and text below it show through. Use the **Shadow Opacity** slider to change the opacity of only the shadow.

Use the **Blur Radius** slider to change how blurred the shadow appears. Move the slider left to make the shadow sharp, and right to make the shadow blurry.

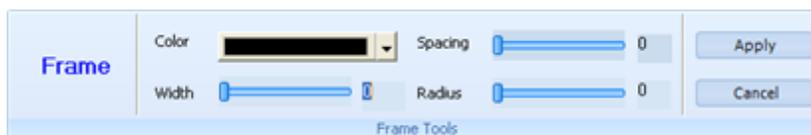
Select the color for your shadow from the **Shadow Color** dropdown by clicking the down arrow at the right of the dropdown. Click the square corresponding to the color shadow you want to apply.

Use the **Vertical Position** and **Horizontal Position** sliders to change the displacement of the shadow from the main image.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

## Frame

Creates a border around your selected object.



Select the color for your frame from the **Color** dropdown by clicking the down arrow at the right of the dropdown. Click the square corresponding to the color frame you want to apply.

Use the **Width** slider to determine the width of the frame. Move the slider left to narrow the frame's width and right to thicken it.

Use the **Spacing** slider to determine how far from the object the frame is. Move the slider left to bring the frame tighter around the object and right to place it further away. Use the **Radius** slider to control

how rounded the corners of the frame appear. Move the slider left to lessen the rounding and right to increase the rounding.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

## Blur

Softens your selected object with a default blur effect.



### Tip

The Blur effect will completely cover any of **Business Card Studio's** included full color objects with the default blur effect.

Use the **Opacity** slider to adjust the transparency of the selected object. Select the color for your blur from the **Blur Color** dropdown by clicking the down arrow at the right of the dropdown. Click the square corresponding to the color shadow you want to apply.

Use the **Blur Radius** slider to change how blurred the object appears. Move the slider left to make the object appear sharp and right to make the object appear blurrier.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

## Emboss

Adds a raised effect to your selected object.

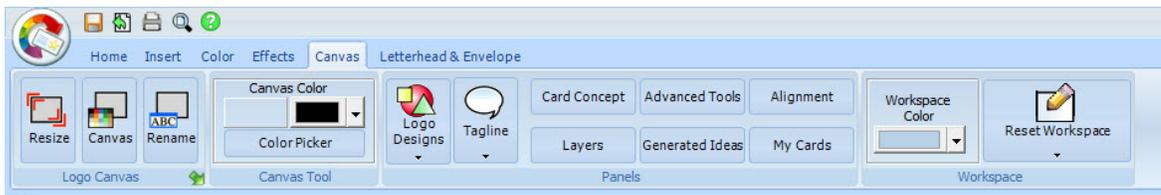


Move the **Height** slider to the right to give your object a greater embossed effect. You can adjust the color of the embossed edges by using any of the color options found in the Color menu tab.

Click **Apply** when you are satisfied with your changes, or **Cancel** to restore the object to its original appearance.

## 4.2.5 Canvas Menu

The Canvas menu tab includes preferences to modify the card canvas, and features the **Canvas** tool to change the Canvas Color and Workspace Color.



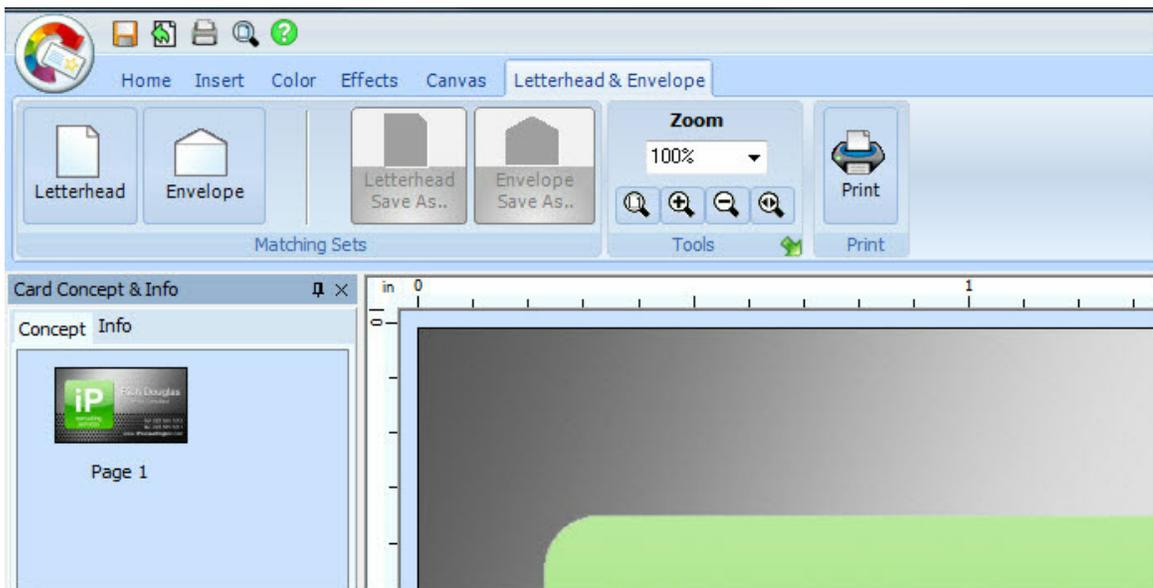
You can resize the canvas, change the canvas background, and rename the canvas from the Canvas menu. For additional preferences, click the green arrow at the bottom of the Card Canvas section.

The Panels group box opens a selected panel in the main Business Card Studio window (helpful if you close a panel by accident). The Reset Workspace option will automatically replace the default panels (if any are missing) that you originally start with in Business Card Studio.

#### 4.2.6 Letterhead & Envelope

The Letterhead & Envelope Menu tab on the Menubar contains important functions to match a letterhead and/or envelope to your currently opened business card.

Once you have completed the design of your business card and saved it, click the Letterhead & Envelope Menu tab to view the options.



The two active buttons on the left side of the Matching Sets group box include:

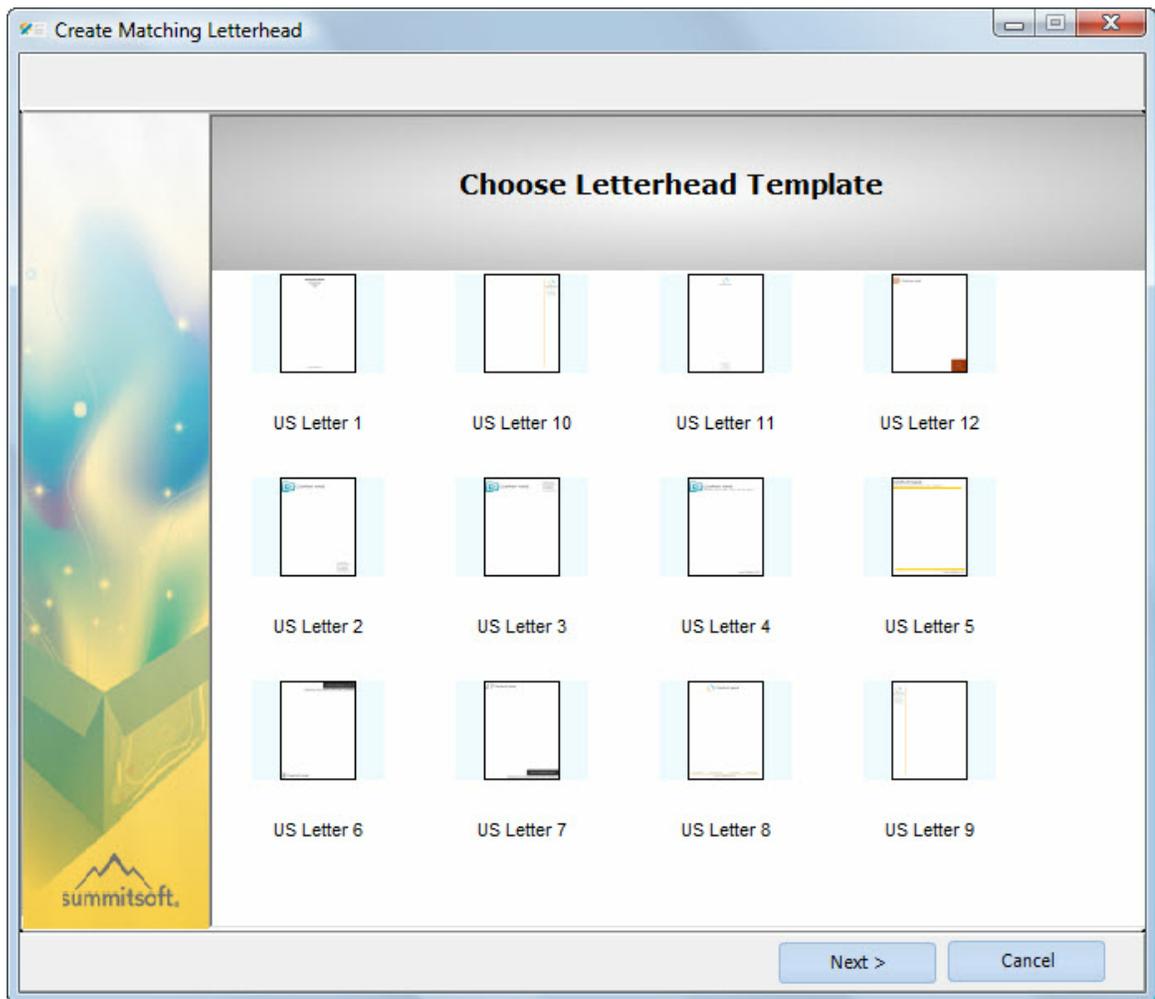
- **Letterhead** - opens a window that allows you to choose a pre-designed letterhead layout and match the text and graphics on your business card to the text and graphics on the letterhead layout. Any letterhead templates you create and save on your own (Using a Blank Letterhead) will appear in the "Choose Letterhead Template" window for you to choose at any time.
- **Envelope** - opens a window that allows you to choose a pre-designed envelope layout and match the text and graphics on your business card to the text and graphics on the envelope layout. Any

envelope templates you create and save on your own (Using a Blank Envelope) will appear in the "Choose Envelope Template" window for you to choose at any time.

The other two inactive buttons ("Letterhead Save As..." and "Envelope Save As...") are only active if you are creating a Blank Letterhead or Blank Envelope, and want to save your newly created letterhead or envelope as a template that you can use to match to a business card.

## Letterhead

To create matching letterhead, click the Letterhead button in the Matching Sets group box. This will open the "Create Matching Letterhead" window. The first step will be to choose a letterhead template (how the text and graphics will be positioned on the letterhead).



Once you select a template, click the Next button. You can also close this window without creating any matching letterhead by simply clicking the Cancel button. If you click the Next button, your next step will be to match the information and graphics on your business card to the fields available on the selected letterhead template. Please note that not all fields may be present on the template you selected, but you can manually add these later, after the letterhead has been created.

The screenshot shows a software window titled "Create Matching Letterhead". The window is divided into two main sections. On the left is a preview area showing a letterhead template. The template has a logo on the top left, followed by "COMPANY NAME". At the bottom, there is a dark bar with the website "www.company.com" and a line of contact information: "100 Main Street - New York, NY 20012 - T: (212) 111-2222 - F: (212) 333-4444". On the right side of the window is a form with several sections of dropdown menus. The "Personal Details" section includes: Company Name, Name, Title, Address, City, State, Zip, and Country. The "Contact Details" section includes: Email ID, Website, Phone 1, Phone 2, and Fax. There is also a "Logo" section with a dropdown menu. At the bottom of the form is a "Backgrounds" section with a checked checkbox labeled "Use Background". At the very bottom of the window are three buttons: "< Back", "Finish", and "Cancel".

To match your business card information with the fields on the template, make your selections from each dropdown box in the window. *For the example above, you would need to match the Company Name; Address; City, State, Zip; Website; Phone 1; Fax; and Logo.* You can also choose whether or not to include a background from your business card. If you have a background on your business card and would like to add this to your letterhead template, make sure to check the "Use Background" checkbox.

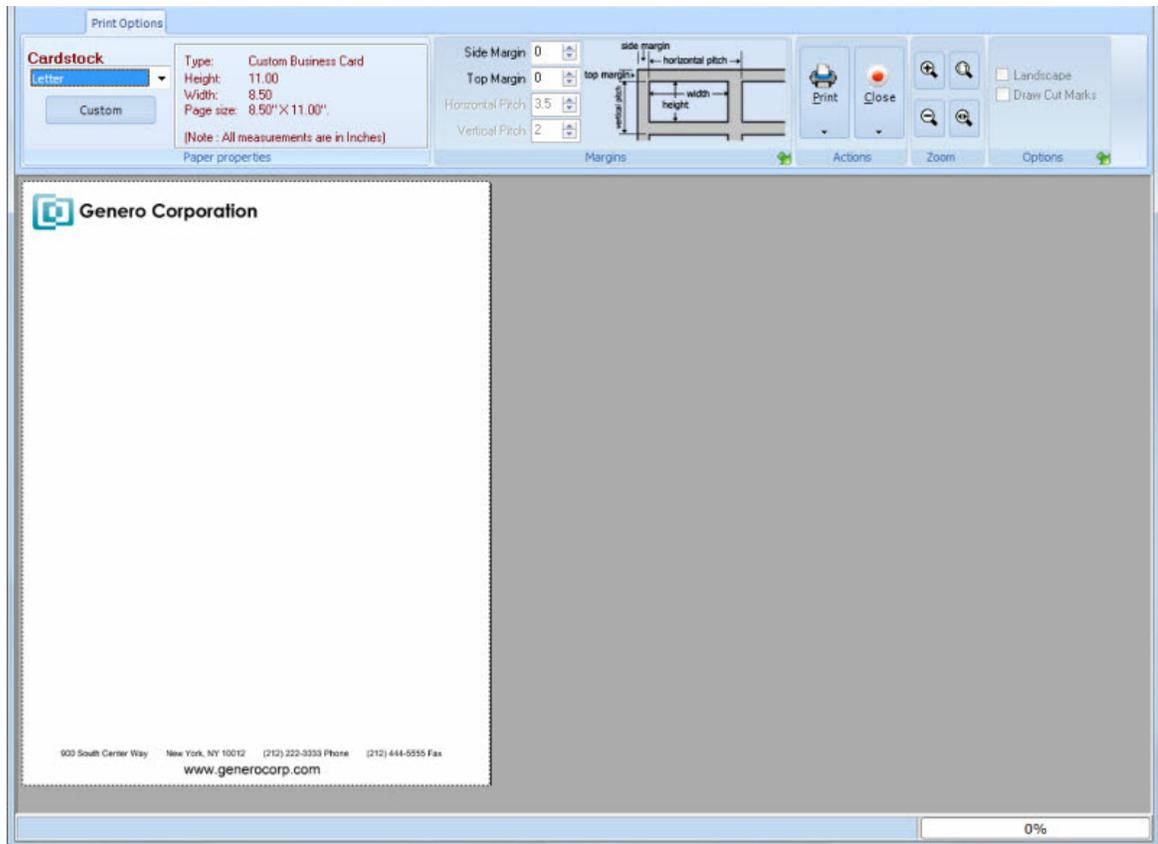
When you are done, click the Finish button to create the matching letterhead.

Depending on your logo, graphics or amount of text on the business card you are using to create matching letterhead, the letterhead may not look perfect. However, you can quickly adjust any text or graphics manually to fine-tune the look of your letterhead.

Once your letterhead has been created you can save the new letterhead as a new template. Do this by clicking the "Letterhead Save As..." button in the Matching Sets group box and matching the fields in the window that opens up. Click the Save button when you are done and your new template will show up in the "Choose Letterhead Template" window the next time you are creating matching letterhead.

To save your letterhead and business card together as a single project file, click the Save button in the Quick Access Toolbar, or select the Save option in the File menu.

Print your letterhead by clicking the Print button. This will open the Print window to preview the print job and make any last minute adjustments.



**Please note:** If you notice any margins or borders around your letterhead when printing, this is most likely because of your printer settings. Please refer to your printer manual or help file to fix this.

## Envelopes

To create matching envelopes, click the Envelope button in the Matching Sets group box. You can then follow the same guidelines as outlined in the Letterhead section, substituting "letterhead" with "envelope".

Clicking the Envelope button will open the "Create Matching Envelope" window. The first step will be to choose an envelope template (how the text and graphics will be positioned on the envelope).

Once you select a template, click the Next button. You can also close this window without creating any matching envelope by simply clicking the Cancel button. If you click the Next button, your next step will be to match the information and graphics on your business card to the fields available on the selected envelope template. Please note that not all fields may be present on the template you selected, but you can manually add these later, after the envelope has been created.

To match your business card information with the fields on the template, make your selections from each dropdown box in the window. You can also choose whether or not to include a background from

your business card. If you have a background on your business card and would like to add this to your envelope template, make sure to check the "Use Background" checkbox.

When you are done, click the Finish button to create the matching envelope.

Depending on your logo, graphics or amount of text on the business card you are using to create matching envelope, the envelope may not look perfect. However, you can quickly adjust any text or graphics manually to fine-tune the look of your envelope.

Once your envelope has been created you can save the new envelope as a new template. Do this by clicking the "Envelope Save As..." button in the Matching Sets group box and matching the fields in the window that opens up. Click the Save button when you are done and your new template will show up in the "Choose Envelope Template" window the next time you are creating matching envelope.

To save your envelope and business card together as a single project file, click the Save button in the Quick Access Toolbar, or select the Save option in the File menu. You can also save your business card, letterhead and envelope altogether in the same single project file.

Print your envelope by clicking the Print button. This will open the Print window to preview the print job and make any last minute adjustments.

**Please note:** If you notice any margins or borders around your envelope when printing, this is most likely because of your printer settings. Please refer to your printer manual or help file to fix this.

## 4.3 Slide-Out Panes

The slide-out panes are the most intuitive and convenient option in the Business Card Studio interface. These context-sensitive panes automatically display the necessary tools based on your selection on the canvas. You can dock or undock them as you wish.

### Learn More About:

- The Left Slide-Out Pane
- The Right Slide-Out Pane
- The Bottom Pane

### 4.3.1 Left Slide-Out Pane

The left slide-out pane is located at the left side of the card canvas. The left slide-out pane features a list of logo designs and taglines, along with the business card concept and more information about the card project. To slide out the left slide-out pane, simply move your cursor over the tab, hold down your left mouse button, and drag.

You can also open the Logo Designs (graphic objects) and Tagline panes by choosing the respective buttons in either the Insert or Canvas tabs in the ribbon toolbar at the top of the program window.

To dock the pane, click the pushpin icon on the top right corner of the pane. Once the pane is out, you

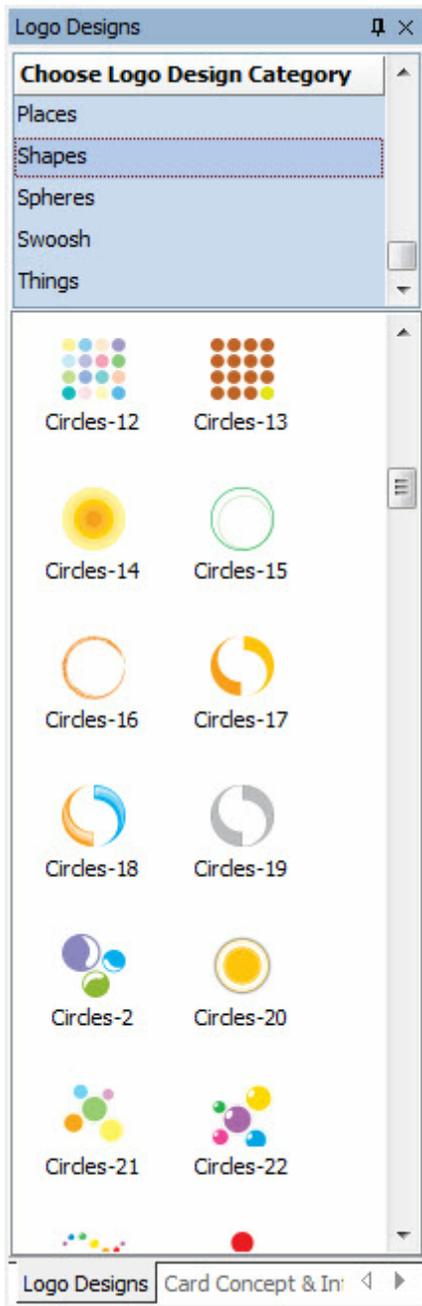
can keep it open permanently by clicking the pushpin icon at the top right of the pane.

### **Learn More About:**

- Logo Designs Tab
- Card Concept & Info Tab
- Taglines Tab

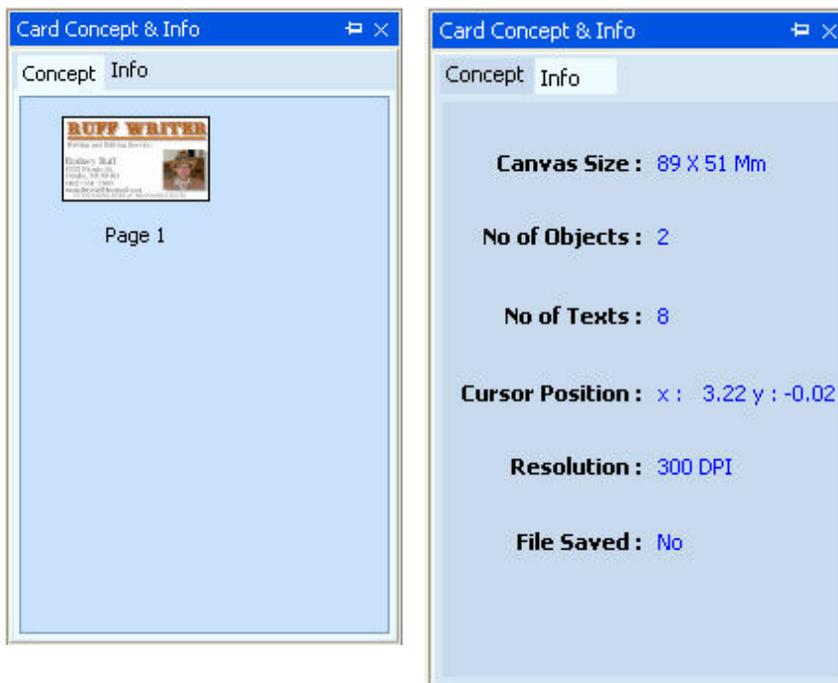
#### **4.3.1.1 Logo Designs**

The **Logo Designs** tab on the left slide-out pane lists a variety of objects that you can insert and customize for your business card design project. These objects are organized efficiently into different categories. To insert a logo design, choose a category, select the desired design from the list, and click on the canvas to add the design.



#### 4.3.1.2 Card Concept & Info

The **Card Concept & Info** tab on the left slide-out pane displays a two-tabbed page that outlines the basic information about your design project and displays your business card concept. Click the **Concept** tab to display multiple card projects and switch between them by clicking the icon for the corresponding project. Click the **Info** tab to display basic information about your design project.



#### 4.3.1.3 Taglines



Business Card Studio gives you unlimited possibilities for designing business cards that stand out in every aspect. The Taglines option gives you a variety of captions custom-made for almost all concepts and functions. You can locate this tab on the left slide-out pane. To insert a tagline, choose the appropriate category, select the tagline, and then click on the canvas where it needs to be inserted.

## 4.3.2 Right Slide-Out Pane

The right slide-out pane is located at the right side of the card canvas. The right slide-out pane tabs **Alignment** and **Layers** cover the placement of text, graphics, and objects on the canvas. The right slide-out pane also displays a selection of advanced tools to edit the objects on the canvas.

### Learn More About:

- Alignment Tab
- Layers Tab
- Advanced Tools Tab

#### 4.3.2.1 Alignment

The **Alignment** tab, located in the right slide-out pane, lets you align your design objects on the card canvas. If the Alignment tab is not available on the right side, you can open it by going to the **Home** menu tab, clicking the **Align** button, and selecting **Advanced Alignment**.



The top nine choices will align two or more selected objects with each other.

You can manipulate the position of any selected object by using the Advanced Alignment boxes at the bottom of the Alignment section. Use the **Left** and **Top** boxes to determine how far to place the object from the left and top edges of the canvas.

Use the **Width** and **Height** boxes to adjust how wide and how tall the object appears. Either enter the value directly in the field or use the up and down arrows to the right of the field to change the field's value.

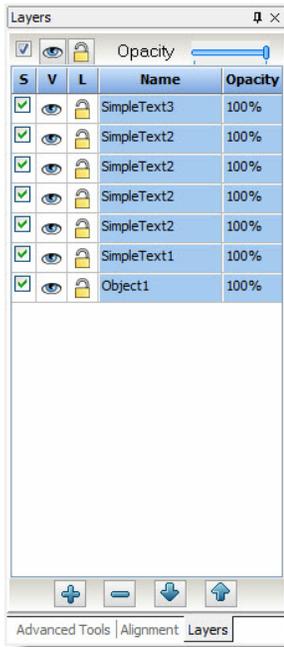


### Tip

You can also align your objects by first clicking the object you want to move, and then moving it around the canvas using the arrow buttons on your keyboard.

### 4.3.2.2 Layers

**Business Card Studio** places each element on the canvas into its own layer with respect to the other elements on the canvas. You can drag layers around the canvas or place them above or beneath other layers. When one layer is dragged over another layer's position, by default it is placed on top that layer.



You can change the properties of any or all layers on the canvas on the Layers docking pane to the right of the card canvas. If the **Layers** tab does not appear to the right of the canvas, you can open it by clicking the green downward-facing arrow in the **Layers** section of the **Home** menu tab.

All the layers on the canvas are listed in the table in the center of the dialog, with the selected layer highlighted in blue. You can select one of the other layers by clicking its name in the table; the new layer's name will then appear highlighted, and the corresponding element on the canvas will be surrounded by a group of dots.

#### Learn More About:

- Changing How a Layer is Displayed
- Preventing or Allowing Changes to a Layer
- Adding, Removing or Rearranging Layers
- Selecting Layers to Be Grouped

### 4.3.2.3 Advanced Tools

The Advanced Tools pane features, by default, Rotation, Horizontal and Vertical Flip, and Opacity options. Other options become available according to what is selected on the business card canvas.

You can rotate the selected graphic element by rotating the **Rotate** control clockwise or counterclockwise.



Rotation angles are oriented like a compass, with zero degrees as up/north, 90 degrees as right/east, 180 degrees as down/south, and 270 degrees as left/west.

To flip the object horizontally, click the Horizontal Flip button (at the left). To flip the object vertically, click the Vertical Flip button (at the right). This is a good way to create a mirrored or reflective effect.

To control how much of the layer beneath (or the background) shows through, slide the **Opacity** slider left or right to make the object more transparent or opaque.

### 4.3.3 The Bottom Pane

The bottom pane is located beneath the card canvas. Its two tabs, **Generated Ideas** and **My Cards**, display thumbnail images of cards either generated by the **Business Card Studio** card-creation wizard or card projects in various stages of development.

#### Learn More About:

- The Generated Ideas Tab
- The My Cards Tab

#### 4.3.3.1 Generated Ideas

The **Generated Ideas** tab, located in the bottom pane, displays the business card ideas you have created with the **Business Card Studio** Generate Cards wizard.



You can edit any of the cards displayed in this window by right-clicking its thumbnail and selecting **Edit Card** from the pop-up menu.

If you like a particular design enough to keep, right-click its thumbnail and select **Add to My Cards** to display it in the My Cards window.

#### 4.3.3.2 My Cards

The **My Cards** tab, located in the bottom pane, displays thumbnail images of your business card projects. It differs from the **Card Concept & Info** tab in that it does not also offer an information summary about your card, but it also allows you to view a number of different card concepts at once, instead of a single card or variations of a single concept.



Select any of the thumbnails within the My Cards window to display its card on the work canvas. You can edit any of the text, shapes, and graphic objects on the card.

You can add a card project to the My Cards window by right-clicking either a thumbnail from the Generated Ideas window or the card on the canvas and selecting **Add to My Cards** from the pop-up menu.

**Business Card  
Studio**

**Chapter**

**5**

## 5 Advanced Features

**Business Card Studio** includes professionally designed graphic objects and artwork that you can use on your business card. All objects are royalty-free and can be changed any way to fit the look you want. Learn more about using these objects and customizing them to make impressive business cards.

### Learn More About:

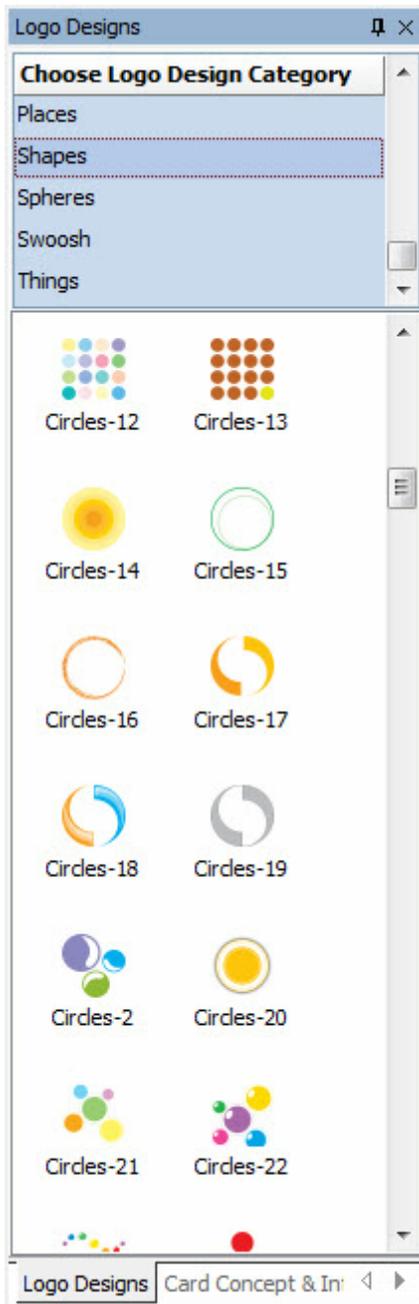
- Working with Graphics
- Working with Text
- Working with Shapes
- Working with Taglines
- Using Layers
- Advanced Color Options

### 5.1 Working with Graphics

#### 5.1.1 Adding Logo Designs to the Canvas

The Logo Designs can be found in a slide-out pane on the left of the business card canvas; simply move your mouse pointer over this tab to slide it out. Once the pane is out, you can keep it open permanently by clicking the pushpin icon at the top right of the pane. If the **Logo Designs** tab does not appear to the left of the card canvas, you can add it by clicking the **Logo Designs** button found in the **Insert** menu.

This will display the Logo Designs dialog in the upper portion of the left-slide out pane. Choose one of the categories to display the logos associated with it in the lower half of the dialog.



Click on one of the logos to select it; a border will appear around the selected object. Move your mouse cursor over to the work canvas; it will change to a crosshair (+) with a small picture below and to the right of it. Click on the canvas to add the logo.

You can manipulate the logo by using the sizing and rotational handle dots that appear around the object or by using the object manipulation tools in the **Advanced Tools** slide-out pane to the right of the canvas that appears when an object on the canvas is selected. The Advanced Tools pane also allows you to adjust the width and height of the selected item on the card canvas. You can change the color of any selected logo design(s) by using one of the color options from the **Color** menu tab, and you can add special effects to the way the logo design appears using the choices in the **Effects** menu

tab.

## 5.1.2 Modifying Logo Designs on the Canvas

You can modify different characteristics of the logo designs or graphic objects on the canvas using Business Card Studio's intuitive set of tools. Using these tools, you can easily modify the size, position, and appearance of a design object, and easily add color, images, and effects to them.

### Changing Size, Position, and Appearance



Once you select an object on the canvas, the **Advanced Tools** slide-out pane on the right side of the card canvas will display a selection of editing options, as will the **Home** menu tab above the canvas.



### Adding Color and Images to Objects



To change the color of an object, click the **Color** menu tab and then choose a color option by clicking the large **Color** button and selecting the type of color fill you want.

**Note:** The Solid option will create a blended look for any of the pre-colored graphic objects included with Business Card Studio.

## Adding Effects to Objects



You can add shadow, frame, blur, and emboss effects to your selected object by clicking on the **Effects** menu tab and then choosing the effect you want from the menu displayed when you click the large **Effects** button.

### 5.1.3 Adding Pictures to the Canvas

You can import any graphic, image, or picture located on your computer directly into **Business Card Studio** by using the Picture button found in the **Graphics** section of the **Insert** menu tab.



Once you click the Picture button, a browser window will open to Business Card Studio's default Imported Images folder. The first time you open this, the folder should be empty because you have not yet imported any pictures, but this folder will keep a copy of any imported picture for future use so you don't have to browse for the picture more than once.

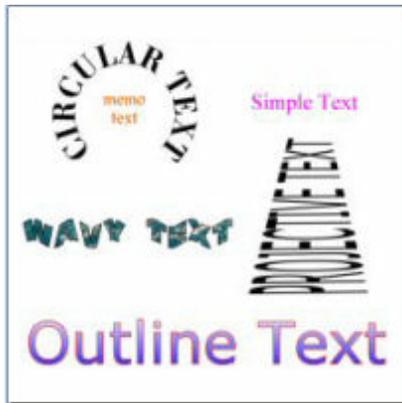
Simply locate the picture you want to import using the browse dialog window and then click the **Open** button once you have found and selected the picture.

Move your mouse cursor over to the work canvas; it will change to a crosshair (+) with a small picture below and to the right of it. Click on the canvas to complete the import process and add the picture to your canvas. You can then modify the picture using the methods described in the Logo Designs section or the Modifying Logo Designs on the Canvas section.

## 5.2 Working with Text

### 5.2.1 Adding Text to the Canvas

You can add text to the card canvas with the **Text** options found in the **Insert** menu tab. The editing tools available for each text option can be found in the **Advanced Tools** pane on the right side of the logo canvas. The text on any of the logo templates can be one of six types:



### Simple Text

Has no special appearance effects of its own, but its size, position, and color can still be changed by modifying the text.

### Memo Text

Like Simple Text, this style has no special effects other than its stackable appearance, which can be achieved by decreasing the width of the text box. Its size, position, and color can still be changed by modifying the text.

### Outline Text

Outlines the center of the added text with a default red color that can be changed in the **Advanced Tools** pane, along with its width. You can also adjust the character spacing.

### Projective Text

Can be expanded in any one or all directions to produce telescoping or three-dimensional (perspective) effects. You can also add an outline effect and adjust the character spacing.

### Circular Text

Curves around an external point. Selected curved text can be curved either above or below that external point using the **Circle Angle** slider found in the **Advanced Tools** pane on the right side of the work canvas. You can also add an outline effect and adjust the character spacing.

### Wavy Text

Undulates like ocean waves. The horizontal and vertical amplitude, wavelength, and shift can be adjusted using sliders found in the **Advanced Tools** pane on the right side of the work canvas. You can also add an outline effect and adjust the character spacing.

To add text, simply type in your desired text in the **Type your text** box, select a text type, and then click the **Add New Text** button.

Move your cursor to the canvas; it will change to a crosshair (+) pattern with the letters "ab" below and to the right.

Click (or hold down) your left mouse button to add the text to the canvas.

## 5.2.2 Modifying Text on the Canvas

You can modify the text by using either the white sizing handle dots around the text or by using the text manipulation tools that appear in the **Advanced Tools** slide-out pane on the right of the canvas when the canvas text is selected.

You can change the color of any selected text by using one of the color options from the **Color** menu tab, and you can add special effects to the way the text appears using the choices in the **Effects** menu tab.



You can also edit text by double-clicking it. This will open a Text Edit dialog that you can use to replace the selected text with something different. Click the **X** button above the Advanced Tools pane or press the Enter key to apply any changes.

To change the size of the text on the canvas, click the text you want to change. It will be surrounded by a group of dots that are sizing handles; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the text. To enlarge your text, hold down the mouse button and drag the cursor away from the text's center; to shrink your text, drag the cursor toward the text's center.

### **Projective text works differently from the other text options:**

Dragging any of the white dots at the corners alters the shape of the text in the direction the dot is dragged. To enlarge the text, place the cursor on the black line between the white dots, hold down the left mouse button and move the cursor away from the text center. To shrink the text, move the cursor toward the text's center.

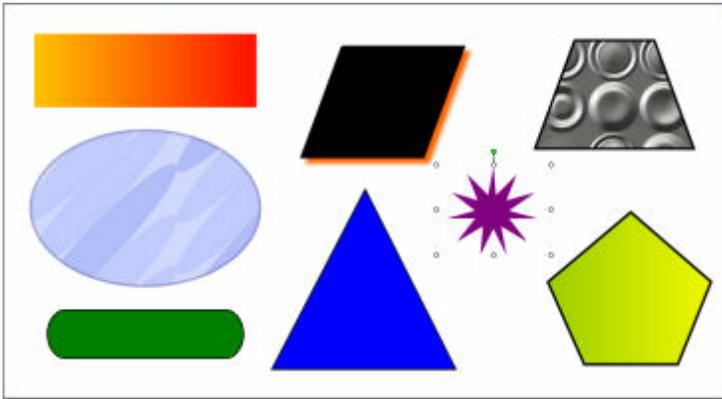
When you move your cursor over the green dot, it will change to a pair of curved arrows. By holding down your left mouse button and moving your mouse to the right, you can rotate the text clockwise; by moving your mouse to the left, you can rotate it counterclockwise.

When you move your cursor over the text itself, it will change to a hand with the index finger extended. By holding down your left mouse button, you can drag the text anywhere on the canvas when you move your mouse in a corresponding direction.

## 5.3 Working with Shapes

### 5.3.1 Adding Shapes to the Canvas

The **Shapes** section of the **Insert** menu tab allows you to add geometric and custom-drawn shapes to your business card canvas.



The available shapes include **Rectangle**, **Rounded (Rectangle)**, **Line**, **Ellipse**, **Triangle**, **Pentagon**, **Star**, **Trapezoid**, **Rhombus**, and **Custom** (drawing tool).

Choose one of the options to highlight it and then move your cursor to the canvas area. The cursor will change to a crosshair (+) with an image under it. Move the cursor to the location where you wish to place the graphic and click your left mouse button to place the initial default shape on the logo canvas.

You can manipulate the shape using the sizing and rotational handle dots that appear around the object or by using the object manipulation tools that appear in the **Advanced Tools** slide-out pane to the right of the canvas when a shape on the canvas is selected. You can also adjust the width and height of the selected shape in the Advanced Tools pane.

You can change the color of any selected object(s) by using one of the color options from the **Color** menu tab, and you can add special effects to the way the object appears using the choices in the **Effects** menu tab.

### 5.3.2 Modifying Shapes on the Canvas

Business Card Studio gives you advanced options to modify the shapes and add color and effects to make them visually appealing.

#### Adjusting a Shape

To modify a shape on the canvas, click the shape you want to change. It will be surrounded by a group of dots that are sizing handles; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the shape. To enlarge your shape, hold down the mouse button and drag the cursor away from the shape's center; to shrink your shape, drag the cursor toward the shape's center.

Two of the available shapes have their own manipulation controls:

**Rounded (Rectangle):** You can change how rounded the corners on a rounded rectangle appear by using the **Corner Width** and **Corner Height** sliders:

Slide the sliders to the right to increase the rounding; slide them to the left to lessen it. Sliding either slider far enough to the left will turn a rounded rectangle into a regular rectangle, while sliding either slider far enough to the right will turn it into an ellipse.

**Line:** You can change the thickness of a line by sliding the **Line Width** slider to the left to make the line thinner or to the right to make it thicker. You can also change a line into a single-headed or two-headed arrow by using the **Arrow1** and **Arrow2** dropdowns.

Select the type of arrowhead from the drop-down and use the sliders beneath it to adjust its size. The **Width** slider determines how far apart the ends of the arrowhead are from each other, while the **Length** slider determines how far the arrowhead ends are from the point. Setting both **Length** sliders to half the length of the line will make it look like an oblong diamond.

You can rotate the selected shape by rotating the **Rotate** control clockwise or counterclockwise. Rotation angles are oriented like a compass, with zero degrees as up/north, 90 degrees as right/east, 180 degrees as down/south, and 270 degrees as left/west.

You can manipulate the position of any shape by using the Alignment options available in the Alignment slide-out pane to the right of the canvas. The top nine choices will align two or more selected shapes with each other.

You can manipulate the position of any selected shape by using the **Advanced Alignment** boxes at the bottom of the Alignment section.



You can also align a shape by first clicking on the shape(s) you want to move, and then moving it around the canvas using the arrow buttons on your keyboard.

## Adding Color to Shapes

When you add a shape to your canvas, the default color of the shape is always blue with a black outline.

Shapes give you another option to change the color if you only want a solid option. After selecting a shape or shapes on the card canvas, you can adjust the polygon outline or fill color using the options available in the **Advanced Tools** slide-out pane to the right of the canvas.

**Polygon Fill:** This set of options changes the color and opacity of the shape itself. To change the shape's color, click the down arrow at the right of the **Color** dropdown and select it from the dialog that appears. To change the opacity of the shape's color, slide the **Opacity** slider to the left to make the shape's color more transparent or right to make it more opaque.

To get rid of the shape's color entirely, uncheck the **Polygon Fill** checkbox.

**Polygon Outline:** This set of options changes the color and thickness of the outline (border) surrounding the shape. To change the outline color, click the down arrow at the right of the **Color** dropdown and select it from the dialog that appears. To change the thickness of the outline, slide the **Width** slider to the right to make the outline thicker or left to make it thinner.

To get rid of the outline entirely, uncheck the **Polygon Outline** checkbox.

For other options in changing the color of a selected shape, click the **Color** menu tab and then choose an option by pressing the large **Color** button. The Solid color option is the default for changing the

color of selected shapes, and the easiest way to do so. The Solid option also includes the **Polygon Outline** and **Polygon Fill** tools.

## Adding Effects to Shapes

You can add shadow, frame, blur, and emboss effects to your selected shape(s) by clicking on the **Effects** menu tab, and then choosing the effect you want from the menu that appears when you click the large **Effects** button.

## 5.4 Working with Taglines

### 5.4.1 Adding Taglines to the Canvas

**Business Card Studio** includes creative taglines that let you add marketing catchphrases to your business card as text that you can modify to meet your needs.



Taglines can be found in a slide-out pane on the left of the card canvas; simply move your mouse pointer over this tab to slide it out. Once the pane is out, you can keep it open permanently by clicking the pushpin icon at the top right of the pane. If the **Taglines** tab does not appear to the left of the logo canvas, you can add it by clicking the **Taglines** button in the **Insert** menu tab.

This will display the available taglines in a scrollable list. Click on one of the taglines to select it; this will highlight the tagline. Move your mouse cursor over to the work canvas; it will change to a crosshair (+) with the letters "ab" below and to the right. Click on the canvas to add the tagline.

The slogan will appear on the canvas as simple text (text without any special appearance effects of its own) and can later be edited the same as other simple text.



These slogans and taglines are general examples that you can modify to suit your needs. To avoid possible copyright and trademark infringement, you will need to research your completed slogan and/or tagline with the proper legal or government source.

## 5.5 Using Layers

### 5.5.1 Adjusting Display Properties

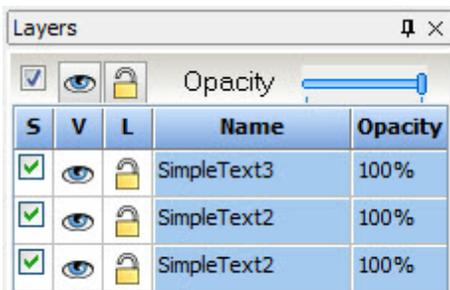
You can adjust the display properties of the layer elements in your business card project from the **Layers** slide-out pane to the right of the business card canvas.

#### Adjusting Layer Opacity

You can change the opacity of the selected layer by moving the **Opacity** slider left or right to make the layer more transparent or opaque. As you move the slider, the percentage in the **Opacity** column will change to reflect how opaque the layer is.

#### Hiding Layers From View

To hide the display of a layer, click the eye in front of that layer's name.



The eye will appear closed, and the corresponding element will disappear from the canvas display. To restore the element to the display, click the icon again; the "X" will disappear, and the element will reappear on the canvas.

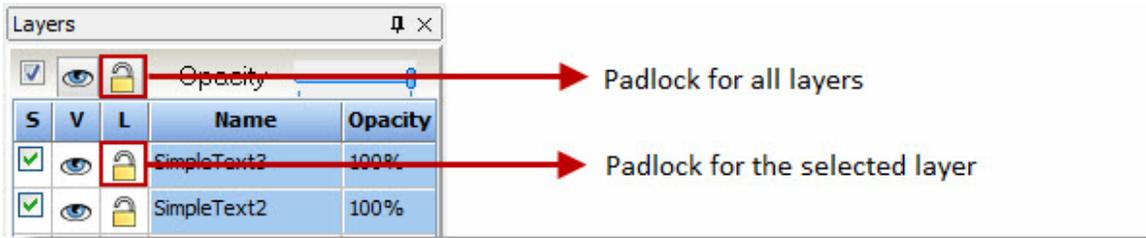
To hide the display of all layers, click the eye at the top of the Layers dialog. All the eyes will show a red "X," and all the layers will disappear from the canvas display. You can restore the display of individual layers by clicking the eye in front of each of the name of the layer you wish to restore to the display. To re-display all the layers, click the eye at the top of the dialog again, and all of the elements will reappear.



This only hides the display of the elements; it does not delete any of them from your project.

### 5.5.2 Modifying Layers

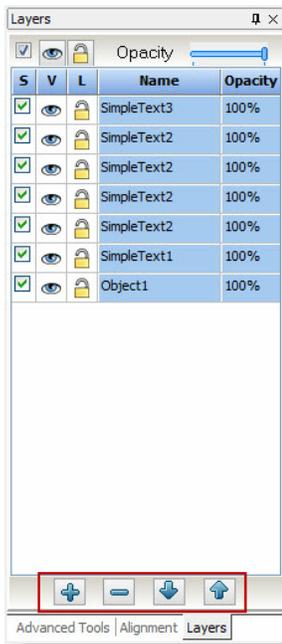
To prevent changes to a layer, click the open padlock icon in front of that layer's name. The icon will change to a locked padlock and the layer will be protected from resizing, manipulation, or deletion. To again allow the layer to be changed, click the padlock, and it will revert to an unlocked padlock. Click the corresponding layer on the canvas, and you will again be able to manipulate it.



To prevent changes to all canvas elements, click the padlock icon at the top of the Layers dialog. All the unlocked padlocks will change to locked padlocks, and you will be unable to change any of the layers. You can unlock an individual layer by clicking the padlock in front of it; if the layer was not previously selected, click it on the canvas to select it again to manipulate. To unlock all layers, click the padlock at the top of the dialog again, and all the layers will be unlocked.

### 5.5.3 Editing Layers

To add another layer of the same element type to the canvas, click the plus (  ) sign at the bottom of the Layers dialog.



To delete the selected layer, click the minus sign (  ).

To change the position of the selected layer with respect to the other layers,

click the Up (  ) or Down (  ) arrows at the bottom of the Layers dialog to move the selected layer up or down in the list. If the layers are positioned over one another on the canvas, the Up arrow will place the layer on top of the layers listed beneath it, and the Down arrow will place the layer below those listed above it.

### 5.5.4 Grouping Layers

To group two or more layers into a single unit, check the box in front of each layer on the Layers dialog that you want to include in the group.



The **Group** button (  ) on the **Home** menu tab will become active; click it to group the layers together. The grouped layers will be encased by a single set of white sizing dots.

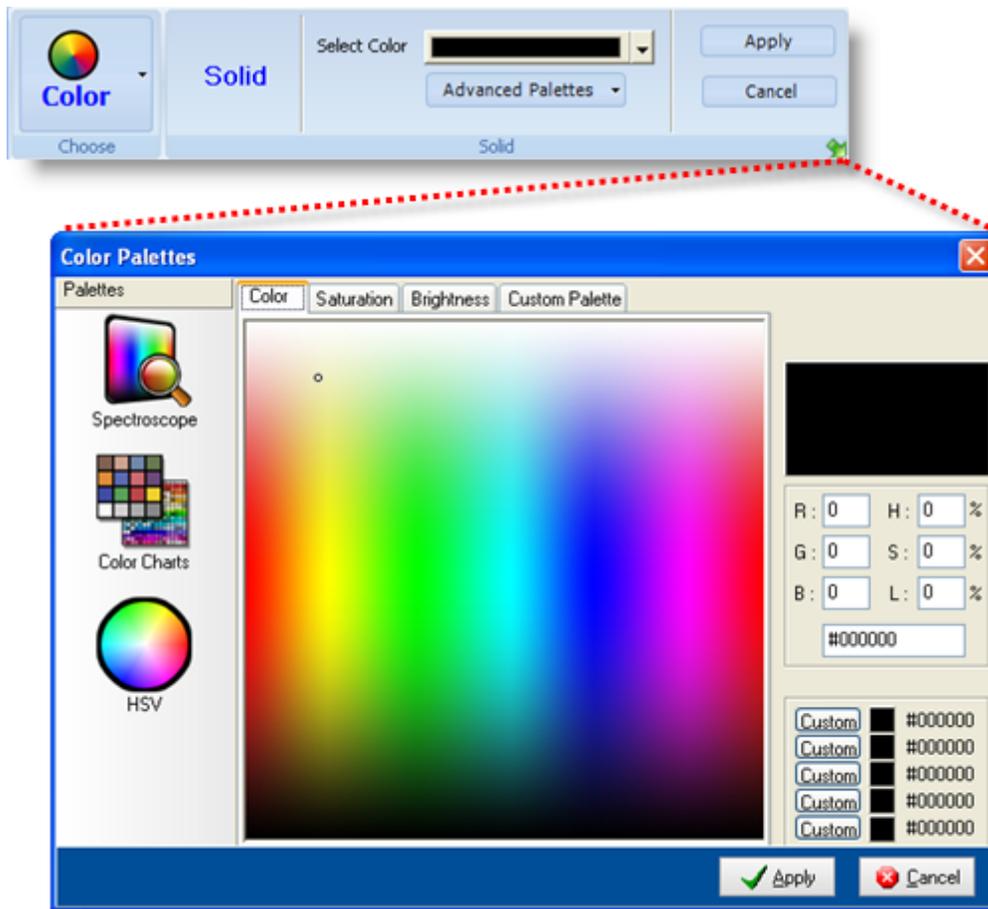
To group all the layers together, check the box in the upper left corner of the dialog. All the check boxes below will become checked; now click the **Group** button on the **Home** menu tab.

To ungroup the layers again, click the **Ungroup** button (  ) on the **Home** menu tab. Each layer will once again have its own sizing dots.

## 5.6 Advanced Color Options

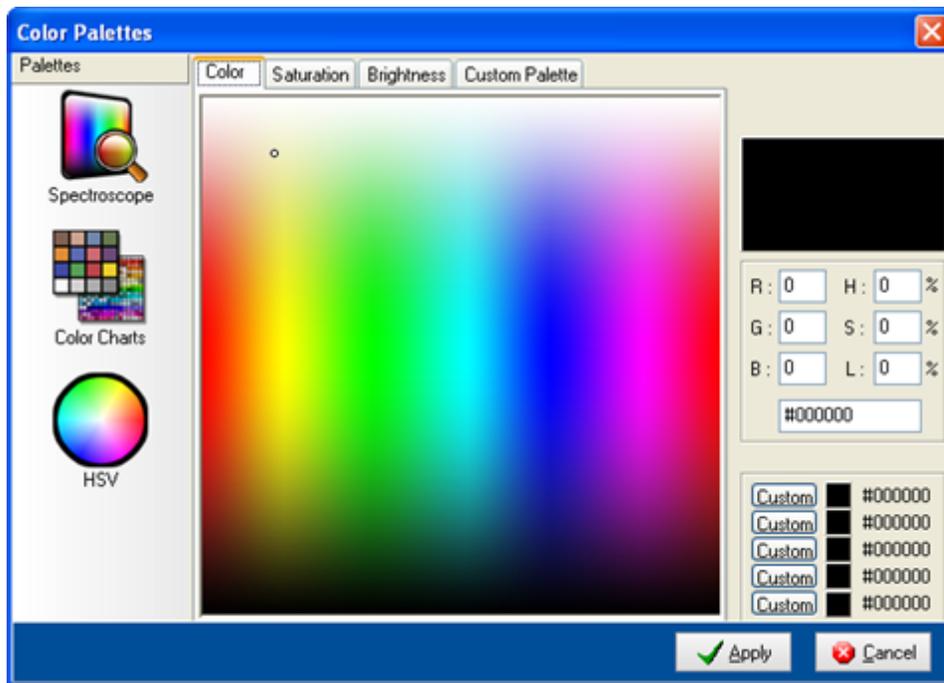
### 5.6.1 Accessing the Advanced Color Palettes

You can access the color palettes by clicking the green arrow in the lower right hand corner of the toolbar under the **Color** menu and clicking the specific palette in the left pane of the Color Palettes window.



### 5.6.2 Spectroscope Palette

The Spectroscope palette has four tabbed pages: Color, Saturation, Brightness, and Custom Palette. Click the tab for the page you want to work with. You can also display a standard Windows color palette.



### The Color Page

The Color page displays a color spectrum. Move your cursor over the spectrum; it will change to an eyedropper. Click anywhere within the spectrum to select a color; it will be displayed in the field in the upper right corner. The fields in the right center section will display the Red, Green, and Blue color values; the Hue, Saturation, and Lightness values; and the hexadecimal value for the color.

### The Saturation Page

To fine-control the saturation for your color, click the **Saturation** tab. The display will change to show the color you selected on the Color page; drag your cursor up to increase the saturation and down to decrease it.

### The Brightness Page

To fine-tune the brightness/lightness of your color, click the **Brightness** tab. The display will change to show a gradient of your selected color, growing progressively lighter (to the white) toward the top and darker (to the black) and the bottom. Drag your cursor up to increase the brightness and down to decrease it.

### The Custom Palette Page

To choose a color from a graphic object, click the **Custom Palette** tab. To select a graphic, click your right mouse button and select **Open File** from the popup menu that appears. An Open dialog will appear, displaying Windows bitmap files and folders. When you find the file you want, highlight it and click **Open** to display it on the Custom Palette page.

When you place your cursor over the bitmap, it will change to an eyedropper. Click your left mouse button whenever you want to sample the color in the bitmap. The color at the cursor will appear in the large square in the upper right corner of the page, and the Red, Green, Blue, Hue, Saturation, and Lightness values will appear in the fields labeled with those letters.

If you need to resize the bitmap within the palette, right-click again and select **Zoom In** from the popup menu to bring the bitmap closer, **Zoom Out** to push it further away, or **Original Size** to display it at its original size.

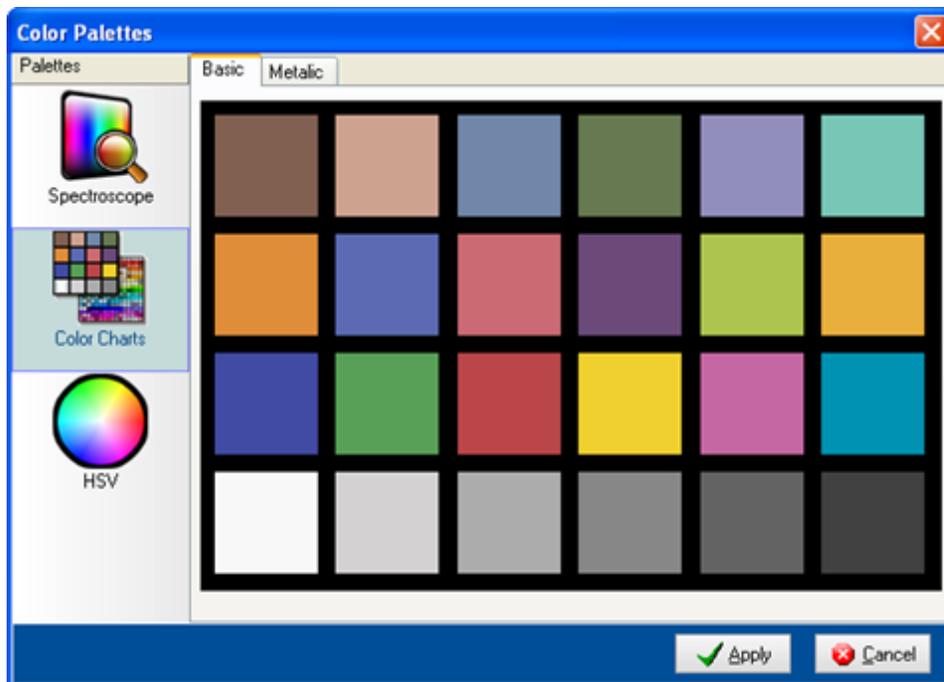
### Displaying a Standard Color Palette

You can instead work with a standard Windows color palette by clicking the large square at the upper right of the Spectroscope palette. Click one of the color squares under Basic colors, or drag the cursor over the color palette on the right and click **Add to custom colors** to display the color under **Custom colors**: and click the square the color appears in. Click **OK** to close the dialog and display the color on the Spectroscope palette.

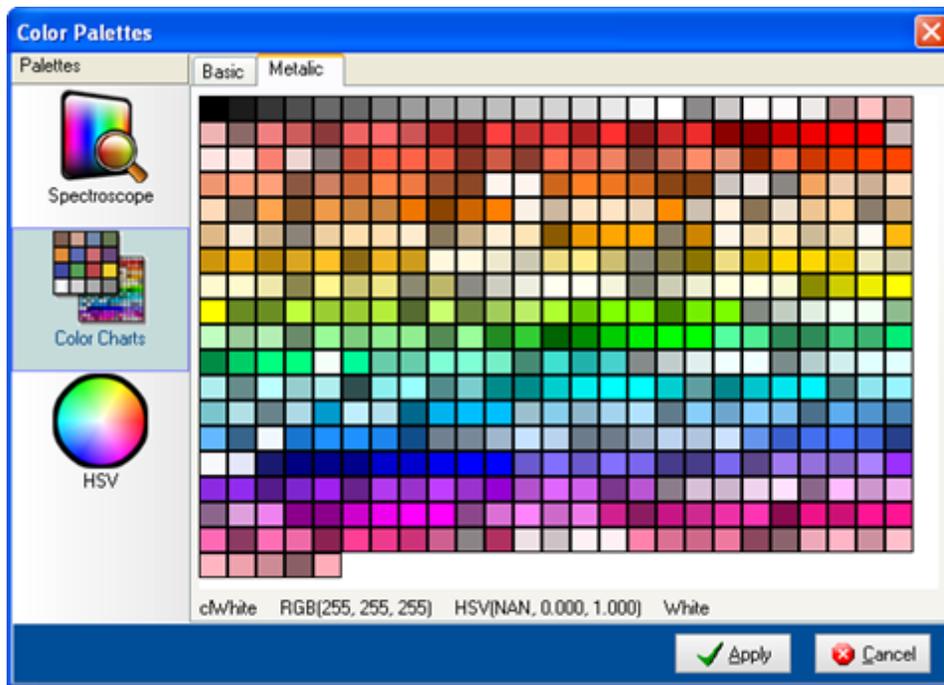
### 5.6.3 Color Charts Palette

The Color Charts palette has two tabbed pages: **Basic** and **Metallic**. Click the tab for the page you want to work with.

#### Basic Tabbed Page



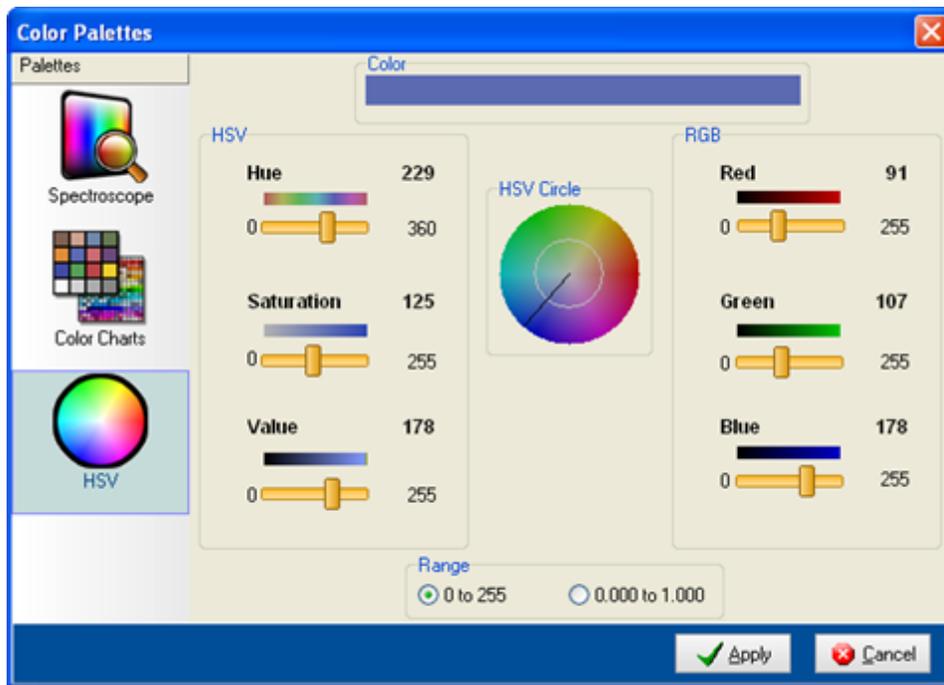
#### Metallic Tabbed Page



Both pages feature a color grid. Drag your cursor over the grid; it will change to an eyedropper shape. When your cursor is over a color within the grid, the bottom of the palette will display the color's hexadecimal value, its RGB and HSV values, and the color name. Double-click when the cursor is over the color you want to select.

#### 5.6.4 HSV Palette

The HSV palette consists of the **HSV Circle** color wheel and two sets of slider controls: the **HSV** set governs Hue, Saturation, and Value, while the **RGB** set governs Red, Green, and Blue color values. You can adjust the color using either the wheel or the sliders.



The color wheel will appear black if no layer is selected.

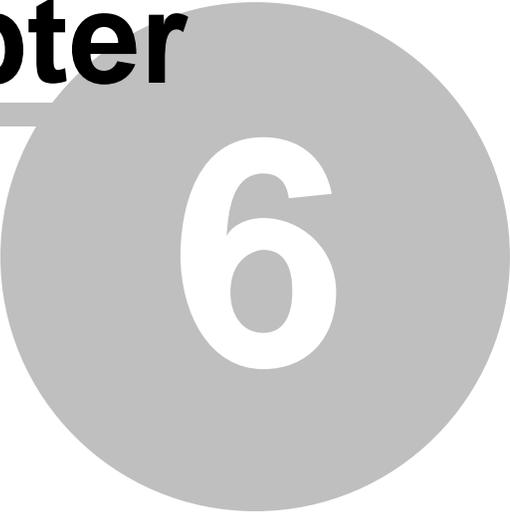
To adjust the color using the HSV Circle, drag the black line either clockwise or counterclockwise with your cursor to change the hue. Drag your cursor toward or away from the center of the circle to adjust the white saturation level circle; dragging toward the center decreases the saturation, while dragging away from the center increases it.

To adjust the color using the sliders, drag a slider to the left to decrease its value and right to increase it. The changes you make will be reflected in the color wheel. You can change the scaling method for the cursors by clicking one of the radio buttons at the bottom of the palette.

The **Color** field at the top of the HSV palette graphically displays the color as you adjust it with the wheel or sliders. When you are satisfied with the color, click **Apply**. Your selected text or object will display in this color. If you wish to exit without applying the color, click the **Cancel** button.

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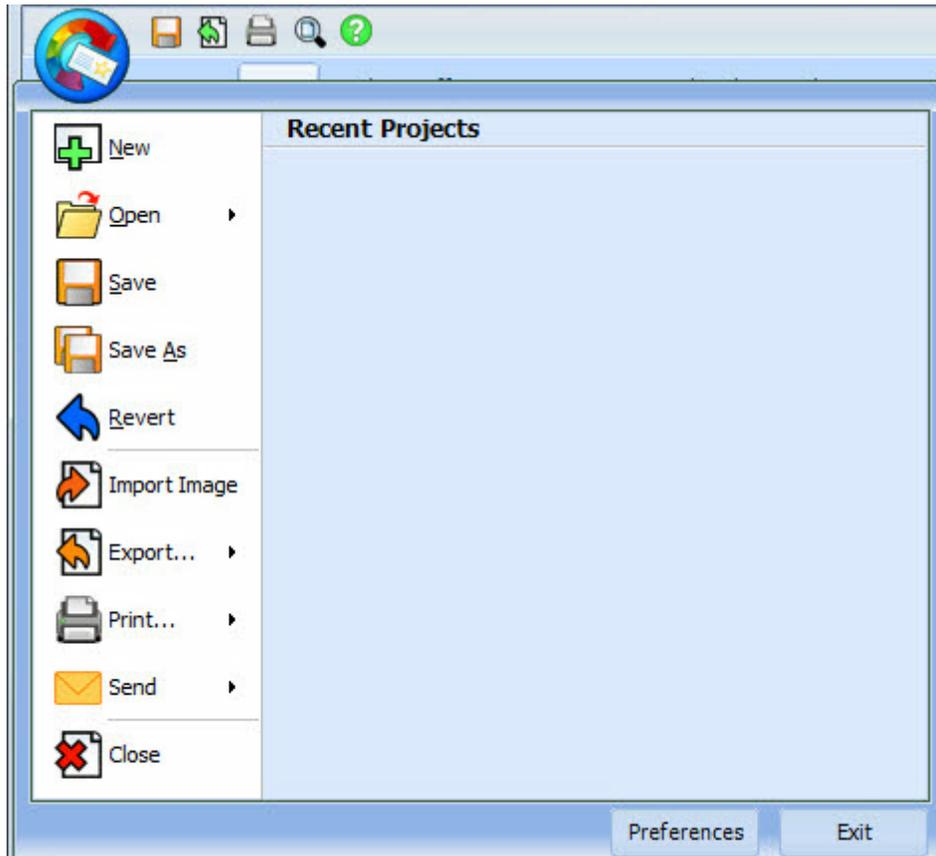
**Chapter**

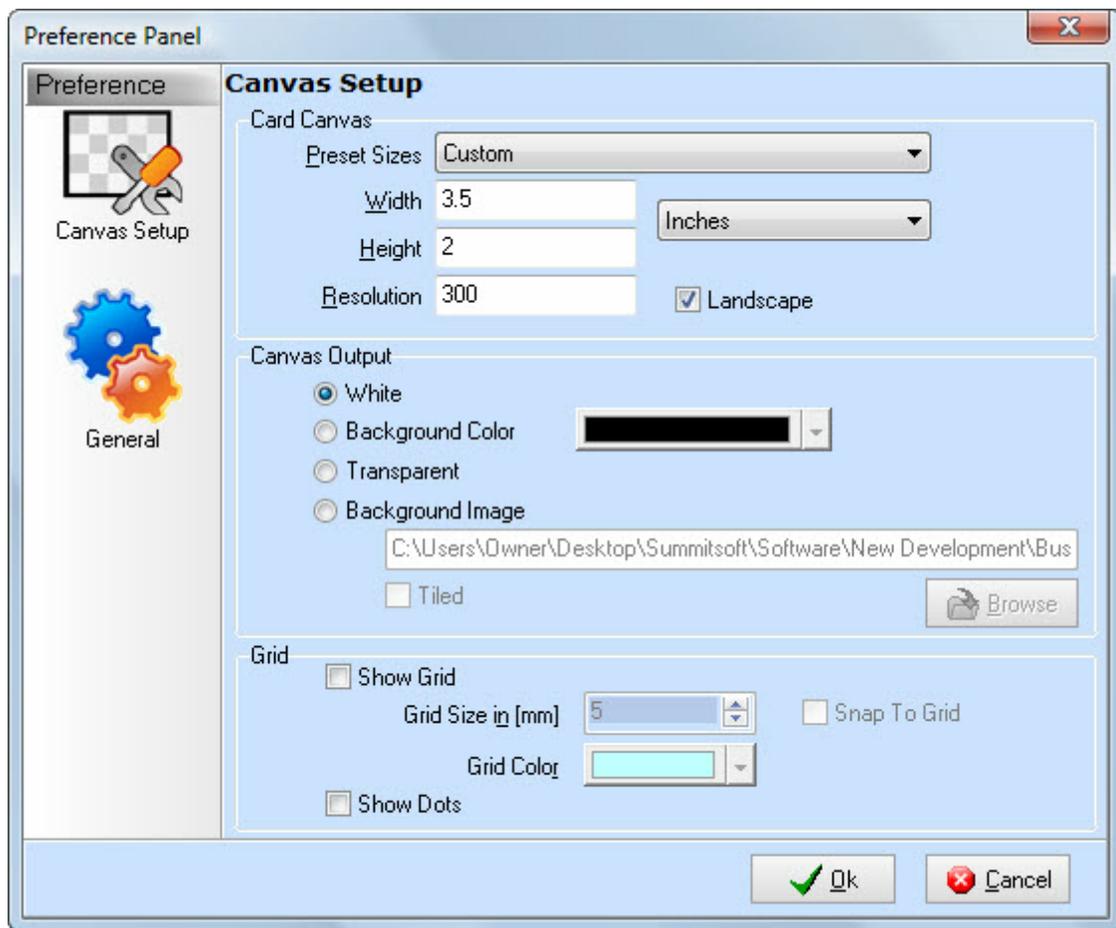


**6**

## 6 Additional Preferences

You can set up additional preferences for your project by clicking the **Preferences** button located at the bottom right corner of the File menu. The Preference Panel features options to set up the canvas size, resolution, output type, and whether to display grids or dots as placement guides.



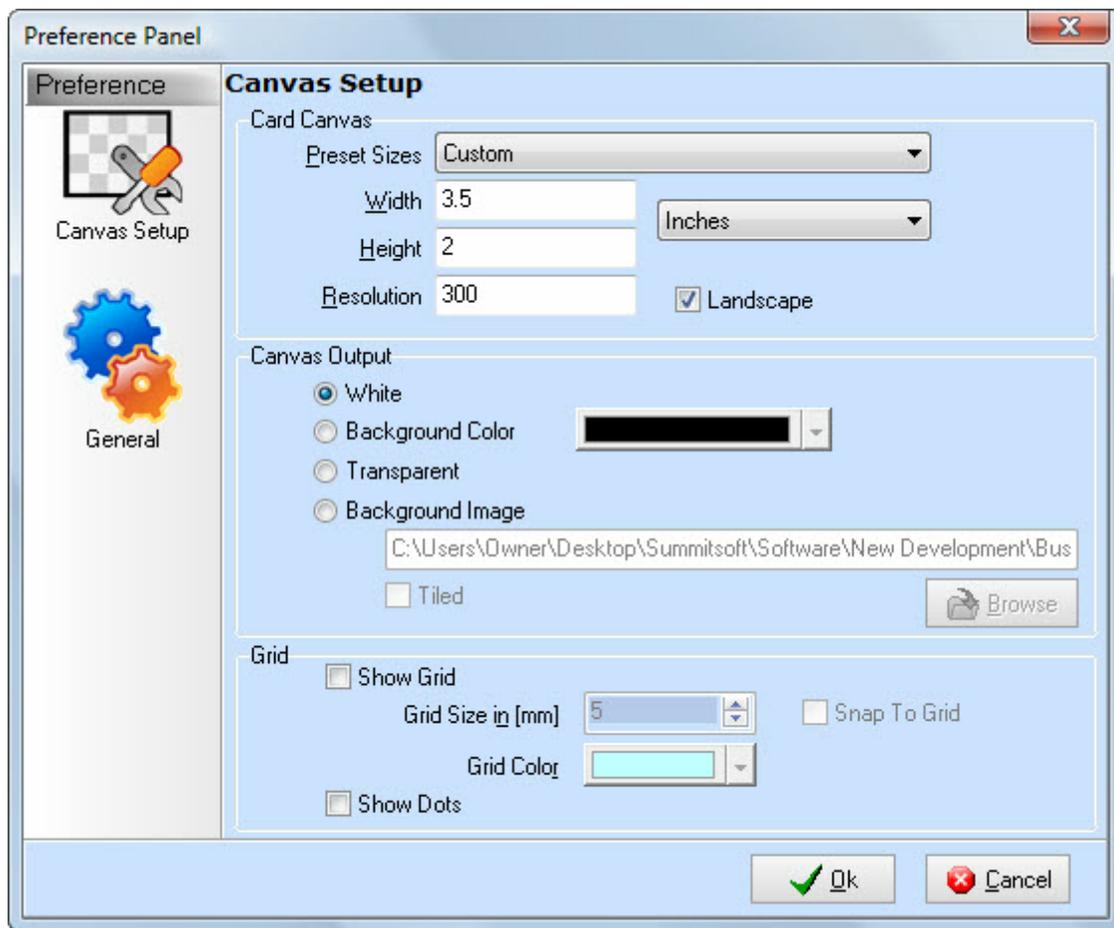


### Learn More About:

- Setting up the Card Canvas
- General Preferences

## 6.1 Canvas Setup

If, after starting your business card project, you find that you need a different card size or orientation to work with or the background should be changed, you don't have to start over. You can use the **Canvas Setup** options under the Preference Panel to adjust your Card Canvas, Canvas Output, and Grid.



## Card Canvas

You can choose an appropriate card size: **U.S. Horizontal Business Card**, **U.S. Vertical Business Card**, **U.K. Horizontal Business Card**, or **U.K. Vertical Business Card**. (U.S. business cards are 3.5 inches long and 2 inches wide, while U.K. business cards are 85 millimeters long and 55 millimeters wide, making them slightly shorter in length, but slightly wider than U.S. cards.) You can also select **Custom** and specify the dimensions manually in pixels, inches, centimeters (cm), or millimeters (mm).

In addition to these preferences, you can also set up the layout and resolution of your card canvas. By default, choosing either of the horizontal layouts automatically checks the **Landscape** check box and selecting either of the vertical layouts unchecks it, but you can manually check or uncheck it to reverse the card dimensions. (Landscape means that the horizontal dimension is longer than the vertical, the way the painting of a landscape is typically arranged.)

Enter the resolution in dots per inch in the **Resolution** field. By default, this field displays a value of "300," which is the typical resolution for printing. If you plan to create this card not to print but to display on the Internet or send as a signature for an email, enter a value of "72."

## Canvas Output

The **Canvas Output** section lets you define the background of your card canvas. The default option is

**White**, but you can select another color by selecting **Background Color** and choosing the color from the dropdown, or select **Transparent** if you plan to use your card on the Internet and let your website background be the card's background.

You can also select **Background Image** to import a graphic to be your canvas. If you select this option, enter the pathname to the graphic image you want to use as a background in the field beneath the option, or click the **Browse** button to navigate to the image. Check the **Tiled** check box to repeat the image as tiles across the canvas.

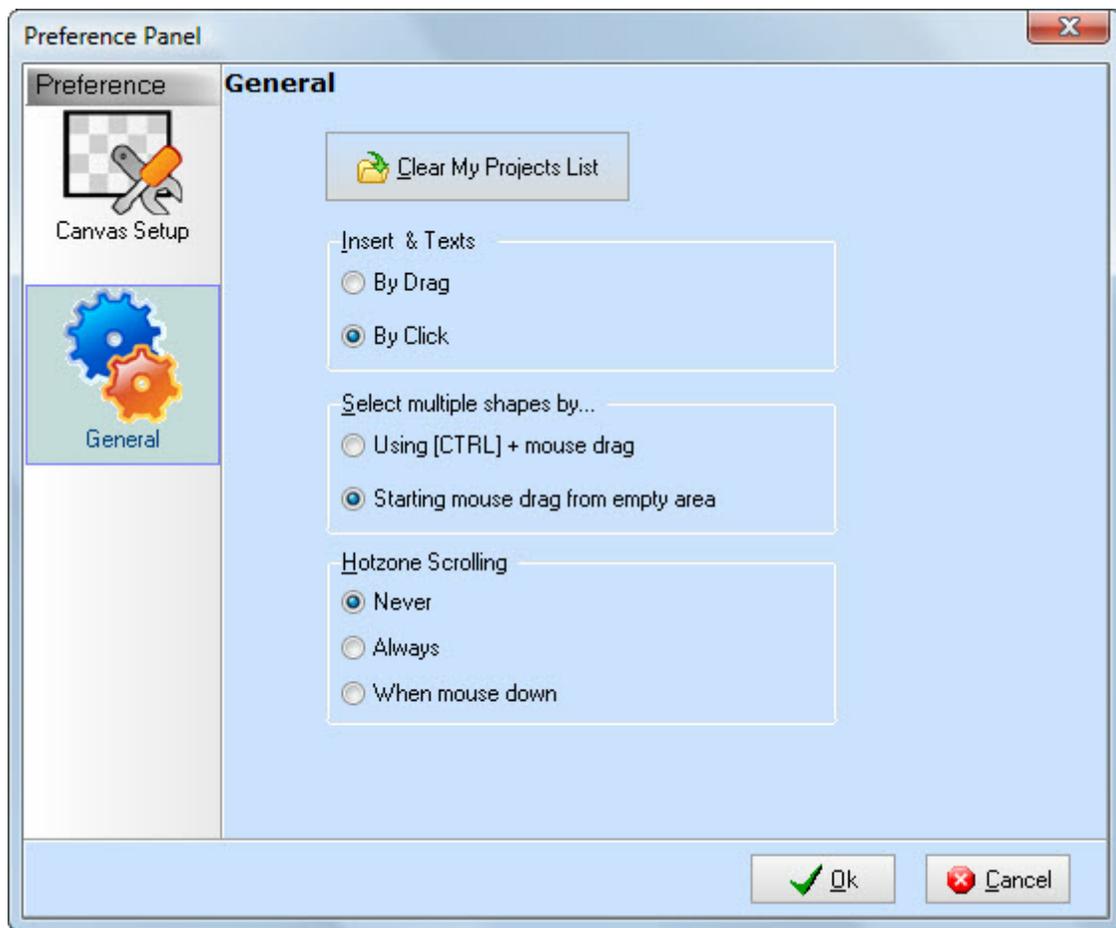
### **Grid**

Business Card Studio includes a non-printing reference grid for placing text, shapes, and objects that you can turn on or off as you see fit by checking or unchecking **Show Grid**. You can set up the color and size of the canvas grid with the **Grid Size** spin box and the **Grid Color** dropdown and force objects to snap to the Grid by checking the **Snap to Grid** check box. If you prefer a grid of dots instead of perpendicular lines, click the **Show Dots** check box.

Click **Ok** to accept changes and exit, else click on the **Cancel** button.

## **6.2 General Preferences**

Click the **General** button on the left pane of the Preference Panel to display the **General** section. This section lets you set preferences for inserting objects and text, selecting multiple shapes, and when to perform Hotzone scrolling. It also features a quick option to clear your projects from the My Projects List.



You can choose to insert objects and text in the **Insert and Texts** section **By Drag** (of your mouse) or **By Click** (of your left mouse button) based on your personal convenience. Similarly you can choose in the **Select multiple shapes by...** section either **Using [CTRL] + mouse drag** or **Starting a mouse drag from an empty area** to select multiple shapes.

Additionally, you can set your Hotzone scrolling preferences from here.

Once you have made changes, click **Ok** to apply them or click **Cancel** to exit without applying them.

**Business Card  
Studio**

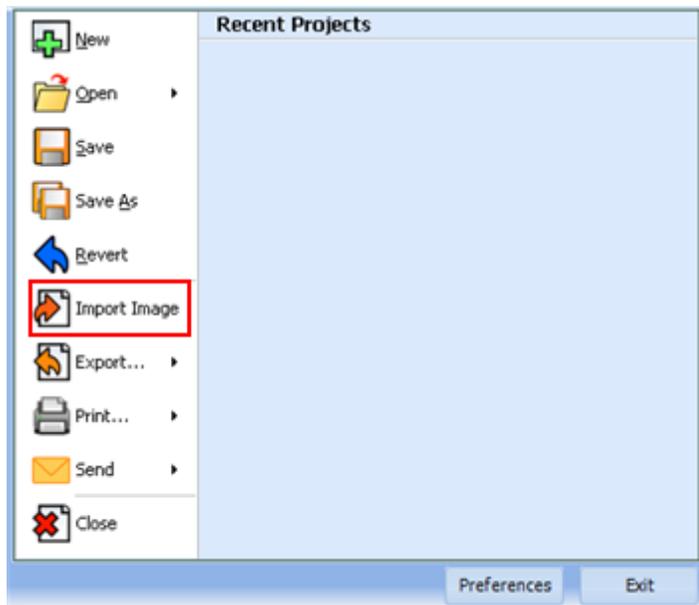
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## 7 Managing Your Business Card Projects

### 7.1 Importing an Image

Business Card Studio lets you import graphic images, according to the type of business card you are creating. To import an image or graphic, click on the File menu (the round "C holding a card" button at the top left of the main program window) and click **Import Image**. You can then locate the image that needs to be inserted and click **Open**.



#### **Business Card Studio accepts graphic input in the following formats:**

Windows bitmap (\*.bmp)

JPEG images (\*.jpg, \*.jp, \*.jpeg)

HCK images (\*.hck)

CompuServe GIF (\*.gif)

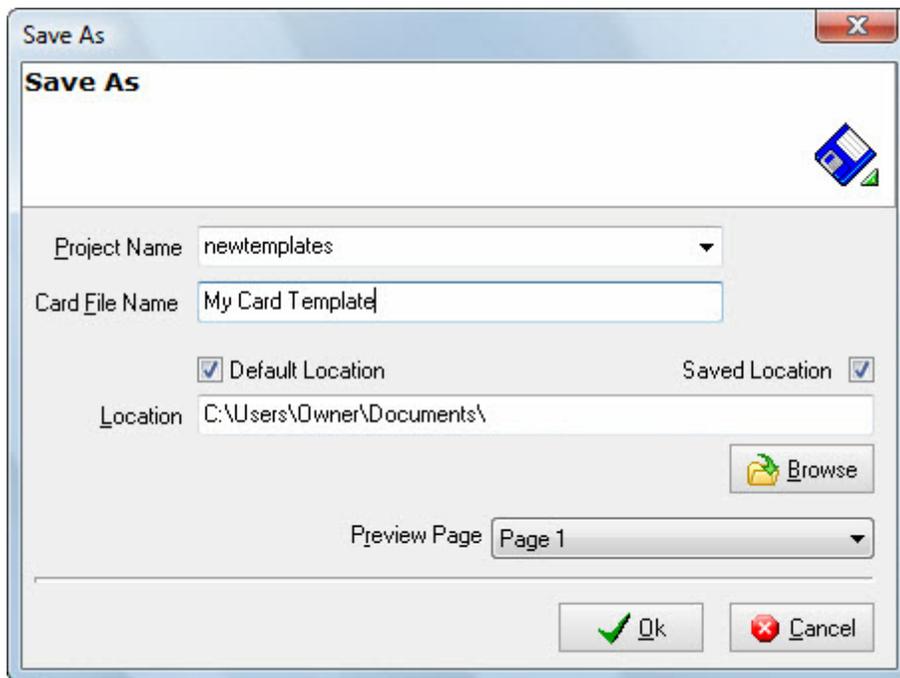
Portable Network Graphics (\*.png)

Windows Metafile (\*.wmf, \*.emf)

## 7.2 Saving Your Card Project

To save your card project at any time, choose **Save** from the File menu (the round "C holding a card" button at the top left of the main program window) or click the shortcut Save button directly to the right of the round File menu button. This saves the project file for any changes you might want to make in the future, but cannot be used for any print or online use.

The Save dialog will be displayed. You can choose which project folder to save the logo file in from the **Project Name** dropdown list. The list of folders will include the names of the project folders in the **My Business Card Studio Projects** folder created in your My Documents folder.



If you are saving the business card for the first time, enter a name in the **Card File Name** field; if not, your card name will appear in this field automatically. The **Default Location** checkbox is checked by default; uncheck the box if you want to save the card in a different location than that specified in the Location field.

Use the **Preview Page** dropdown to specify which page in the project is displayed on the canvas the next time you open the business card project.

Click **Ok** to save the card, or **Cancel** to abort the save.

If you want to save your card under a different name or in a different location, choose Save As from the File menu. The Save dialog will appear and perform as described above. Click the **Browse** button to navigate to a new location to save the file.

The default location for saving card projects is the **My Business Card Studio Projects** folder placed in your My Documents folder when you save your first business card. Card projects are saved in a native format with the extension **\*.bcg**. This format can be read only by **Business Card Studio** and allows you to fully modify your business card and retain all layers. This file needs to be kept in the project

folder that was created when you saved your card project; if you move it out of this folder, you can open the card project with **Business Card Studio**, but you will not be able to locate it in your recent project files.

### 7.3 Printing a Proof Copy of Your Card

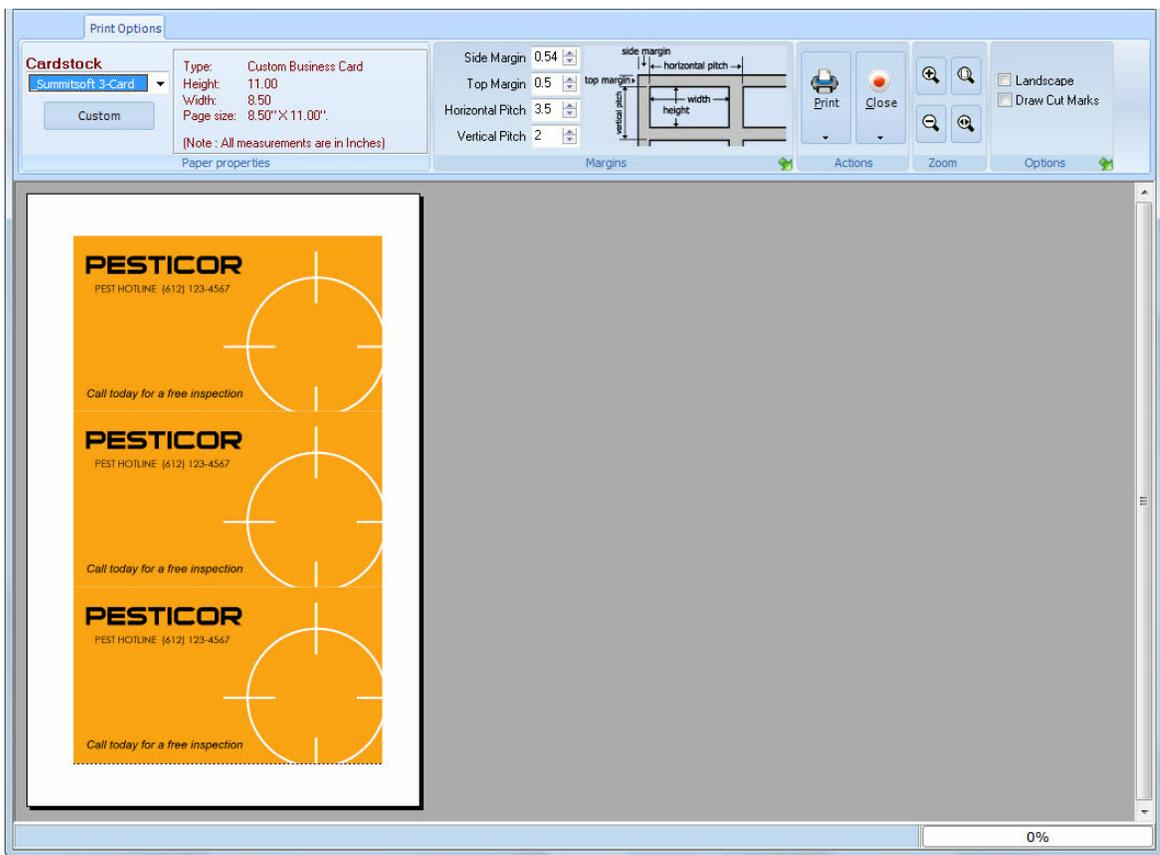
To print a proof copy of your card project at any time, choose **Print** from the File menu (the round "C holding a card" button at the top left of the main program window) and select **Print...** or click the shortcut Print button directly to the right of the round File menu button. This prints a single copy of your card on a full-sized sheet of paper so that you can manually proof it for errors, but cannot be used to print the card for actual use. (To do this, see *Printing Your Card to Cardstock*.)

A standard Windows Print dialog will appear in which you can select your printer and the number of copies to be printed.

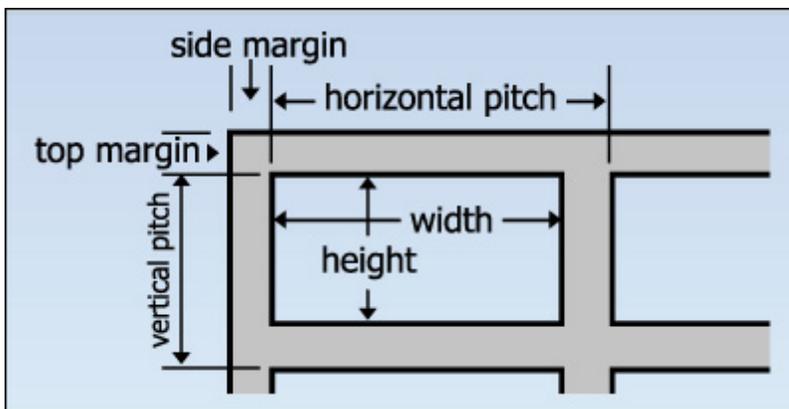
### 7.4 Printing Your Card to Cardstock

To print your business card to cardstock, choose **Print** from the File menu (the round "C holding a card" button at the top left of the main program window) and select **Print to pre-cut paper...** from the menu options. (If you first wish to print a single copy for proofreading, see *Printing a Proof Copy of Your Card*.)

The Business Card Studio canvas will be replaced with a preview display of your card as it will display on the cardstock option shown in the Cardstock dropdown list under Print Options. The list includes all popular Avery cardstock selections. To the right of the list is a display showing the card type, height, width, and page size. By default, the 3-card business card paper stock included in the retail boxed version is selected.



You can see the measurements for the card's side margin, top margin, horizontal and vertical pitch, and height and width in dropdowns at the left of the **Margins** section. (The display below, which defines those terms, appears to the right of the dropdowns.)



If none of the Avery card sizes meets your needs, you can specify a custom cardstock size by clicking the **Custom** button. Enter the name for your custom card layout in the **Label Name** field and define the margins, pitches, height, and width for your card. Choose the correct page size option for your cardstock sheet from the **Page Size** dropdown list; if you choose the **Custom** option, use the **Page Width** and **Page Height** spin boxes to specify the sheet size.

For your convenience, the preview display shows the cut marks for your cards. To hide this display,

uncheck the **Draw Cut Marks** box in the **Options** section. (This will also prevent the cut marks from being printed when you print your card.)

Click **Print** in the **Actions** section to print your card. Click **Close** to return to the work canvas display.

## 7.5 Printing Your Card as a PDF Document

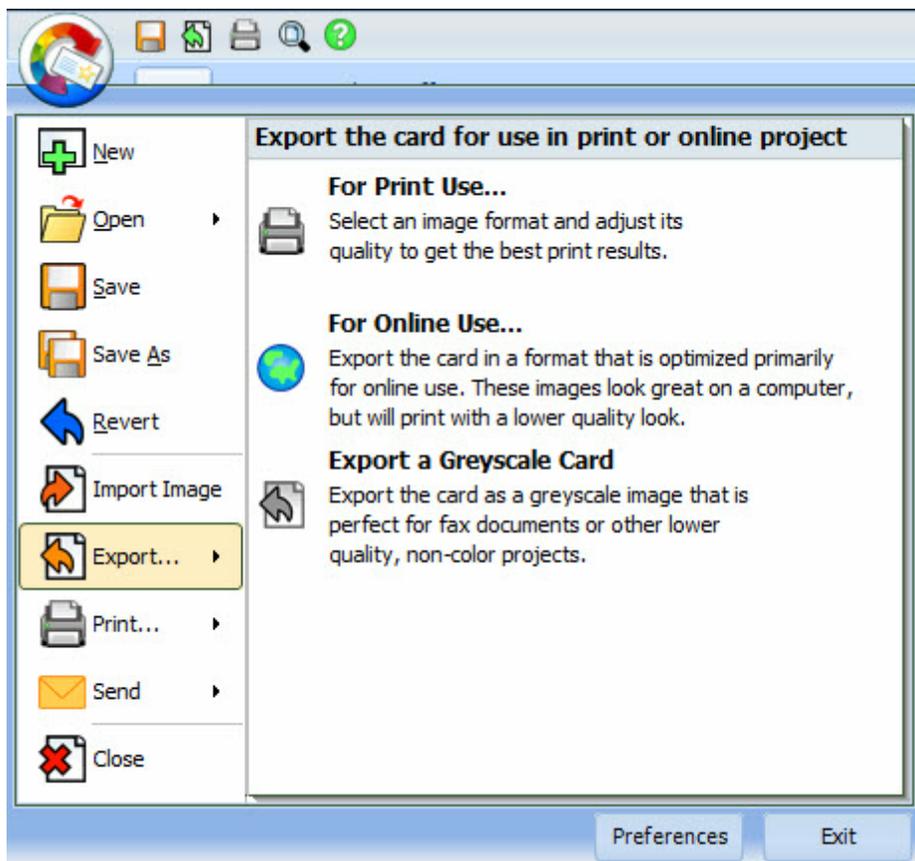
To create a PDF (Portable Document Format) version of your business card, choose **Print** from the File menu (the round "C holding a card" button at the top left of the main program window) and select **PDF...** from the menu options.

This will create a PDF document showing your card in the upper left corner. You can later print this PDF or attach it to an email message.

You can also create a PDF by choosing **Export** from the File menu and selecting **For Print Use...** from the menu options or clicking the Export button and selecting **Print** from the **Select group format** screen, and then select **PDF**. This option offers additional controls for controlling the image quality before creating the PDF.

## 7.6 Exporting Your Card Project

Cards created with **Business Card Studio** can be exported in a variety of formats for use online or in print projects. To export your card, select one of the Export options (**For Print Use...**, **For Online Use...**, **Export a Grayscale Card**) from the File menu (the round "C holding a card" button at the top left of the main program window).



## What will you use your business card for? (Advice on choosing a group format)

### 1. For Print Use...

**Business Card Studio** allows export of business cards in the BMP, PNG, TIFF, and PDF formats, but you may also use other formats. The ideal export resolution for printed cards is 300 dpi, but the software also supports export resolutions of up to 1200 dpi.

### 2. For Online Use...

**Business Card Studio** allows export of business cards for use on websites and other Internet applications in the JPEG and PNG formats, but you may also use other formats. The recommended export resolution for card images used on the Web is 72 dpi.

### 3. Export in Greyscale Format

**Business Card Studio** allows export of cards in an optimal greyscale format perfect for fax documents or other lower-quality, non-color projects. The export resolution recommended for these projects is also 300 dpi.

Once you select a group format that suits your needs, click **Next** to choose your file format. You can find more information on each file format in the Help file.

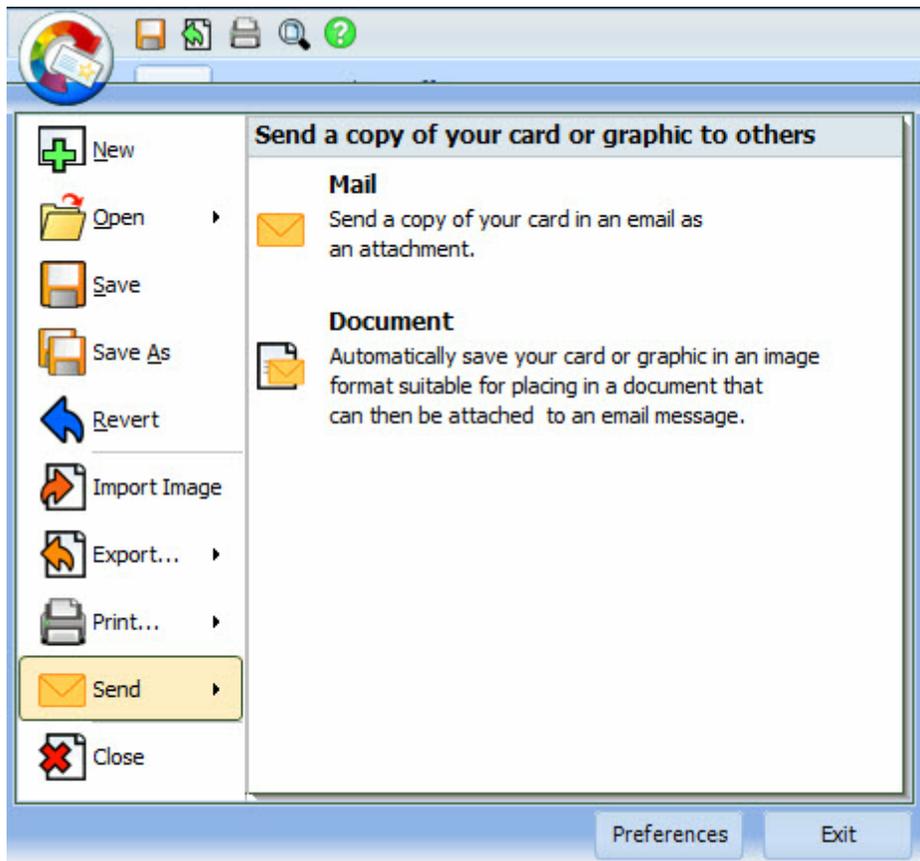
To export for high-resolution printing, click the round File menu button at the top of the main program window and choose **Export > For Print Use...**, and then choose **JPEG**, **TIFF**, or **PNG**. When you get to the resize options window, make sure the **Dpi** value is set to 300. Click **Next**, and then choose **Browse** to choose **Desktop** as your destination default location. Then hit **Start Convert**. You can now see your exported business card on your desktop.

Some users mistakenly try to open and use the thumbnail that is generated when they save their card (**File > Save** or **File > Save As...**). When you save your card, the program saves it in two formats: 1) a file with a **.bcg** extension (this is your business card project that you can change or modify at a later time), and 2) a file with a **.png** extension (this is a thumbnail picture of your card that is generated so you can view your card projects in a preview browser window). These thumbnail image files are not meant to be used in anything but the program.

## 7.7 Sending Your Business Card

Business Card Studio lets you instantly email the business card design you just created to your friends, associates, or any commercial printer. You can also save the card as an image format suitable for sending as an attachment. This feature is recommended if you want to add the card as an attachment to the email.

To send the logo, click on the File menu button (the round "C holding a card" button at the top left of the main program window) and click the **Send** button and select the Mail or Document option based on your preference.



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## 8 Product and Technical Support

### 8.1 Updating Business Card Studio

Summitsoft® periodically makes online program updates available. To check to see if your version of **Business Card Studio** is current, open the program and select **Check for Product Update** from the Help options found by clicking the green circle question mark in the shortcut menu.

The program will connect to the Summitsoft website. If an update is available, follow the online instructions to update your copy of **Business Card Studio**.

### 8.2 Related Products

Summitsoft Corporation offers a range of exciting products for designing professionals and enthusiasts. These include:

- Logo Design software
- Vector Illustration software
- Email marketing software
- Press Release & Distribution software
- Fonts for commercial and personal use
- System Utility software
- and more...

Find out more about the complete list of products and get access to online resources by visiting the Summitsoft website.

[www.summitsoftcorp.com](http://www.summitsoftcorp.com)

### 8.3 Getting Support

Purchasing your Summitsoft program gives you free access to Summitsoft's online technical support. Many questions may be answered by checking our support center on our website.

**Visit the Summitsoft Support Center:**

<http://www.summitsoftcorp.com/support/help-desk-center.html>

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## 9 Legal Issues

### 9.1 Learn From LegalZoom.com

#### Trademark Guide

Summitsoft Corporation has partnered with the premier online legal document resource, LegalZoom.com, to provide its customers with valuable information on how to protect any marks created or used with its software products.

LegalZoom was founded by attorneys who have worked at some of the most prestigious law firms in the country and have used their expertise to simplify the law and make it accessible for everyone.

LegalZoom has found that while many people have legal needs, most of them don't want to spend the time or the money (over \$240 per hour) to see an attorney.

LegalZoom was created to help you quickly and affordably create estate planning documents, start a business, register a trademark and more -- from the convenience of your home or office.

**You can also receive 10% off any service offered by LegalZoom.com by entering the following coupon code during checkout:**

**summit**

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Click on the item for specific suggestions related to it.

- Introduction
- The LegalZoom Trademark Registration and Order Process
- Establishing Trademark Rights
- Searching for Conflicting Trademarks
- Legal Requirements
- The Process of Obtaining a Trademark
- Grounds For Refusal
- Enforcement
- Legal Information

#### Introduction

A trademark is anything that is used, or intended to be used, to identify the goods of one manufacturer from the goods of others. It is a brand name. Trademarks are important business tools because they allow companies to establish their product's reputation without having to worry that an inferior product will diminish their reputation or profit by deceiving the consumer. Trademarks include words, names, symbols and logos. Anything that distinctly identifies your company can be a trademark, provided that it is for goods. Although Summitsoft's logo design software and other business-related products can give you a creative jumpstart in designing an identity for your business, organization, product or service name, it is still necessary to protect this identity legally using the appropriate lawyer or legal service.

A service mark is very similar to a trademark, except that it is used to distinguish services in the

stream of commerce. Like a trademark, a service mark can include words, names, symbols and logos. Typically, trademarks appear on the actual product or its packaging, while service marks appear mostly in advertising for the services. In this law library, when we use the term "trademark," we generally mean both trademarks and service marks.

If you wish to register your trademark or service mark, the online legal services of LegalZoom can help you obtain a trademark from the convenience of your home or office, at your own time, and without any hassles. Simply answer a few questions online and LegalZoom will take care of the rest, at a cost considerably lower than what most lawyers would charge.



## The LegalZoom Trademark Registration and Order Process

The following details describe the entire Trademark registration process for LegalZoom.com, Summitsoft's online legal partner site:

1. Complete the LegalZoom online questionnaire. Click the Trademarks box and then click the getting started link.
2. If your trademark is a stylized design or logo, you will need to send an image of the mark. If your trademark is currently being used in commerce, a specimen will be required showing the mark as it is actually used.
3. A trademark search will then be conducted and all findings will be presented to you. In the LegalZoom online questionnaire, you can choose how comprehensive you want the search to be. If there is a conflict with another trademark applicant or owner, you can elect to modify your application, proceed as planned or cancel your application.
4. Next, your trademark registration is prepared with the information you provide and the completed application is then sent to you by e-mail for electronic signature.
5. After you sign the application, LegalZoom will file it, along with the supporting material, with the United States Patent and Trademark Office (the "PTO"). The PTO will assign a serial number to your registration.
6. About four months after filing, the PTO will review the application and determine whether the mark may be registered. If the examining attorney determines that the mark cannot be registered, the examining attorney will issue a letter listing any grounds for refusal and any corrections required in the application. The examining attorney may contact you directly by e-mail if only minor corrections are required. You must respond to any objections within six months of the mailing date of the letter, or the application will be abandoned.
7. If there are no objections, or if you overcome all objections, the examining attorney will approve the mark for publication in the Official Gazette. The PTO will send a NOTICE OF PUBLICATION to you indicating the date of publication. In the case of two or more applications for similar marks, the PTO will publish the application with the earliest effective filing date first. Because of this, it is extremely important you can show "first use" of your name or mark which must include an established date. For example, if you upload your logo design to the FTP location of your online website, there is usually a time stamp included with your upload that can help establish when your logo design was first used. You can also establish an audit trail by publishing and printing your logo design, name or mark on a newsletter, advertisement or product packaging that can show the manufactured or

printed date from a purchase order you received from the manufacturer. Without proof of “first use,” you will end up losing your trademark to the other applicant.

#### 8. Receive Registration Certificate

- If the application was based upon the actual use of the mark in commerce prior to approval for publication, the PTO will register the mark and issue a registration certificate about 12 weeks after the date the mark was published, if no opposition was filed.
- If, instead, the mark was published based upon the applicant's statement of having a bona fide intention to use the mark in commerce, the PTO will issue a NOTICE OF ALLOWANCE about 12 weeks after the date the mark was published, again provided no opposition was filed. The applicant then has six months from the date of the NOTICE OF ALLOWANCE to either (1) use the mark in commerce and submit a STATEMENT OF USE, or (2) request a six-month EXTENSION OF TIME TO FILE A STATEMENT OF USE. If the STATEMENT OF USE is filed and approved, the PTO will then issue the registration certificate.



## Establishing Trademark Rights

The Trademark rights of your logo design, name or brand identity are established by either (1) actually using the mark (as on your business card or stationery), or (2) filing a proper application to register a mark in the Patent and Trademark Office (PTO). Registering with the PTO is not necessary for establishing trademark rights. However, registration of your mark can help secure benefits such as giving everyone notice of your claim to the mark, having evidence of ownership of the mark, being able to invoke federal court jurisdiction, being able to use the registration as a basis for obtaining registration in foreign countries and being able to prevent the importation of infringing foreign goods.

There are two types of rights in a mark: the right to register and the right to use. Generally, the first party who either uses a mark in commerce or files an application with the PTO has the ultimate right to register. The right of use can be more difficult to determine, especially when two parties begin use of a mark without knowledge of the other party and without registering the mark. In a case like this, only a court can decide who has the right of use. It should be noted that federal registration provides a significant advantage in a court proceeding if you find that someone is using your trademark.

As mentioned before, using a template-driven software like Business Card Studio makes establishing your trademark extremely important, especially if you plan on marketing your identity or selling your name on a national or international level. Since other users of Business Card Studio and related Summitsoft products will also have access to the same templates, determining the type of business, service or product and how it relates to similar marks is an important part of the Trademark process. Anyone wanting to establish a claim on the look of a mark in commerce, based on a common template from Summitsoft's logo design and business card software, should contact a lawyer or legal service like LegalZoom as soon as possible.



## Searching for Conflicting Trademarks

While it is not required that you search for conflicting trademarks, it can be a good idea to do so anyway. Should there be any existing trademarks registered that conflict with yours, your application will be denied, and your filing fees will not be refunded. Doing a little research ahead of time can save a headache later.

Additionally, it should be noted that because trademarks can be created through common law by using the mark, it is also advisable to search for common law trademarks. It is less important to conduct a common law search, but if you wish to, you should start with phone books, industrial directories, state trademark registers.

You can search for registered trademarks at the USPTO's website: <http://www.uspto.gov>.

LegalZoom also offers a range of trademark searches that can fit your needs, whether you need to protect your logo design, brand or other identity establishing name.



## Legal Requirements

There are four basic requirements for filing a trademark (or service mark) with the United States Patent and Trademark Office. The first requirement is that the mark must be filed under the name of the actual owner of the mark. The owner of the mark is the person who controls the nature and the quality of the goods sold or the services rendered under the mark. The owner does not have to be an individual; the owner can be a partnership, a corporation, or an association. If the owner is a corporation, then the applicant's name is the name of the corporation. If you are a one-person operation or small business using Summitsoft's logo design and business card software to establish and promote your look, you can also use a service like LegalZoom to get incorporated, get non-profit status, or become an LLC or DBA.

The second requirement is that the applicant specify what type of entity it is (individual, corporation, etc). The applicant must fill in national citizenship, although being a U.S. citizen is not required.

The third requirement is the application must be based on an actual use or on a real intention to use the mark in business. For the application to be based on actual use, the applicant should indicate what products he or she has actually placed the mark on and sold for business. A mark for services will be considered "actual use" when it is used or displayed in the sale or advertising of services and the services are actually rendered. This can be easily done when using Summitsoft's logo design and business card software by creating your name and mark and then displaying the mark(s) on your website, newsletters, advertisements, packaging or any other marketable material, as well as distributing business cards carrying your name and trademark to prospective clients.

When you are filing an intent-to-use application, it is sufficient that you make a statement in good faith that you plan to use the mark in commerce. However, you will have to actually use the mark before it can actually be registered. The USPTO will first issue the Notice of Allowance, which gives you six months to either use the mark in commerce or file for an extension. Once the Statement of Use is filed, the USPTO will issue the registration certificate.

The final requirement is that you submit a drawing of the mark and a specimen of the mark when the application is based on actual use. A specimen is a real-world example of how the mark is actually used on the goods or in a service. Labels, tags, or containers for the goods are considered to be acceptable specimens of use for a trademark, as is a business card. Business Card Studio makes it

easy to print an example of the mark in use by allowing you to export or print directly from the software; this includes creating a PDF document that clearly shows your business card carrying your logo design, name and/or other mark that can then be printed and sent in with the specimen.

For a service mark, specimens may be advertising such as magazine advertisements or brochures. Actual specimens, rather than facsimiles, are preferred. However, if the actual specimens are bulky, or larger than 8½" x 11", then the applicant must submit facsimiles, (e.g., photographs or good photocopies) of the specimens.

A drawing is a page that depicts the mark you seek to register. In an application based on actual use, the drawing must show the mark as it is actually used, i.e., as shown by the specimens. In the case of an application based on a real intention to use, the drawing must show the mark as the applicant intends to use it. A drawing is necessary even when a specimen is submitted.



## The Process of Obtaining a Trademark

The registration process generally takes six months from start to finish, although it can last longer if legal issues arise during the process. After filing an application, the USPTO will assign your file a serial number and mail you a receipt about two months after filing. An attorney for the USPTO will examine the application and will publish the mark in the Official Gazette. Other parties will have thirty days from the date of publication to object to the mark. Thereafter, the USPTO will either issue a Certificate of Registration (if the application was based on actual use) or will issue a Notice of Allowance (if the application was based on intended use).



## Grounds For Refusal

The USPTO will refuse to register a mark if it does not function as a trademark or service mark. Not all words, names, symbols or devices function as trademarks. For example, names which merely describe the goods on which it is used cannot be registered. You cannot register the mark "keyboard," for example, for a computer keypad. To give your mark the best chance for consideration, make sure to shy away from generalized terms or descriptions. Instead, try adding a specific detail or personal twist. For example, "business card design" is too general to trademark, but "Kay's Cards" may give you a better chance of trademark registration.

Additionally, Section 2 of the Trademark Act contains several of the most common (though not the only) grounds for refusing registration. The grounds for refusal under Section 2 may be summarized as:

1. The proposed mark consists of or comprises immoral, deceptive, or scandalous matter;
2. The proposed mark may disparage or falsely suggest a connection with persons (living or dead), institutions, beliefs, or national symbols, or bring them into contempt or disrepute;
3. The proposed mark consists of or comprises the flag or coat of arms, or other insignia of the United States, or of any State or municipality, or of any foreign nation;

4. The proposed mark consists of or comprises a name, portrait or signature identifying a particular living individual, except by that individual's written consent; or the name, signature, or portrait of a deceased President of the United States during the life of his widow, if any, except by the written consent of the widow;
5. The proposed mark so resembles a mark already registered in the Patent and Trademark Office (PTO) that use of the mark on applicant's goods or services are likely to cause confusion, mistake, or deception;
6. The proposed mark is merely descriptive or deceptively misdescriptive of applicant's goods or services;
7. The proposed mark is primarily geographically descriptive or deceptively geographically misdescriptive of applicant's goods or services;
8. The proposed mark is primarily merely a surname; and
9. Matter that, as a whole, is functional.



## Enforcement

Once you have registered your trademark, you will have legal ownership of the trademark. Additionally, you can have the U.S. Customs Service prevent the importation of goods that infringe on your trademark rights. However, if a domestic company infringes on your trademark, it is probably best to consult an attorney specializing in trademark law. The factual situation of your particular case will determine the best way to resolve the dispute. This is a decision that an attorney can help you make.

For a trademark registration to remain valid, an Affidavit of Use must be filed: (1) between the fifth and sixth year following registration, and (2) within the year before the end of every ten-year period after the date of registration. The registrant may file the affidavit within a grace period of six months after the end of the sixth or tenth year, with payment of an additional fee.

Assuming that an affidavit of use is timely filed, registrations granted PRIOR to November 16, 1989 have a 20-year term, and registrations granted on or after November 16, 1989 have a 10-year term. This is also true for the renewal periods; renewals granted PRIOR to November 16, 1989 have a 20-year term, and renewals granted on or after November 16, 1989 have a 10-year term.

The registrant must file a renewal application within the year before the expiration date of a registration, or within a grace period of six months after the expiration date, with payment of an additional fee.



## Legal Information

LegalZoom.com, Inc. is a registered and bonded legal document assistant, #0104, Los Angeles County. LegalZoom.com is not a law firm and is not a substitute for the advice of an attorney.

The trademark information found herein and on Summitsoft's website is generously provided by its

partner, LegalZoom.com. You can visit the LegalZoom website to learn more about the services they provide to protect your trademark, help start and protect your business, or provide other legal services you may find you need.

**Receive 10% off any service offered by LegalZoom.com; use the following coupon code during checkout:**

**summit**

Visit the LegalZoom website



## 9.2 Software License Agreement

READ THE TERMS AND CONDITIONS OF THIS LICENSE AGREEMENT CAREFULLY BEFORE INSTALLING THIS SOFTWARE.

1. Grant of License- This is a legal contract between you and Summitsoft Corporation. The terms of this Agreement govern your use of this program. By installing this software, you are agreeing to be bound by this Agreement. If you do not agree to the terms of this Agreement, please immediately erase the software from your computer memory. In consideration for your payment of the license fee, which is your purchase price of the software, Summitsoft Corporation grants to you a non-exclusive, non-transferable, limited license to use and display the software contained on this CD-ROM on a single computer. You may not copy it and give the copy to others to use or own, or use on a network. Summitsoft Corporation retains ownership and title to the software. This Agreement is not a sale of the original program or any copy. The software is licensed only to you and may not be transferred, assigned, rented, leased, sold or otherwise disposed of to anyone else.
2. Restrictions- The software is protected by both United States copyright law and international treaty provisions. Unauthorized copying of the software is expressly forbidden. You may not distribute copies of this software to others. You may not modify, adapt, translate, reverse engineer, decompile, disassemble, or create derivative works based on the software. You may be held legally responsible for any copyright infringement that is caused or incurred by your failure to abide by the terms of this Agreement. Subject to these restrictions, you may make as many copies of the software as you need for archival use; for the sole purpose of backing up the software and protecting your investment from loss, as long as the archival copy contains the same proprietary notices as appear in the original copy of the software.
3. Termination- This Agreement is effective until terminated. This Agreement (including the above license) will terminate automatically, without notice from Summitsoft Corporation, if you fail to comply with any provisions of this Agreement. Upon termination you must destroy all copies of the software.
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