



SOHO BUSINESS CARDS™

USER'S GUIDE

CHRONOS LLC

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Chapter 1

Welcome to SOHO Business Cards

SOHO Business Cards is the fastest way to design and print professional-looking business cards on your Macintosh. First impressions are important and business cards are often the first promotional material a person receives from a company. SOHO Business Cards provides precision tools and professional ready-made designs to make sure a great impression is conveyed the first time...every time!

The Power of SOHO Business Cards

SOHO Business Cards is a powerful tool for creating professional looking business cards for your small office or home office. SOHO Business Cards ships with numerous professional ready-made designs, so you can start printing out business cards immediately.

SOHO Business Cards comes with powerful, yet simple tools for creating professional business cards. SOHO Business Cards takes advantage of the powerful features of Mac OS X like Quartz and the built-in Address Book.

Features at a Glance

The following is a list of some of the major features of SOHO Business Cards. For a complete list of features visit <http://www.chronosnet.com>.

- **Ready-Made Designs**
 - 13,000+ photographs & clip art graphics
 - 50 Bitstream® fonts, PostScript® format
 - 3,000+ professional ready-made designs
 - Designs for 400+ unique professions
- **Compatibility**
 - Compatible with virtually all business card stock from Avery, PaperDirect, Idea Art and more
 - Supports horizontal, vertical, double-sided, folding and CD business card formats
 - 700+ supported card stocks sizes
 - U.S. Letter & European stock sizes
 - Print to the edge (full bleed) support
 - Order cards from commercial online printer (additional fees apply)
- **Integration & Management.**
 - Integrates with the Mac OS X Address Book
 - Photos from iPhoto albums displayed in clip art drawer for direct access
 - Built-in Scrapbook stores favorite graphics, shapes, text for quick reuse
 - Create business cards for entire company using a single design
 - Built-In Profiles support multiple roles
- **Powerful Design Tools**
 - 30+ shapes with individual shape controls
 - Rulers with grid lines & snap-to-grid
 - Supports inches, centimeters, picas
 - Real-time alignment guides
 - Arrange and align objects
 - Rotate any object
 - Zoom to any size
 - 8 automatic text fitting options
 - Make objects same width, height, or symmetrical

- Import logos, photos and clip art in popular formats
- Search graphics by category or keyword
- Simple and unique printer calibration for perfect card stock alignment
- Prints professional-quality registrations marks and bleed area
- Use over 150 smart-fields to automatically place information from the Mac OS X Address Book directly on your business cards. Smart-fields take care of the details like name, address and phone number for-matting so you don't have to. Plus, there are smart fields for almost everything including logos, initials, one-line addresses and more.
- **Special Effects**
 - Linear & circular gradients
 - 100+ image masks for shapes & clip art
 - Clip an image to any shape
 - Transparency
 - Shadows with adjustment controls
 - Image tinting

System Requirements

- Apple Macintosh G3 or higher
- Mac OS X v10.2 or later (v10.3 or later to use vector clip art)
- 30MB of available disk space (1.2GB for full clip art collection)
- CD-ROM drive (Multi-CD Set Inside)
- Inkjet or laser printer optional. Stunning results from all popular inkjet, laser and color laser printers including HP, Epson, Canon, Lexmark, etc.

Installing SOHO Business Cards

- To install SOHO Business Cards from a CD:
 - Insert SOHO Business Cards Disc 1 into your computer's optical drive and double-click the installation icon.
 - Insert SOHO Business Cards Disc 2 into your computer's optical drive and double-click the installation icon.
- To install SOHO Business Cards from a download open the SOHO Business Cards disk image on your desktop and double-click the installation icon.

What Gets Installed?

The SOHO Business Cards installer will install the following items on to your hard disk.

- **SOHO Business Cards.** This is the main SOHO Business Cards application. The SOHO Business Cards application will be installed into a folder named "SOHO Business Cards" which will be installed in your main Applications folder: /Applications/SOHO Business Cards
- **Chronos.** This folder stores the clip art, ready-made designs and other related files. The Chronos folder will be installed into the "Application Support" folder of either your home Library or the main Library folder (the installer asks where you'd like it installed, "~" denotes your home directory):
 - ~/Library/Application Support/Chronos
 - /Library/Application Support/Chronos
- **SOHO Business Card Fonts.** This folder contains the 50 included Bitstream® PostScript fonts as listed in Table 1 on page 8. This folder will be installed into the "Fonts" folder of either your home Library or the main Library folder (the installer asks where you'd like it installed).
 - ~/Library/Fonts/SOHO Business Card Fonts

- /Library/Fonts/SOHO Business Card Fonts/

TABLE 1.50 Bitstream® Fonts

Bank Gothic™ Light	Bank Gothic Medium	Belwe Bold	Belwe Condensed
Bernhard Tango™	Blippo™ Black	Bremen Black	Bremen™ Bold
Chianti Bold BT	Chianti Extra Bold BT	Chianti™ Roman BT	Cloister Openface™
Copperplate Gothic Condensed	Dom™ Casual	Empire™	English 111 Presto
Engravers' Old English™	Engravers' Old English Bold	Engravers' Roman	Engravers' Roman Bold
Formal 436	Freehand 575	Goudy Handtooled™	Goudy Old Style™
Huxley Vertical™	Impress	Kaufmann™	Kaufmann bold
Latin Extra Condensed™	Letter Gothic 12 Pitch Bold	Letter Gothic 12 Pitch Roman	Liberty™
Lucia	Lydian Cursive	Mister Earl™	Murray Hill®
Murray Hill Bold	Onyx™	Orator 15 Pitch	Poster Bodni Roman BT
Poster Bodoni Italic BT	Romana Bold	Romana™ Roman	Staccato 222
Stencil™	Stuyvesant	Typo Upright™	Umbra™
VAG Rounded	Venetian 301 demi italic		

Uninstall SOHO Business Cards

SOHO Business Cards and its related files can be uninstalled two different ways: manually or via the installer.

To uninstall SOHO Business Cards via the installer:

1. Double-click the installer.
2. Choose Uninstall from the “Easy Install” pop-up menu.
3. Follow the on-screen prompts.

To uninstall SOHO Business Cards manually:

1. Delete the “SOHO Business Cards” folder. This is located in the “Applications” folder.
2. Delete the “Chronos” folder. This is located in the “Application Support” folder of either your home Library or main Library folder. See warning below.
3. Delete the “SOHO Business Card Fonts” from the Fonts folder of either your home Library or main Library folder.
4. Delete the “com.chronos.SOHOBusinessCards.plist” file. This file is located in the “Preferences” folder of your home Library folder.
5. Delete the “Chronos” folder. This is located in your “Documents” folder. See warning below.

Warning: If you have installed other Chronos software, do not delete the two Chronos folders listed above. Only delete the “SOHO Business Cards” folder inside of them. Otherwise, the other Chronos software may not function properly.

Learning to Use SOHO Business Cards

To learn how to use SOHO Business Cards, consult these resources:

User's Guide

This guide describes the features and shows how to use SOHO Business Cards.

Onscreen Help

Help tags are available for many of the items in the SOHO Business Cards window. To see the help tags, let the pointer rest over an item for a couple of seconds.

Ready-Made Designs

SOHO Business Cards ships with numerous ready-made designs for business cards. Examining how these ready-made designs were put together will help you design your own business cards.

Technical Support

Chronos provides various support options for SOHO Business Cards. See <http://www.chronosnet.com/&/support/index.html> for technical support options.

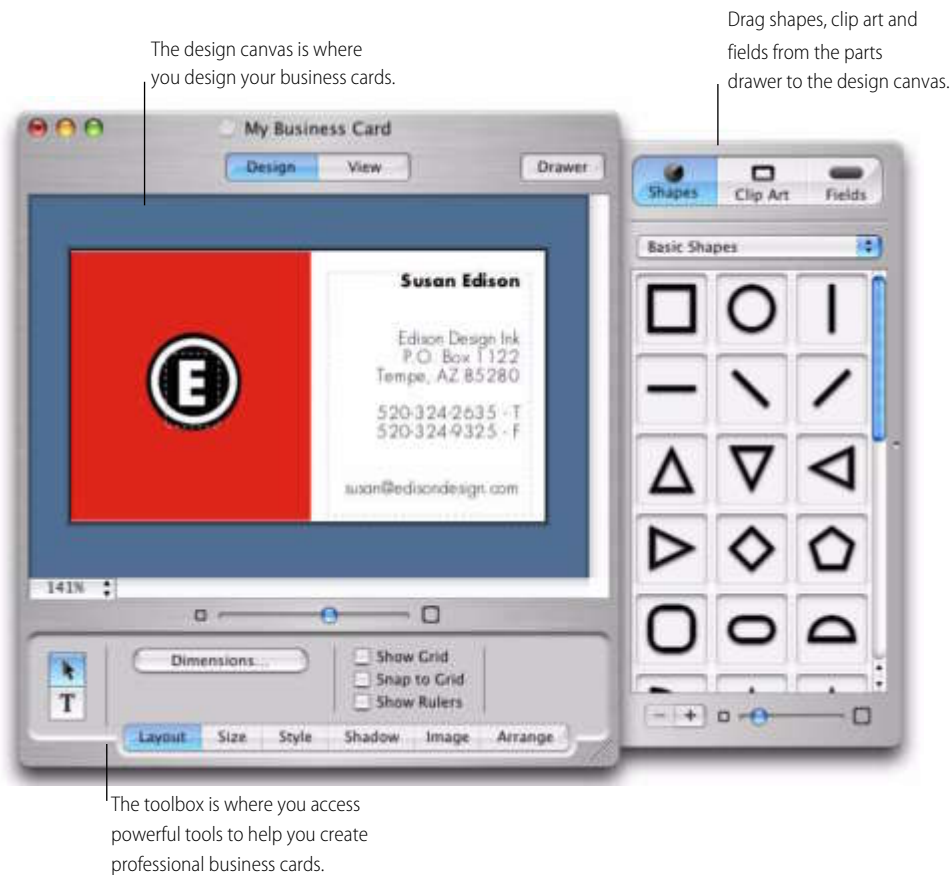
Web Resources

Go to <http://www.chronosnet.com/&/products/index.html> to get the latest software and updates for SOHO Business Cards.

The SOHO Business Cards Window

The SOHO Business Cards window is comprised of three sections: the design canvas, the toolbox and the parts

drawer. Each of these sections contribute to the successful design of professional looking business cards.



Design Canvas

The design canvas is where you will design and edit business cards. It is also used to view your business cards with contact information from the Address Book filled in. At the top of the window you can switch between Design and View modes by clicking either the Design or View buttons.

To switch to design mode:

Design mode is used to edit a business card. When you are in design mode you can add text, graphics and other objects to your business card. You can use the tools in the toolbox to change the attributes of objects on your business card.

To switch to view mode:

View mode is used to view one or more pages of your business cards laid out on the page like they will be when printed. As soon as you switch to View mode, any contact fields in your business card will be populated with contact information from the Address Book application based on the selected profile. As the name implies, the View mode is for viewing only and is typically used in preparation for printing. You won't be able to edit your design while in this mode. For more information on profiles see Chapter 7 *Working With Profiles*.

Toolbox

The toolbox is located at the bottom of the SOHO Business Cards window. The toolbox is comprised of various tools which are grouped together by tabs. You can use these tools to add color, shadows, transparency and other

attributes to objects on your business card. For more information on using these tools see Chapter 4 *Working With Text, Graphics and Shapes* and Chapter 5 *Changing Object Properties*.

Parts Drawer

The parts drawer is accessed by clicking the Drawer button at the top of the SOHO Business Cards window while in design mode—the parts drawer hides when in view mode. The parts drawer will open on the right or left side of the window depending on which side as enough room. The drawer contains shapes, clip art and fields panes. You can drag any of the objects in these panes to the design canvas while in design mode to create your design. For more information on the parts drawer see Chapter 4 *Working With Text, Graphics and Shapes* on page 21.

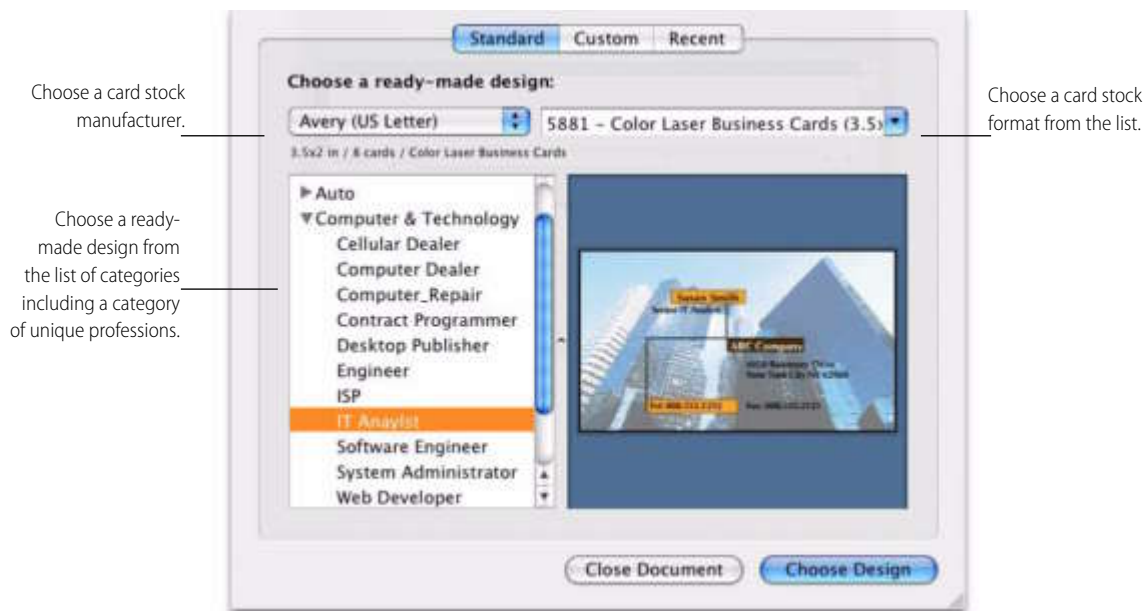
Chapter 2

Creating and Printing Business Cards

This chapter outlines the basic tasks and steps you might go through to create and print out professional-quality business cards. When you create a business card in SOHO Business Cards, you create a SOHO Business Cards document. The entire business card, including any graphics and shapes, is contained within this document and can be easily moved from one computer to another.

Step 1: Select a Ready-Made Design

To start a new project, double-click the SOHO Business Cards icon to open SOHO Business Cards. SOHO Business Cards comes with an extensive collection of ready-made designs. By using a ready-made design, you can start with a cohesive looking business card design that you can customize or use as-is.



To select a ready-made design for your business card:

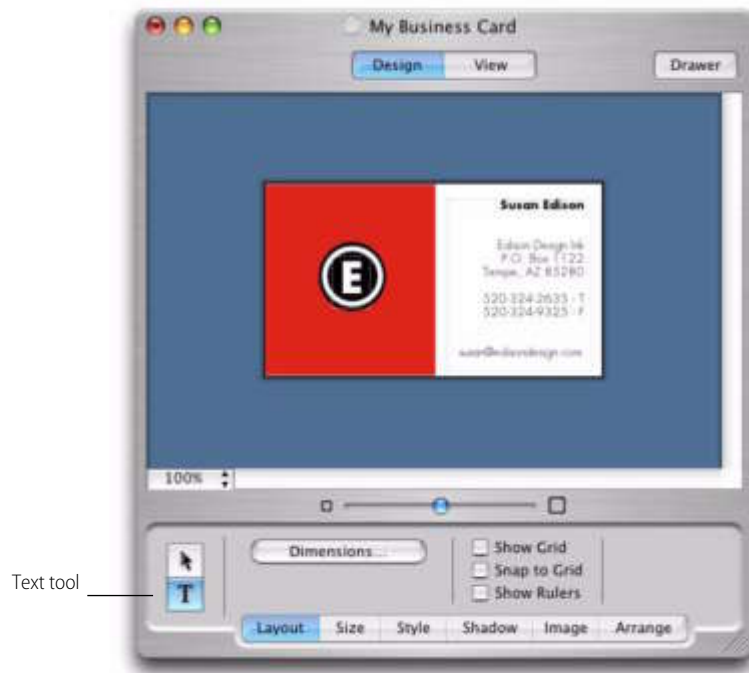
1. Select a card stock manufacturer from the pop-up menu.
2. Select a card stock format from the pop-up menu or simply start typing the card stock part number and SOHO Business Cards will auto-complete it for you.
3. Select a ready-made design from the list of designs which has been organized into categories. Choose. Choose Blank Horizontal Card or Blank Vertical Card if you would like to design your business card completely from scratch.
4. Click the Choose Design button.

Step 2: Edit a Business Card

After you select a ready-made design, it will appear on design canvas in the SOHO Business Cards window. If you like the way everything looks at this point you can proceed to Step 4 on page 14. Otherwise, you can edit the business card by customizing and adding text, shapes and graphics. Before you can edit the business card you will need to switch from View mode to Design mode.

To add text to the business card:

- Double-click in an existing text box and type your text.
- Use the text tool to create a new text box.



For more details on working with text and the text tool see Chapter 4 *Working With Text, Graphics and Shapes*.

To add shapes and graphics:

1. Click the Drawer button to open the parts drawer.
2. Click either the Shapes or Clip Art button.
3. Drag a shape or graphic object to your business card.

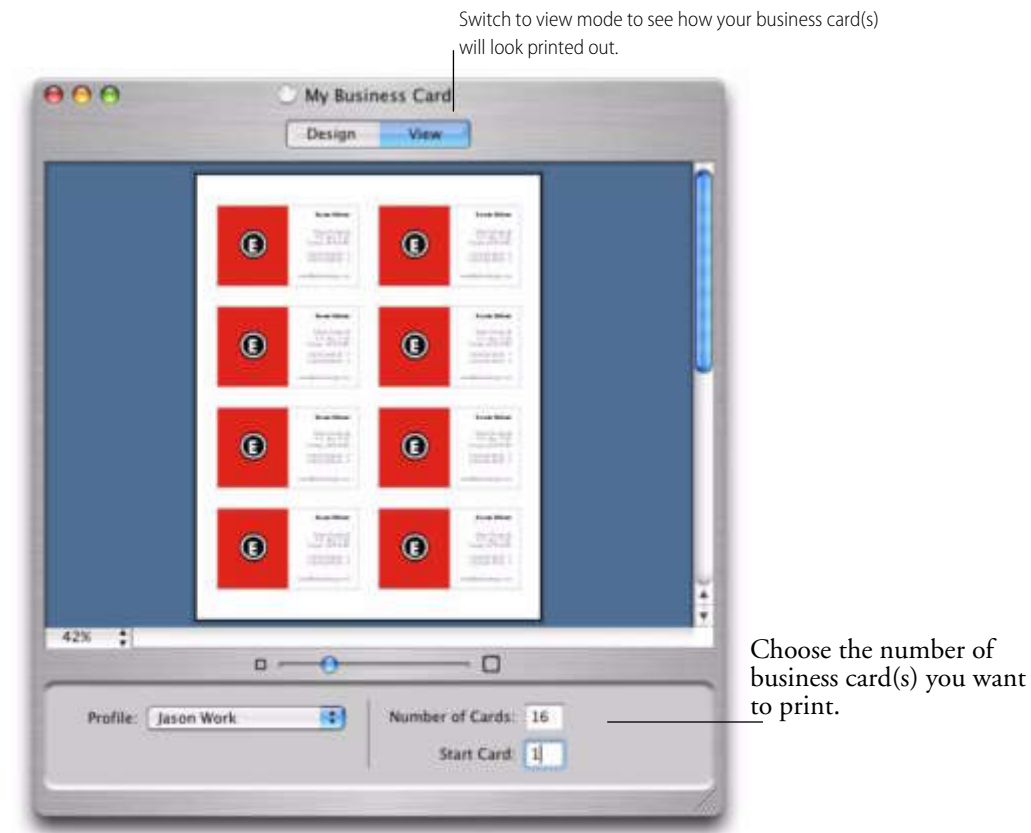
For more details on working with shapes and graphics see Chapter 4 *Working With Text, Graphics and Shapes*.

Step 3: View a Business Card

When you're finished editing your business card, you'll probably want to view it laid out on the card stock you chose to see how it will look when printed. When you view your business card, the contact information will be filled into the business card from the Mac OS X Address Book application based on the selected profile. For more information on profiles see Chapter 7 *Working With Profiles*.

To view your business card:

- Click the View button at the top of the SOHO Business Cards window (or choose View > View Mode).



Step 4: Print a Business Card

The final step is to specify the number of business card(s) to print and then setup your printer.

To specify the number of business card(s) to print:

- Type a number into the Number of Cards box while in view mode.

To setup the printer:

1. Choose File > Page Setup.
2. Verify each of the settings are correct for your printer.

To print the business card(s):

1. Choose File > Print.
2. Verify each of the settings are correct for your printer. Settings will vary from printer to printer so it's important that you're familiar with your printer settings.
3. Click the Print button.

Or, you can have your business cards printed at a commercial printer. For more information on using a commercial printer to produce your business cards see Chapter 8 *Printing*.

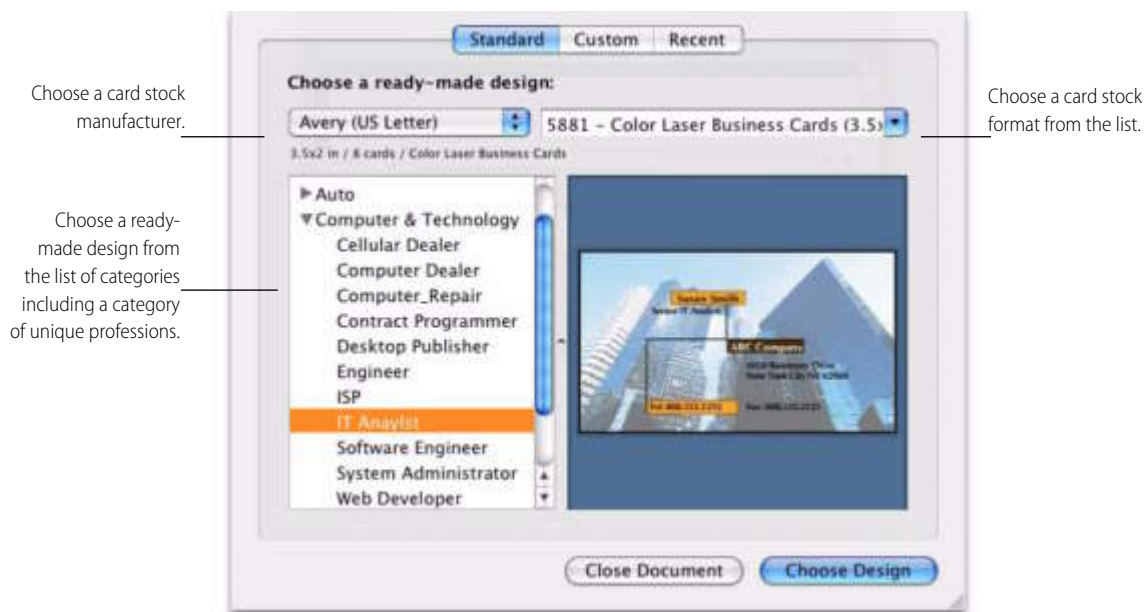
Chapter 3

Working With Business Cards

SOHO Business Cards comes with a powerful set of tools for working with business cards. This chapter goes over the basic tools when working with business cards.

Creating Business Cards

When you create a business card, the entire business card, including any graphics and shapes, is saved in a single file that can be easily moved from one computer to another.



To create a business card using a ready-made design:

1. Choose File > New.
2. Select a card stock manufacturer from the pop-up menu.
3. Select a card stock format from the pop-up menu or simply start typing the card stock part number and SOHO Business Cards will auto-complete it for you.
4. Select a ready-made design from the list of designs which has been organized into categories. Choose. Choose Blank Horizontal Card or Blank Vertical Card if you would like to design your business card completely from scratch.
5. Click the Choose Design button.

To create a custom business card format:

1. Choose File > New.
2. Click the Custom tab located at the top of the sheet.

3. Fill in the appropriate information for the dimension settings. For more information on dimension settings see “Document Dimensions” on page 16.
4. Click the Choose Design button.

To create a business card using a recent design:

1. Choose File > New.
2. Click the Recent tab located at the top of the sheet.
3. Select a design from the list of designs that you have recently worked on.
4. Click the Choose Design button.

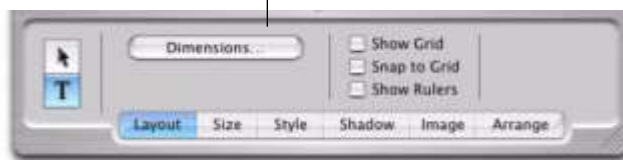
Document Dimensions

As you begin working with a business card, you can change the business card dimensions which defines its size, orientation, etc.

To change the dimensions of a business card:

1. Click the Dimensions button.

Click the Dimensions button to modify the layout.



2. Change the various dimensions of the business card. For a description of the various dimensions see TABLE 2. “Dimension Sheet Definitions”.

- Press the OK button to save the new dimensions.



TABLE 2. Dimension Sheet Definitions

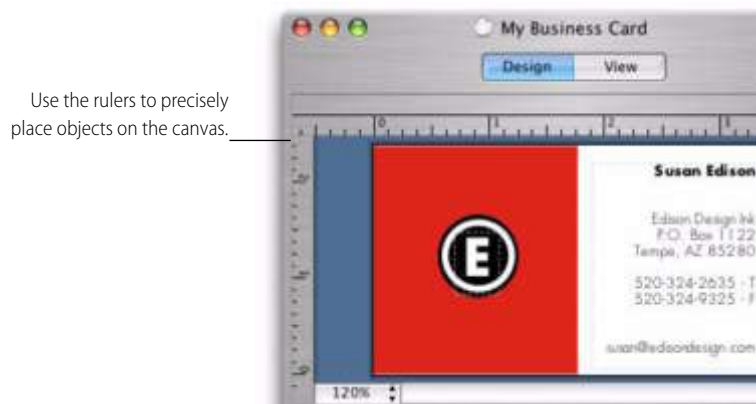
Setting Name	Definition
Paper Size	This pop-up menu allows you to choose from common paper sizes.
Card type	This setting allows you to choose from different card types (Horizontal, Vertical, Horizontal Round, Vertical Rounded, Horizontal CD, Vertical CD).
Width	This is the width of the business card measured from left edge to the right edge.
Height	This is the height of the business card measured from top edge to the bottom edge.
Rows	This is the number of rows of business cards on the page.
Columns	This is the number of columns of business cards on the page.
Top	This is the top margin measurement. The top margin is a measurement of the space from the top of the page to the top edge of the business cards in the first row.
Left	This is the left margin measurement. The left margin is a measurement of the space from the left side of the page to the left edge of the business cards in the first column.
Horizontal	This is the measurement of blank space between the right edge of the business cards in the first column and the left edge of the business cards in the second column.
Vertical	This is the measurement of blank space between the bottom edge of the business cards in the first row and the top edge of the business cards in the second row.

TABLE 2. Dimension Sheet Definitions

Setting Name	Definition
Corner radius	This is the measurement of the corner radius. This measurement will usually be provided by the card stock manufacturer. The corner radius measurement is only used for horizontal and vertical rounded business cards.
Inner	This is the measurement of the diameter of the inner circle of a CD business card. This measurement will usually be provided by the card stock manufacturer. The inner measurement is only used for horizontal and vertical CD business cards.
Outer	This is the measurement of the diameter of the outer circle of a CD business card. This measurement will usually be provided by the card stock manufacturer. The Outer measurement is only used for horizontal and vertical CD business cards.

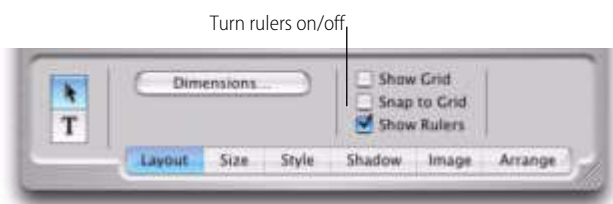
Rulers

As you move your text, shapes, or graphics around on the business card, you can turn on rulers to help you precisely place objects on the business card. Rulers show you how far an object is from the top of the business card and how far from the left edge of the business card. Also, as you drag objects around on the design canvas, guide-lines will appear in the ruler to show you exactly where the object will be placed.



To turn on rulers:

- Select the Show Rulers checkbox in the Layout toolbox.

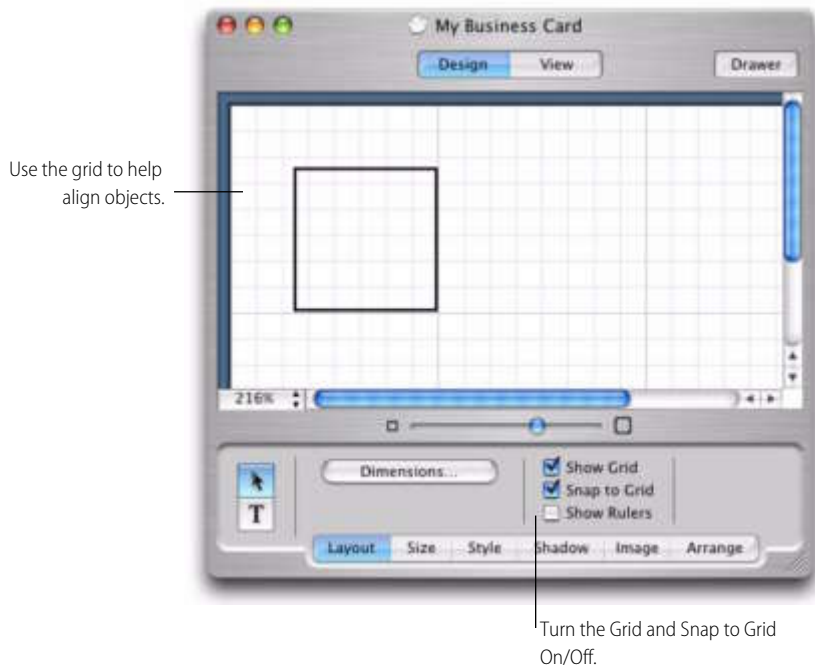


To change the units of measurement in the rulers:

1. Choose Preferences from the SOHO Business Cards menu.
2. Click the General button.
3. Click the Units pop-up menu and select a unit of measurement.

Grid

As you drag text, shapes, or graphics around on the business card, you can turn enable the grid to help you align and place objects on the business card. The grid shows you exactly where the object will be placed on the business card. You can enable snap to grid to automatically align objects to the grid when you drop them on the business card.



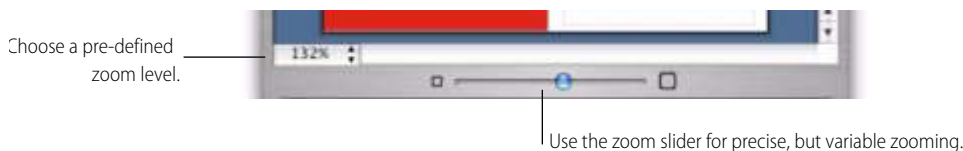
To enable the grid and snap to grid:

- Select the Show Grid checkbox
- Select the Snap to Grid checkbox

Zoom

When working with your business card you may want to zoom in or out to get a better view at what you are doing. SOHO Business Cards provides two mechanisms for zooming in and out of your business cards.

- The zoom slide tool located at the bottom of the design canvas
- The zoom pop-up menu located in the bottom left corner of the design canvas.



Saving Your Work

When saving a business card all related objects such as shapes and graphics are saved in a single file. This makes it convenient for backups and transferring files to other computers.

To save a business card:

1. Choose File > Save.
2. Type a title for the business card and choose the location where you want the business card to appear.
3. Click Save.

To have a business card design accessible from the My Designs category when you create a new business card and choose a ready-made design, save the business card design to the following directory (where “~” is your home directory): ~/Documents/Chronos/SOHO Business Cards

Recovered Files

SOHO Business Cards periodically makes a backup of your business card design in case the computer crashes or a power outage occurs. If such an event occurs, the next time you launch SOHO Business Cards, it will automatically open any temporary backups it can find and mark them as recovered files. You can then save them to your hard drive by choosing File > Save As.

To specify how often a backup is created:

1. Choose SOHO Business Cards > Preferences
2. Click the General button.
3. Choose an option from the Save AutoRecover File popup menu.

When SOHO Business Cards creates the backup of your business card it is saved in the following directory (where “~” is your home directory): ~Library/Caches/com.chronos.BusinessCards/Temporary Files/

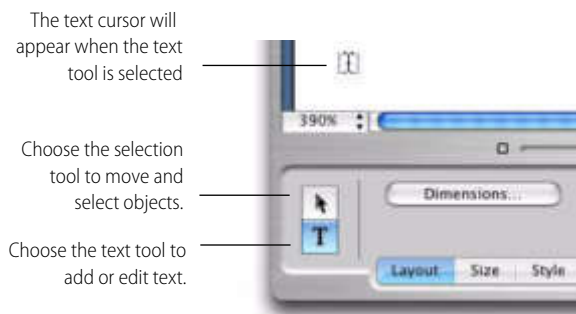
Chapter 4

Working With Text, Graphics and Shapes

In the design canvas you can easily manipulate text, shapes and graphics all in the same work space. Placing and editing text in SOHO Business Cards is as easy as working in any text editor. Manipulating graphics and shapes is just as simple. This chapter describes in detail how to add different objects to your business card.

Working With Text

SOHO Business Cards provides powerful yet simple tools for working with text. All text will reside in what is called a text box. You can have multiple text boxes on a single business card. The text tool will allow you to add text boxes and edit text in existing text boxes.



To create a text box and add text:

1. Click the text tool button (or choose Format > Text Tool).
2. Click in the business card where you would like the text box to be located. You can also click and drag out a text box if you know in advance how big you'd like the box to be.
3. Enter your text. The text box will grow dynamically as you type your text.
4. Click the selection tool when you're finished typing to exit text mode.

Later in this chapter will discuss how to resize and move objects such as text boxes.

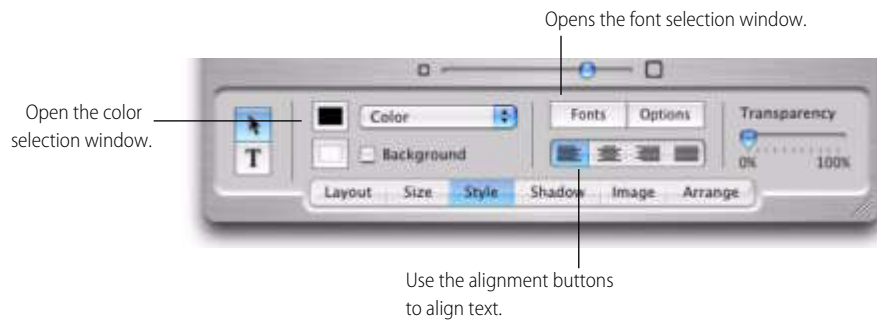
To edit text in a text box:

1. Click the Text tool button or double click on the text you wish to edit.
2. Edit the text.
3. Click outside of the text box when you are finished editing the text.

Changing Basic Text Attributes

Once you have added text to your business card, you may want to adjust its look including the font, color, etc. You make most text changes using the standard Mac OS X font selection window, the standard Mac OS X color selection window and the toolbox. You can also create stunning visual effects with text by changing its color, shadow, background graphic and orientation on the screen. To learn more about these other effects, see Chapter

5 Changing Object Properties



To change the font and font size:

1. Choose Format > Font > Show Fonts or click the Fonts button in the toolbox. The fonts selection window will open.
2. Select the text you want to change.
3. Select a font and size in the font selection window.

To change text color:

1. Choose Format > Font > Show Colors or click the color well in the toolbox. The color selection window will open.
2. Select the text you want to change.
3. Select a color in the color selection window.

To adjust text alignment:

1. Select the text you want to change.
2. Click the Style tab in the toolbox or choose Format > Text > Show Rulers.
3. Click the alignment buttons you wish to apply to the selected text.

To adjust the spacing between lines of text:

1. Select the text you want to change.
2. Choose Format > Text > Show Rulers
3. Click the Spacing button at the top of the document window.
4. Select a spacing option.

To adjust the spacing between characters:

1. Select the text you want to change.
2. Choose Format > Font > Kern
3. Select Tighten if you want the characters closer together, or select Loosen if you want the characters farther apart.

In addition to using kern to adjust letter spacing, you can adjust letter spacing using the Text Options tool. For more information on Text Options see Chapter 6 *Working With Fields*.

Text Tabs

All text boxes have default tab stops already set. You can see the tab stops on the horizontal ruler when you choose

Format > Text > Show Ruler and select text in a text box.

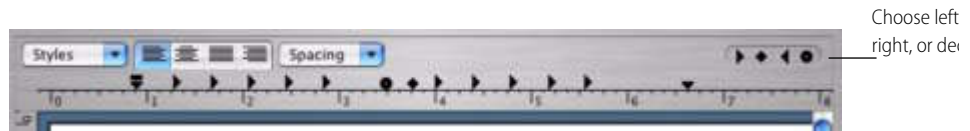
Tab icons appear when text is selected.



By changing tab stops, you can indent text and create lists that line up correctly.

To change a tab stop:

1. Select the text you want to adjust.
2. On the horizontal ruler, drag the tab stop to change its location.



To add a tab stop:

1. Select the text you want to adjust.
2. Drag the type of tab stop (left, center, etc.) you want onto the horizontal ruler.

To remove a tab stop:

1. Select the text you want to adjust.
2. Drag the tab stop off the horizontal ruler and release.

Style Grabber

The attributes assigned to a selection of text such as font, font size and color are collectively called the “style” of the text. It’s often useful to apply the style from one text selection to another without having to individually set each text attribute manually.

To copy the text style from one selection of text to another:

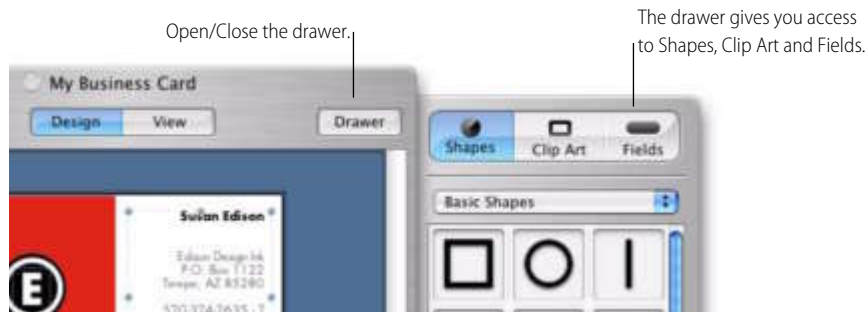
1. Select the text you want to copy the style from.
2. Choose Format > Font > Copy Style.
3. Select the text you want to apply or paste the style to.
4. Choose Format > Font > Paste Style.

Working With Graphics and Shapes

You can add many types of graphics and shapes to your business cards including photos, graphic files created in other applications and simple objects that you can draw directly on the design canvas. SOHO Business Cards ships with thousands of clip art graphics and many standard shapes. In addition, SOHO Business Cards integrates directly with iPhoto, so you can use any photo in any album and place it onto your business card. SOHO Business Cards accepts popular graphic file formats including PICT, GIF, JPEG, TIFF, PDF, BMP and EPS (this format only work with Mac OS 10.3 and above).

To access graphics and shapes:

- Click the Drawer button at the top of the SOHO Business Cards window.



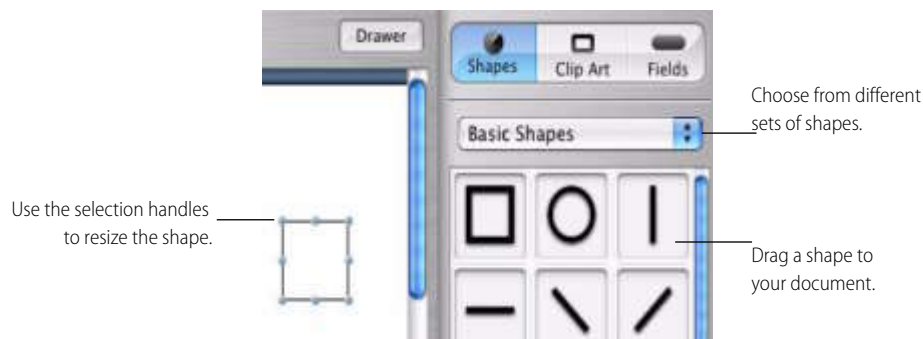
The drawer gives you access to the clip art and shapes that ship with SOHO Business Cards. You can also add your own clip art and shapes to the drawer using the built-in scrapbook. For more information on the scrapbook see *Scrapbook* in Chapter *Working With Text, Graphics and Shapes* on page 28.

Shapes

SOHO Business Cards ships with various shapes you can use on your business card.

To add a shape:

1. Click the Shapes button in the Drawer.
2. Drag a shape to your business card.
3. Drag the selection handles to resize the shape.

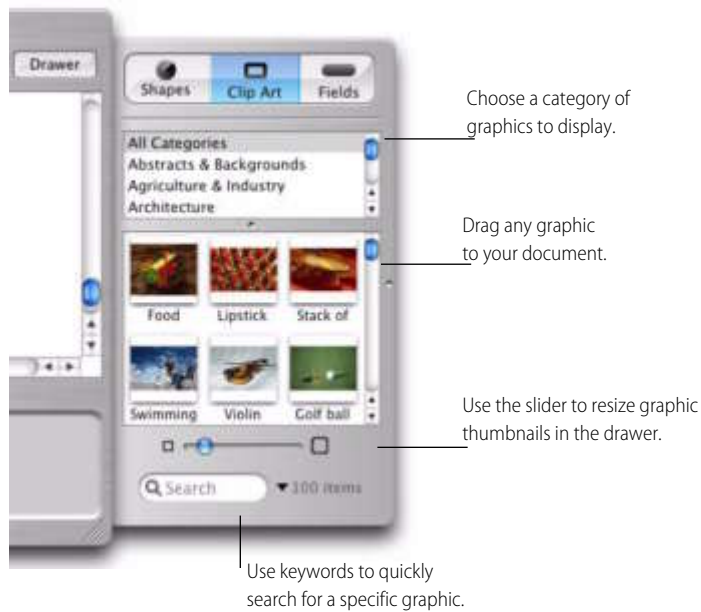


Once a shape is on the design canvas, you can change its stroke color and fill color. To learn more about changing an shape's colors and other properties see Chapter 5 *Changing Object Properties*.

Graphics

SOHO Business Cards ships with thousands of clip art graphics you can use on your business cards. In addition, SOHO Business Cards integrates directly with iPhoto which means your photos will be accessible from within the clip art drawer. You can search the clip art library by keywords and filter by categories to find just the right graphic. You can also use your own graphics on your business cards and add your own graphics to the clip art

drawer.



To search for a graphic in the clip art drawer:

- Enter one or more keywords into the search field.

Every graphic has several keywords assigned to it. Control-click or right-click on a graphic to get a list of keywords assigned to it and to get additional information about the graphic. This will help you to know what keywords to use when searching for graphics.

To add a graphic to a business card:

1. Open the Drawer.
2. Click the Clip Art button.
3. Drag a graphic from the drawer to your business card.

To add a graphic from the Finder to a business card:

- Locate the file you want to add in the Finder and drag it to where you want it to appear on your business card.

You can adjust the shadow, transparency and other attributes of graphic objects. To learn more about changing

the attributes of a graphic see Chapter 5 *Changing Object Properties*.



iPhoto Integration

SOHO Business Cards integrates directly with iPhoto. You can access your iPhoto albums and photos directly from the clip art drawer.

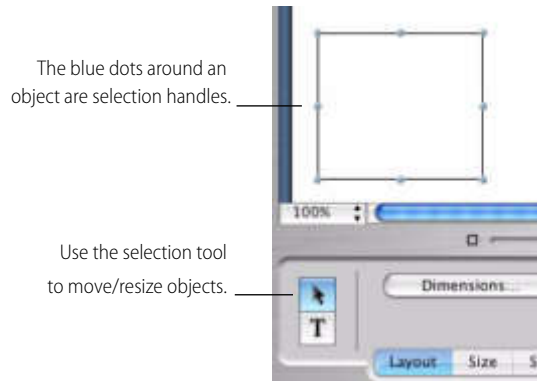
To access iPhoto albums and photos:

1. Open the Drawer.
2. Click the Clip Art button.
3. Scroll down the category list until you see the iPhoto albums listed.

Resize, Move and Layer Text, Shapes or Graphics

Once text, shapes or graphics are on the business card, they behave very much the same. They can be resized,

moved and layered.



To resize an object:

1. Click the selection tool in the toolbox.
2. Select the object to make the selection handles appear.
3. Move the pointer to a selection handle and click and hold it.
4. Drag the selection handle to expand or shrink the object in the direction of your drag.

To move an object:

1. Select the object to make the selection handles appear.
2. Place the pointer somewhere towards the center of the object and drag the object to a new location. Avoid dragging the object by the selection handles because you may inadvertently resize the object.

As you move your text, shapes and graphics around on the business card, you will notice alignment guides appearing and disappearing. These alignment guides will appear as blue dotted lines. These guides are built into the design canvas to help you center and align objects on the business card. They appear whenever the center or edge of an object aligns with the center or edge of another object. These alignment guides can be disabled in the Preferences dialog.

To arrange an object in front or in back of another object:

1. Select the object you would like to arrange.
2. Choose Format > Arrange > Bring Forward or Send Backward (or click the Bring Forward or Send Backward buttons in the Arrange controls in the toolbox).
3. Repeat step 2 to continue arranging the object to the front or back until it occupies the layer where you want it to appear.
4. If you want to arrange an object to the very top or bottom of the stack, choose Format > Arrange > Bring to Front or Send to Back. Alternatively, click the Bring to Front or Send to Back buttons in the Arrange tab in the toolbox).

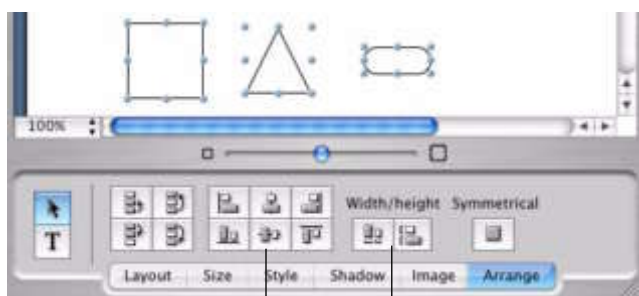


Alignment

Once you have multiple objects on your business card, you may need to align objects so they look good together. You may also want to make the objects the same width and height or even symmetrical.

To align objects:

1. Select the first object you would like other objects to be aligned with.
2. Hold down the Shift key to select additional objects.
3. Choose Format > Align > Left Edges, Right Edges, Top Edges, Bottom Edges, Horizontal Centers, or Vertical Centers. You may also click the appropriate alignment buttons on the Arrange tab in the toolbox.



Use the alignment buttons to align objects with other objects.

Use the Width/Height buttons to make objects the same width or height.

To make objects the same width and height:

1. Select the object whose width/height you would like to apply to other objects.
2. Hold down the Shift key to select additional objects.
3. Choose Format > Size > Make Same Width or Make Same Height. You may also click the Width or Height buttons on the Arrange tab in the toolbox).

To make an objects symmetrical:

To make an object symmetrical means that the object will be restored to its natural width to height ratio. An oval shape, for example, will be restored to its natural ratio of 1:1 which is a circle. A stretched photograph will be restored to its original ratio of 4:3 or whatever the original or natural ratio was so it no longer appears stretched.

1. Select the object(s) you would like to make symmetrical.
2. Choose Format > Size > Make Symmetrical. You may also click the Symmetrical button on the Arrange tab in the toolbox).

Scrapbook

SOHO Business Cards allows you to store objects along with their attributes in the scrapbook so you can conveniently reuse them on other designs. Suppose, for example, you have a text box laid out exactly how you want it or a graphic with the right amount of shadow that you think you'll need to use again. You can store these objects for later use in the scrapbook.

To store an object in the scrapbook:

1. Click the Drawer button at the top of the SOHO Business Cards window.
2. Click the Shapes button.

3. Choose “Scrapbook” from the pop-up menu in the shapes drawer.
4. Drag the object you wish to store from the design canvas to an empty well in the shapes drawer.

The object will be accessible every time you use SOHO Business Cards. Objects that you put in the Scrapbook are saved in the following file on your hard disk (where “~” is your home directory): ~/Library/Chronos/SOHO Business Cards/Shapes/Scrapbook.soho

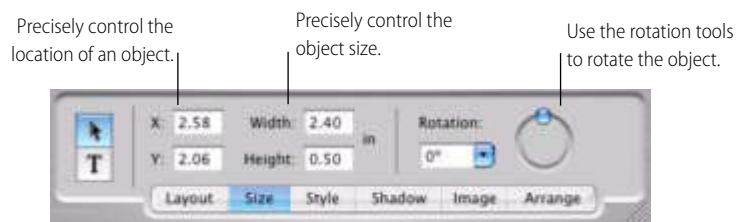
Chapter 5

Changing Object Properties

This chapter describes some of the more advanced features for customizing graphics and other objects on your business card. These include transparency, shadow, color, line style and masks. This chapter will also discuss some amazing effects you can apply to objects on your business cards including filling objects with color, assigning color gradients, adding transparency and even filling objects with an image.

Size, Location and Angle Properties

When you're working with objects, SOHO Business Cards has tools to allow you change the object's size, angle and location on the design canvas using precision tools.



To place an object at a precise location on the business card:

1. Select the object you wish to place at a precise location on the business card.
2. Click the Size tab in the toolbox.
3. Enter the X coordinate.
4. Enter the Y coordinate.

The coordinates you enter are based on the unit of measurement specified in the Preferences. The origin of the coordinate system in the business card is the top left corner. For example, if you place a square in the top left corner of the business card, the X, Y coordinates will be (0,0).

To change the size of an object:

1. Select the object you wish to resize.
2. Click the Size tab in the toolbox.
3. Enter the width and height.

The measurements you enter are based on the unit of measurement specified in the Preferences.

To rotate the angle of an object:

Shapes, graphics, and text can all be rotated at any angle.

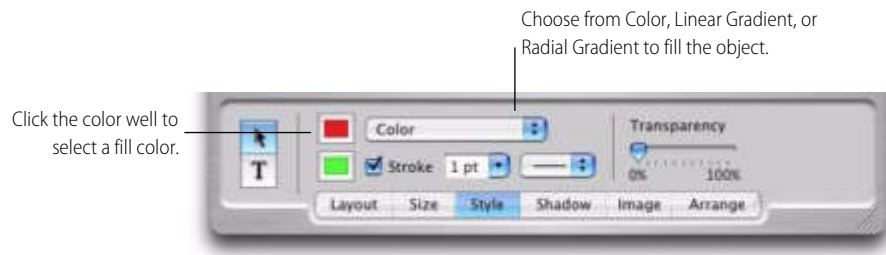
1. Select the object you wish to rotate.
2. Click the Size tab in the toolbox.
3. Use the angle wheel to rotate the object or use the Rotation field to either select a common angle or enter an angle.

Shape Properties

SOHO Business Cards ships with a wide variety of shapes that can be customized in many way including fill color, gradient fills, stroke color, stroke style and custom shape properties.

Fill Color

The interior of a shape can be filled with any color.

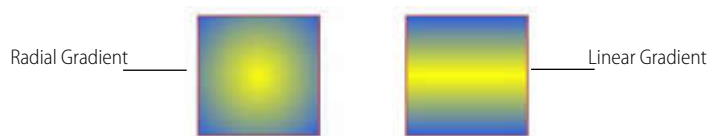


To set the fill color of a shape:

1. Select the shape whose color you want to change.
2. Click the Styles tab in the toolbox.
3. Choose Color from the color pop-up menu.
4. Select the fill color well to open the color selection window.
5. Select a color in the color selection window.

Gradients

The interior of a shape can also be filled with a gradient which is a blend between two colors.



SOHO Business Cards supports both linear and radial gradients and you can also adjust the angle, size and location of the gradient.



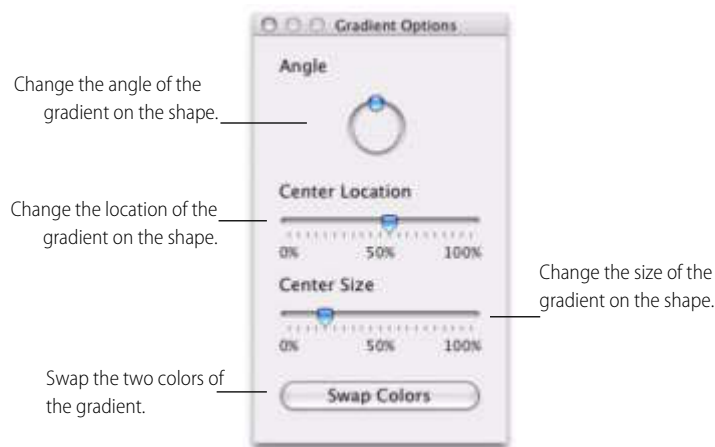
To set the linear or radial fill gradient of a shape:

1. Select the shape whose gradient you want to change.
2. Click the Styles tab in the toolbox.
3. Choose either Linear or Radial Gradient from the color pop-up menu.

4. Select the left color well to open the color selection window for the first color and select a color.
5. Select the right color well to open the color selection window for the second color and select a color.

To change the angle, location, size and to swap colors of the gradient fill for a shape:

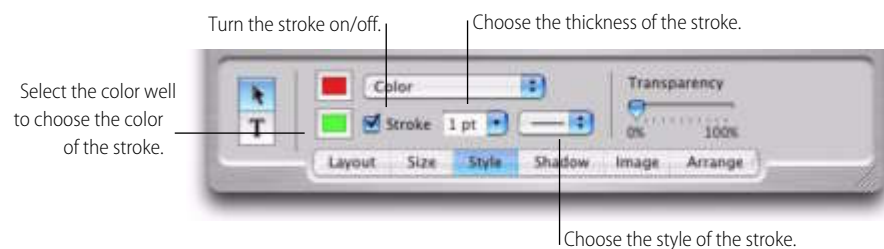
1. Select the shape whose gradient you want to customize.
2. Click the Styles tab in the toolbox.
3. Choose Gradient Options from the color pop-up menu.



4. Adjust the angle of the gradient using the angle wheel.
5. Adjust the location of the gradient within the shape using the Center Location slider.
6. Adjust the size of the gradient using the Center Size slider.
7. Click the Swap Colors button to swap the two colors of the gradient.

Stroke Color and Style

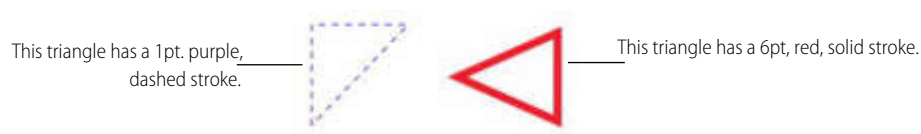
For shape objects, you can choose a style and color for the line that delineates the object (or the stroke). Or you can choose to have no stroke around the object.



To set the stroke color and style for a shape:

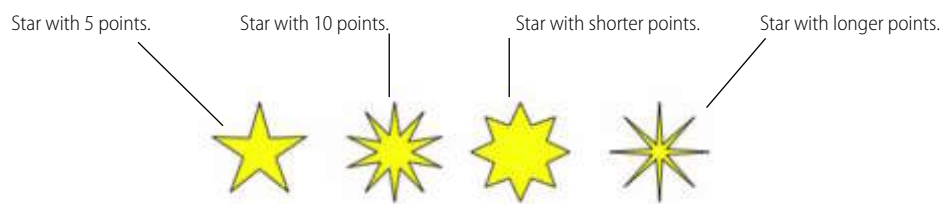
1. Select the shape whose stroke you want to customize.
2. Select the Styles tab in the toolbox.
3. Select the Stroke checkbox.
4. Click the stroke color well and choose a color.

5. Choose the stroke thickness from the thickness pop-up menu.
6. Choose the stroke style from the style pop-up menu.



Custom Shapes

Some shapes in SOHO Business Cards provide additional settings for further customizing of the shape. For example, the starburst shape allows you to change the number of points (vertices) in the starburst and their size.



To change additional settings for certain shapes:

1. Select the shape object.
2. Select the Styles tab in the toolbox.
3. Use the available slider(s) to modify the shape.



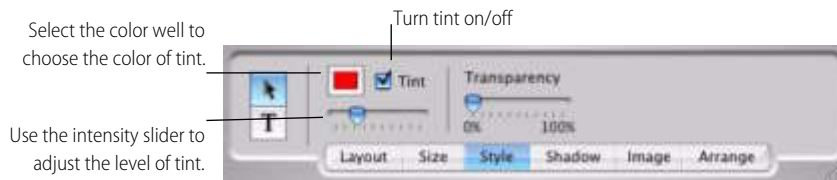
Note: Only applicable shapes have tools for further customizing them.

Graphic Properties

SOHO Business Cards lets you customize graphics by applying a tint or a mask to a graphic. Tints and mask provide a powerful way to create designer effects.

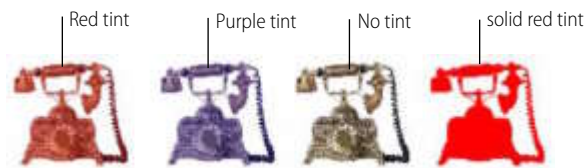
Tint

The tint applied to a graphic is controlled by the color of the tint and the intensity of the tint.



To apply a tint to a graphics object:

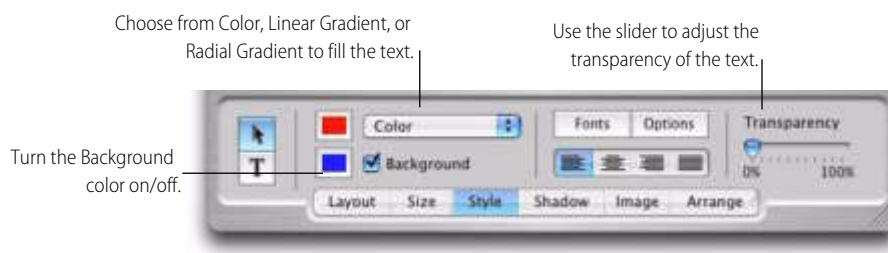
1. Select the graphic object.
2. Select the Style tab in the toolbox.
3. Select the Tint checkbox to turn on the tint.
4. Select the tint color well to select a color of tint from the color selection window.
5. Move the intensity slider to adjust the level of tint (the left-most position indicates no tint and the right-most position indicates full tint).



Text Properties

Text Objects

When working with text objects, you can change the fill of the text to either a solid color or some type of gradient. You can also specify a background color for the text box.



To fill text with a solid color or gradient:

1. Select the text box you wish to fill.
2. Select the Style tab in the toolbox.
3. Choose Color, Linear Gradient, or Radial Gradient from the fill pop-up menu.
4. If you chose Color, select the color well to select a color from color selection window.

5. If you chose Linear or Radial Gradient see *To set the linear or radial fill gradient of a shape:* in Chapter *Changing Object Properties* on page 31 for more information on using gradients since gradients work similarly for text and shapes.

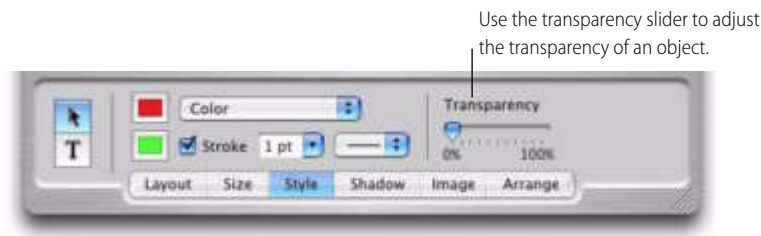
To set the background color of a text object:

1. Select the text box you wish to modify.
2. Select the Style tab in the toolbox.
3. Select the Background checkbox to enable a background color otherwise none will be used.
4. Select the background color well to select a color for the background from the color selection window.

Advanced Special Effects Properties

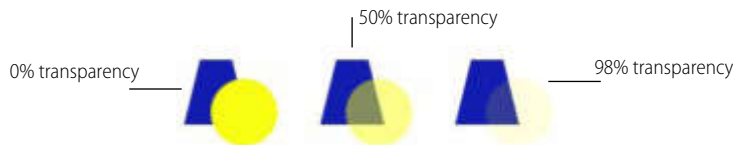
Transparency

With SOHO Business Cards you can adjust the transparency of any object for interesting effects on your business card. Transparency allows you to overlap one or more objects so that the beneath objects can be highly visible, partly obscured, or completely blocked from view depending on the transparency level.



To adjust the transparency of an object:

1. Select the object whose transparency you wish to adjust.
2. Select the Styles tab in the toolbox.
3. Adjust the Transparency slider as desired.



Shadows

SOHO Business Cards allows you to introduce an element of depth to your business cards by adding shadows to objects. You can adjust the shadows blur factor, the position of the shadow in relation to the object and other

exciting effects.



To add a shadow to an object:

1. Select the object you wish to add a shadow to.
2. Select the Shadow tab in the toolbox.
3. Select the Shadow Height checkbox to enable a shadow for the object.
4. Use the Shadow Height slider to adjust the height of the shadow relative to the object.
5. Use the angle wheel to adjust the angle of the shadow relative to the object.
6. Use the Fuzziness slide control to adjust the shadow's fuzziness or blur.
7. Use the Transparency slider to adjust the shadow's transparency.

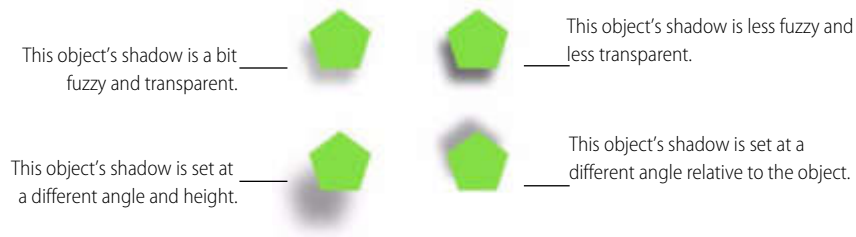
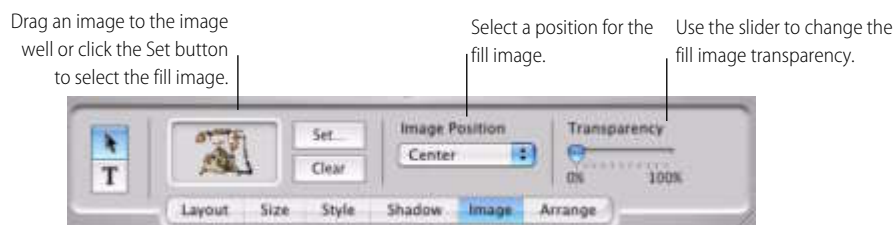


Image Fill

Shapes and text can be filled with images from the clip art drawer or elsewhere. You can also set the background image of the entire design canvas. Please note that when you fill text with an image, the interior of each letter in the text is filled with the image, not the text box itself.



You can specify how an image fills a shape or text by choosing how the image is positioned and scaled within the shape or text.

- **Center**—This option places the center of the image at the center of the shape or text as best as is possible. If the shape or text box has a different shape than the image, parts of the image will not appear and blank space

may also appear around the image.



This image is centered both vertically and horizontally in the square shape.

- **Tile**—This option repeats the image inside the shape or text box if the image is smaller than the shape or text box. If the image is larger than the shape or text box, you will see only part of the image inside the shape or text.



This image is tiled through out the square shape.

- **Scale to fit**—This option expands or shrinks the image to fit within the shape's or text's dimensions as best as is possible. The image may become distorted depending on the shape or text box's shape and size.



This image is scaled to fit the square shape.

- **Proportional**—This option maintains the image's original aspect ratio while trying make the image as big as possible within the bounds of the shape or text box.



This image is proportional to the square shape it occupies.

To fill a shape or text with an image:

1. Select the object to fill with an image.
2. Select the Image tab in the toolbox.
3. Click the Set button to choose an image from an Open dialog; or drag an image from the Finder to the image well; or drag an image from the clip art drawer to the image well.
4. Choose an image position from the pop-up menu.
5. Adjust the transparency of the filled image using the Transparency slider (at 0% the image fill will be opaque, at 100% the fill image fill will be completely transparent).

To set an image fill for the entire design canvas:

1. Click anywhere on the design canvas except on a object.
2. Select the Image tab in the toolbox.
3. Click the Set button to choose an image from an Open dialog; or drag an image from the Finder to the image well; or drag an image from the clip art drawer to the image well.
4. Choose an image position from the pop-up menu.
5. Adjust the transparency of the filled image using the Transparency slider (at 0% the image fill will be opaque, at 100% the fill image fill will be completely transparent).

To remove an image fill from an object:

1. Select the object that you wish to remove the image fill from.
2. Select the Image tab in the toolbox.
3. Click the Clear button.

Masks

You can apply image masks to graphics and shapes in SOHO Business Cards for some powerful special effects. Masks specify what portion of an image is displayed on the design canvas. Masks can contain transparency and thus also specify to what degree part of an image is displayed on the design canvas. SOHO Business Cards ships with a wide variety of image masks.

Image with no mask applied. _____



Image with left gradient mask applied. _____



Image with frame mask applied. _____

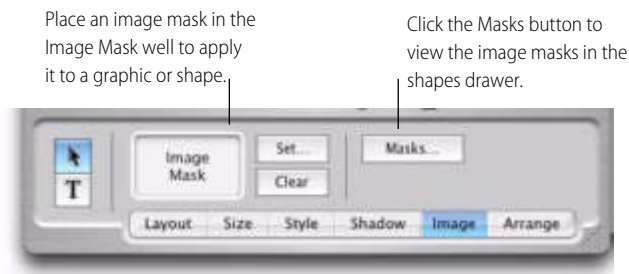


Image with star mask applied. _____

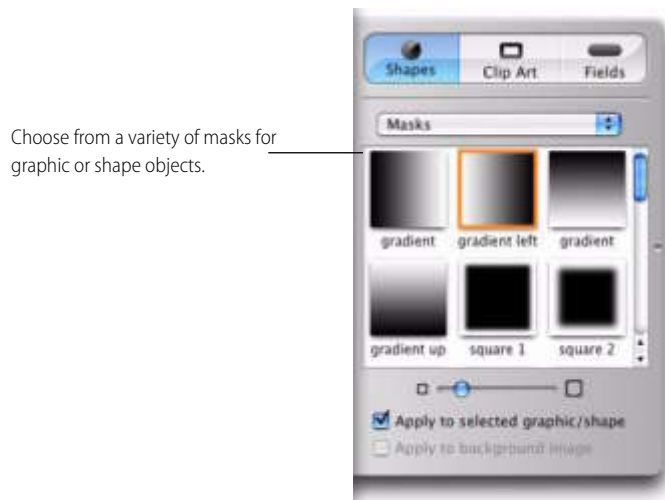
**To mask a graphic or shape:**

1. Select the graphic or shape you wish to mask.
2. Open the shapes drawer.

3. Choose Masks from the pop-up menu at the top of the shapes drawer.



4. Select an image mask.



5. Select the Apply to selected graphic/shape checkbox.

Note: If a shape object has a color fill applied and you apply an image mask, the image mask may not be apparent immediately. You will need to apply transparency to the fill color in order for the image mask to be seen. For more information on applying transparency to shape objects see “Transparency” on page 35.

To remove a mask from a graphic or shape:

1. Select the graphic or shape you wish to remove the mask from.
2. Select the Image tab in the toolbox.
3. Click the Clear button to remove the mask.

Chapter 6

Working With Fields

Fields are an integral part of a business card since they provide a way to populate your business cards with contact information. SOHO Business Cards integrates directly with the Mac OS X Address Book application so populating a business card with contact information is easy and doesn't require contact data entry.

Field Basics

SOHO Business Cards makes it very easy to work with fields in your business cards. This section will focus on the basics of accessing fields, using fields and controlling the case of fields. It will also introduce you to some of the fields you can use.

To access fields:

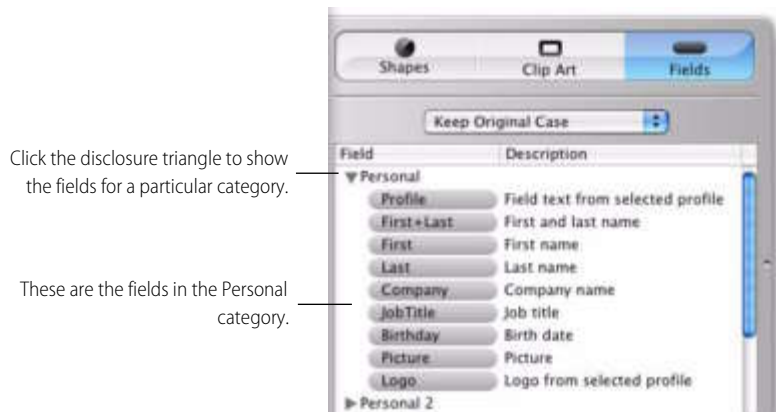
1. Click the Drawer button at the top of the SOHO Business Cards window to open the drawer.
2. Click the Fields button to see a list of all the fields.



The fields drawer contains two columns: Field and Description. The Field column shows the name of the field and the Description column provides a description of the field. The fields in the Field column are grouped together by category, e.g. all the phone fields are in the phone category.

To access a particular field:

1. Click the disclosure triangle button next to a category name to see a list of the fields in that category.

**To add fields to your business card:**

1. Open the fields drawer.
2. Click the disclosure triangle button to show a category of fields.
3. Drag the field you want to use from the Field column to the design canvas. You may alternatively select the field and then click the Insert in Selected Text button to insert the field where the cursor is located in a text box.



Once a field is on your business card, it behaves exactly like a text box. You can move, resize, change the color and modify other properties of the field just as you would any other text box. This means you can add text to the text box that contains the field.

If you would like multiple fields to be aligned on the business card, you should consider creating a text box and placing all the fields to be aligned within the same text box. This way you only have to align one text box instead of multiple text boxes. For more information on text and text boxes see Chapter 4 *Working With Text, Graphics and Shapes*.

Field Case

When working with fields you may want to have the contents of a particular field displayed in all uppercase, lowercase or you may want to keep the original case as it appears in the Mac OS X Address Book.

To format a field as all uppercase or lowercase:

1. Click the pop-up menu in the fields drawer and choose either Uppercase, Lowercase or Keep Original Case. The fields listed in the drawer will change to reflect the case you have chosen.
2. Click and drag a field to the business card.

Text Options

SOHO Business Cards has some powerful text options to make sure text and text fields always look good. For example, there are options to make sure text and text fields fit their enclosing text boxes. There are also options to control the spacing between letters for full justification effects. You can even override how phone number fields format actual phone numbers so you don't have to go back and change the way you entered phone numbers in the Mac OS X Address Book if you want a different look.

	Before	After
Normal field		Jonathan
Expand text box right field		Jonathan Collings
Normal field		Jonathan
Reduce font size field		Jonathan Collings
Normal field		123 East Avenue
Expand text box down field		123 East Avenue Jackson Wyoming 82374
Increase letter spacing field		Jonathan Collings
Increase font size field		Jonathan Collings

Text Fitting

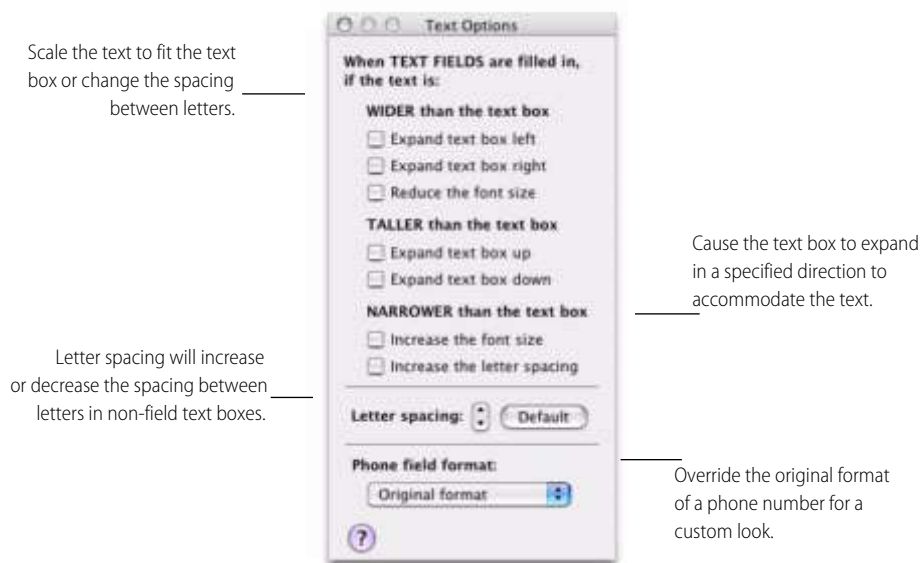
It's sometimes hard to predict how much space a field will occupy once it is filled in with actual contact data. SOHO Business Cards has some powerful text fitting features to make sure your field data always fits and looks good in its enclosing text box. Address fields provide a good example of how text fitting can be useful. Suppose you have an address field in a small text box and choose to fill in the design with a contact that has a long address. The contact's address probably won't fit in the text box and will appear cut off. Text fitting allows you to precisely choose one of several options to make sure the contact's address fits inside its enclosing text box.

- You can specify that the font size of the text in the text box be automatically increased or decreased as necessary.
- You can specify that the spacing between letters in a text field be automatically increased or decreased as necessary.
- You can tell the text box to automatically expand one of its sides far enough to accommodate all the text.

To add text fitting to a text box:

1. Select the text box you wish to add text fitting to. Text fitting options only apply to text boxes that contain fields since text boxes that don't contain any fields know the size of their contents in advance.
2. Select the Style tab in the toolbox.

3. Click the Options button to open the Text Options Inspector.



4. Select one of the text fitting options (multiple selections can be made depending on the options you select). The following table provides a definition for each of the text fitting options.

TABLE 3. Text Fitting Options

Option	Definition
WIDER than the text box	When text fields are filled-in with actual contact data, if the result is wider than the text box, use one of these options.
Expand text box left	This option expands the width of the text box far enough left to accommodate all of the text.
Expand text box right	This option expands the width of the text box far enough right to accommodate all of the text.
Reduce the font size	This option will reduce the size of the text font so that the text will fit inside of the text box.
TALLER than the text box	When text fields are filled-in with actual contact data, if the result is taller than the text box, use one of these options.
Expand text box up	This option expands the height of the text box far enough up to accommodate all of the text.
Expand text box down	This option expands the height of the text box far enough down to accommodate all of the text.

TABLE 3. Text Fitting Options

Option	Definition
NARROWER than the text box	When text fields are filled-in with actual contact data, if the result is narrower than the text box, use one of these options.
Increase the font size	This option will increase the font size so that the text will fit the size of the text box. If this option is selected, the Expand text box down option will automatically be selected so that the text box can accommodate the height change that comes from increasing the font size.
Increase the letter spacing	This option will increase the letter spacing so that the text will fit the size of the text box.

Letter Spacing

Letter spacing will increase or decrease the space between each letter. For example, you can increase the letter spacing of the word “Chronos” to look like “C h r o n o s”.

To apply letter spacing to a field:

1. Select the field you wish to apply letter spacing to.
2. Select the Style tab in the toolbox.
3. Click the Options button to open the Text Options Inspector.
4. Click the Letter spacing buttons to increase or decrease the spacing.
5. Click the Default button to return the letter spacing to its default size.

To apply letter spacing to text:

1. Select the text you wish to apply letter spacing to.
2. Select the Style tab in the toolbox.
3. Click the Options button to open the Text Options Inspector.
4. Click the Letter Spacing buttons to increase or decrease the spacing.
5. Click the Default button to return the letter spacing to its default size.

Phone Number Formatting

Phone formatting lets you specify how you’d like the digits in a phone number formatted independently of how they’re entered in the contact record. For example, the telephone number “888-555-7777” can be formatted as “888.555.7777”, “[888] 555-7777”, etc.

To apply formatting to a phone field:

1. Select the phone field you wish to apply formatting to.
2. Select the Style tab in the toolbox.
3. Click the Options button to open the Text Options Inspector.
4. Choose a formatting option from the Phone field format pop-up menu.

Field Definitions

This section will provide definitions for each of the fields that SOHO Business Cards supports. Most of these

fields correlate with the fields in the Mac OS X Address Book. Others are smart fields that either correlate with profiles, extract portions of fields or smartly combine multiple fields for ease of use. For more information on profiles see Chapter 7 *Working With Profiles*.

TABLE 4. Field Definitions

Field Name	Field Definition
PERSONAL	Each of these fields either directly corresponds to an Address Book field, combines more than one Address Book field or integrates with profiles.
Profile	The complete profile for the selected profile.
First+Last	The First name field plus the Last name field combined.
First	The first name of a contact.
Last	The last name of a contact.
Company	The company name of a contact.
Job Title	The job title of the contact.
Birthday	The birth date of the contact.
Picture	The picture that is assigned to a contact in the Address Book.
Logo	The logo from the selected profile. When the logo field gets filled in, it will always maintain the aspect ratio of your logo. It will not distort the logo nor will it increase the size of the logo. For example, if your logo is 1" x 1" in size and you stretch the Logo field to 2" x 2", when the logo field gets filled in the logo will only be 1" x 1". However, if you make the logo field 1/2" x 1/2", when the logo field gets field in the logo will be 1/2" x 1/2".
PERSONAL 2	Each of these fields correspond to an Address Book field.
Middle	The middle name of a contact.
Prefix	The prefix of a contact (e.g. Mr., Dr.).
Suffix	The suffix of a contact (e.g. Jr., Sr.).
Nickname	The nickname of a contact.
Maiden	The maiden name of a contact.
PFirst	The phonetic first name of a contact.
PLast	The phonetic last name of a contact.
PMiddle	The phonetic middle name of a contact.
INITIALS	Each of these fields smartly extract just a portion of a corresponding Address Book field.
F	The first initial of the first name.
M	The first initial of the middle name.
L	The first initial of the last name.

TABLE 4. Field Definitions

Field Name	Field Definition
C	The first initial of the company name.
ADDRESS	Each of these fields will be filled in with a complete address that has been smartly formatted for the address's country. A complete address includes all of the fields that make up an address such as a street, city, state, postal code, etc.
Address	The complete address from the selected profile.
Addr. primary	The complete primary address. The primary address is the first address of a contact in the Address Book.
Addr.1	The complete first address which is the first address listed in the Address Book.
Addr.2	The complete second address which is the second address listed in the Address Book.
Addr.home	The complete home address which is the address labeled as "Home" in the Address Book.
Addr.work	The complete work address which is the address labeled as "Work" in the Address Book.
ADDRESS (1-LINE)	Each of these fields will be filled in with the complete address that has been smartly formatted to fit on a single line. A complete address includes all of the fields that make up an address, such as a street, city, state, postal code, etc. Any carriage returns in an address will be ignored.
Address(1-line)	The complete address from the selected profile.
Addr(1-line).primary	The complete primary address which is the first address listed in the Address Book.
Addr(1-line).1	The complete first address which is the first address listed in the Address Book.
Addr(1-line).2	The complete second address which is the second address listed in the Address Book.
Addr(1-line).home	The complete home address which is the address labeled as "Home" in the Address Book.
Addr(1-line).work	The complete work address which is the address labeled as "Work" in the Address Book.
ADDRESS FIELDS	Each of these fields are the individual parts that make up an address. This list will only define the individual parts of the primary address which is the first address listed in the Address Book. The same definitions for these fields can be applied to the other fields in this group which include home, work, etc.
Street	The street address of the primary address.
City	The city of the primary address.
State	The state of the primary address.
Code	The ZIP/postal code of the primary address.
Country	The country of the primary address.
CC	The country code of the primary address.
PHONE	Each of these fields will be filled in with the appropriate phone number.

TABLE 4. Field Definitions

Field Name	Field Definition
Phone	The phone number of the selected profile.
Ph.fax	The fax number of the selected profile.
Ph.primary	The first phone number listed in the Address Book.
Ph.1	The first phone number listed in the Address Book.
Ph.2	The second phone number listed in the Address Book.
Ph.work	The phone number labeled “Work” in the Address Book.
Ph.home	The phone number labeled “Home” in the Address Book.
Ph.mobile	The phone number labeled “Mobile” in the Address Book.
Ph.main	The phone number labeled “Main” in the Address Book.
Ph.homefax	The phone number labeled “Home Fax” in the Address Book.
Ph.workfax	The phone number labeled “Work Fax” in the Address Book.
Ph.pager	The phone number labeled “Pager” in the Address Book.
INTERNET	Each of these fields will be filled in with Internet related references.
Homepage	The URL labeled “Homepage” in the Address Book.
Email	The email address of the selected profile.
Email.primary	The first email address listed in the Address Book.
Email.1	The first email address listed in the Address Book.
Email.2	The second email address listed in the Address Book.
Email.home	The email address labeled “Home” in the Address Book.
Email.work	The email address labeled “Work” in the Address Book.
MESSAGING	There are five types of messaging fields: AIM, Jabber, MSN, Yahoo and ICQ. Listed below are the definitions for only the AIM related fields. The same definitions can be applied to the other messaging types.
AIM	The first AIM account listed in the Address Book.
AIM.1	The first AIM account listed in the Address Book.
AIM.2	The second AIM account listed in the Address Book.
AIM.home	The AIM account labeled “Home” in the Address Book.
AIM.work	The AIM account labeled “Work” in the Address Book.
OTHER	Each of these fields either directly corresponds to an Address Book field, handles miscellaneous information or provides special functionality.
Note	The note listed in the Address Book.

TABLE 4. Field Definitions

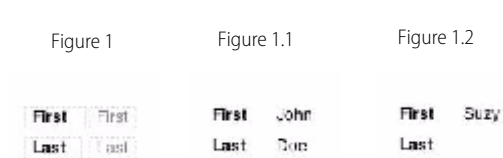
Field Name	Field Definition
Date	The current date.
Time	The current time.
[Starts a text dependency. For more information on Text Dependencies see Chapter 6 <i>Working With Fields</i> on page 48.
]	Ends a text dependency.
LABELS	Each of the fields in the Label group displays the label for a particular field. For example, the PhLabel.1, will display the label for the first phone number—not the phone number itself. It’s best to use the label fields in conjunction with the fields they represent.

Dependency Fields

A contact in the Address Book may not have data entered in for a particular field on a business card. In such cases, you may want to hide other text related to that field. The Start and End text dependency fields allow you to not display certain text or fields if the contact does not have data for a particular field.

Suppose there are two contacts: John Doe and Suzy and Suzy does not have a last name in her contact record. Further suppose that a particular business card design includes first and last name fields with the text labels “First” and “Last” preceding those fields.

Figure 1 shows the design canvas for this example before the fields are filled in with a contact’s information. Figure 1.1 shows the design filled in with John Doe’s contact record. Figure 1.2 shows the design filled in with Suzy’s contact record. Suzy does not have a last name in her contact record so the last name field is blank.



The dependency fields make it possible to omit the “Last” label and the last name field if a contact does not have a last name entered in. Simply place a Start text dependency field before the “Last” label, and place an End text Dependency field after the last name field as shown in Figure 2. The text dependency fields tell SOHO Business Cards to not display any of the contents between the Start and End dependency fields if the last name field does not contain information.

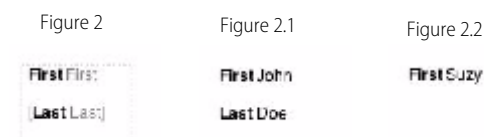


Figure 2.1 shows the design filled in with John Doe’s contact record. Figure 2.2 shows the design filled in with Suzy’s contact record. Since Suzy does not have a last name entered in her contact record so neither the “Last” label nor the last name field are displayed.

To add dependency fields to a business card:

1. Click the Design button at the top of the SOHO Business Cards window (or choose View > Design Mode).
2. Click the Fields button to open the fields drawer.
3. Click the text tool button (or choose Format > Text Tool) and drag out a text box on the design canvas.
4. Drag the fields that you want to be dependant upon a value inside the text box.
5. Drag and place the Start text dependency field before the collection of text and text fields that you want to make dependent.
6. Drag and place the End text dependency field after the collection of text and text fields that you want to make dependent.

Note. There must be at least one field between the Start and End text dependency fields. If there is more than one field between the Start and End text dependency fields, then the entire contents will be displayed if even one field has data entered in for it.

Chapter 7

Working With Profiles

The information in a contact record can be used in more than one way. For example, your own contact record may contain your home phone number, work phone number, home address and work address. SOHO Business Cards lets you create different profiles to represent the different roles and ways you might want your contact information presented on a business card. In this case, you might have a personal profile that uses your home phone number/address and a work profile that uses your work phone number/address.

You can create profiles for not only yourself, but others in the Mac OS X Address Book. SOHO Business Cards lets you choose which profile you want to use when it comes time to view and print business cards. Further, this powerful feature lets you use a single business card design without having to change the fields on the business card for the various uses or roles you might have.

There are three important things to remember regarding profiles:

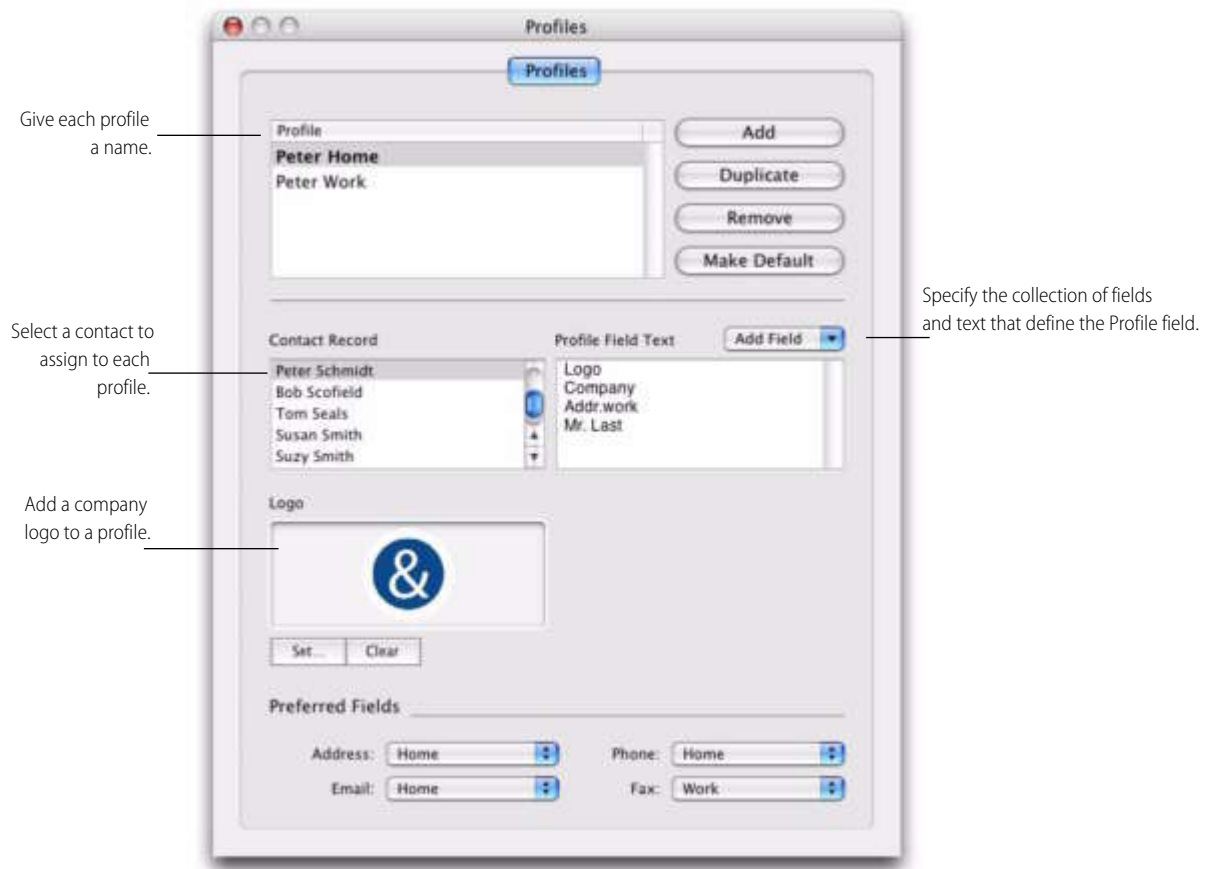
- You need to create a profile for each contact or role you'd like to print business cards for.
- A name is assigned to each profile you create. The name assigned can be anything, but typically is either the name of the contact or other word or phrase that describes the profile like "My Personal Profile", "My Downtown Store Location", etc.
- In order to take full advantage of profiles, you need to use profile related fields when you create your business card design. Many profile related fields are smart fields that combine several individual fields as specified in a profile to create a single powerful field. For example, if you place the "Profile" field on a business card design, it will actually fill in that field when printing business cards with the fields you specified in the profile. You might for example define that the "Profile" field be filled in with "Mr. First + Last" in which case it will automatically use the first and last name of the contact in the profile to generate "Mr. John Smith".

This chapter will describe how to create and use profiles. The software comes standard with some built-in profiles to get you started. These profiles can be modified or deleted as desired.

Creating Profiles

SOHO Business Cards allows you to create an unlimited number of profiles. You should create a profile for each contact that you will be printing business cards for. You can also create profiles for different business locations, or email addresses that you might want to use. Then you can use a single business card design to print business

cards for your various profiles.



To create a profile:

1. Choose Format > Profiles.
2. Select the Profiles tab at the top of the Profiles window.
3. Click the Add button to give your profile a name.
4. Click the Make Default button if you would like to make this profile the default. The default profile is automatically used the first time you switch to the View mode.
5. Select a contact from contact list to assign to the profile.
6. Click the Add Field button to add fields to the Profile Field Text.
7. Add any additional text to the Profile Field Text that you want shown when the Profile field is used. The arrangement of fields and text in this section will be the same arrangement displayed on your business cards if your business card uses the Profiles field.
8. Click the Set button to add a logo if you're using the Logo field on your business card (you can also drag and drop a graphic file from the Finder to the Logo well).

To create a work profile (Example):

Suppose you want to create a work profile that uses your company logo and work address. You also want the name format to be in the form "Mr. Smith".

1. Choose Format > Profiles.
2. Click the Add button and enter the profile name “Work”.
3. Find and select your own contact record from the contact list.
4. Use the Add Field button to add the following fields:
 - Logo
 - Company
 - Addr.work
 - Last

Note: The Logo field is found in the Personal group. Press Return after each field

5. Type the word “Mr.” in front of the Last field.
6. Click the Set button to add your company logo (or drag a graphic file from the Finder to the logo well).

The Profiles window should look like the following:



To use a work profile (Example):

This section will put to use the Work profile created in the previous section.

1. Create a new business card.
2. Switch to Design mode.
3. Open the fields drawer.

4. Click on the disclosure triangle to show the Personal category of fields.
5. Drag the Profile field to your business card.

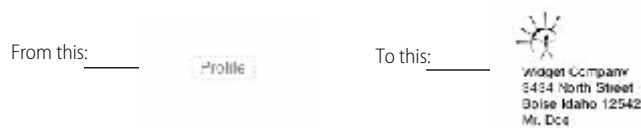
Note: If you were to switch to View mode at this point, the Profile field will appear empty. The reason for this is that when the Profile field is dragged to the business card the size of the text box is not large enough to fit all the information that you have specified to be in the Profile field. Text fitting will need to be applied to the Profile text box, or increase the size of the Profile text box so that it is large enough to fit all of the fields and text.

6. Select the Style tab in the toolbox.
7. Click the Options button to open the Text Options Inspector.
8. Select one of the text fitting options such as Expand text box down.
9. Click the View button at the top of the SOHO Business Cards window.
10. Choose the Work profile from the Profile pop-up menu in the toolbox.

Choose the profile you want to use.



The result is as follows:



As you can see using profiles can be very powerful. The simple Profile field went from a single field to a field that contains multiple fields in a formatted order.

To remove a profile:

1. Choose Format > Profiles
2. Select the profile you wish to remove.
3. Click the Remove button.

To duplicate a profile:

1. Choose Format > Profiles
2. Select the profile you wish to duplicate.
3. Click the Duplicate button.
4. Type in a new name for the duplicated profile
5. Click the OK button to create the new profile.

Preferred Fields

Preferred Fields let you to specify which phone number or address to use for a particular contact. A contact may,

for example, have three phone numbers entered: home, work and mobile. For a particular profile, you may want to make the mobile phone the preferred phone number field. There are four types of fields that can you specify a preferred choice for: Address, Email, Phone and Fax.

The preferred fields are tied to a particular profile, so each profile you create can have its own Preferred fields selection. For example, a Work profile may have the preferred Address field set to Work. This means that if the Work profile is chosen and the business card has the “Address” field (described as “Complete address from selected profile”) in its design, SOHO Business Cards will use the Work address of the profile contact.



To set the preferred fields for a profile:

1. Choose Format > Profiles.
2. Select a profile.
3. Choose a field to use for each of the preferred fields.

Using the preferred fields:

In order to use the preferred fields, you need to know which fields to add to your business card design. The following table contains the name and description of the fields you need to use for the preferred fields to work. For more information on accessing the fields drawer and adding fields to business cards, see Chapter 6 *Working With Fields*.

TABLE 5. Field Definitions

Field	Description
Address	The complete address from the selected profile.
Phone	The phone number from the selected profile.
Ph.fax	The fax phone number from the selected profile.
Email	The e-mail address from the selected profile.

The main advantage of using preferred fields is that you can easily switch which fields appear on a business card without having to change your business card design. For example, if you create a business card that contains the “Address” field and you have a Work and Home profile created, you can simply switch between profiles and have the corresponding address populated in the “Address” field.

Switching Profiles

SOHO Business Cards lets you switch profiles on the fly. In other words, when you’re in View mode you can easily switch the profile that is being used and SOHO Business Cards will automatically display the business cards with data from the newly selected profile.

To switch profiles:

1. Click the View button at the top of the SOHO Business Cards window.

2. Choose a profile from the Profile pop-up menu in the toolbox.

Each time you choose a profile the contact fields of the business card will change based on the selected profile.

Chapter 8

Printing

With SOHO Business Cards you can use your own printer or have a commercial print shop print your business cards. The purpose of this chapter is to discuss the different options you have for printing business cards and the tools you'll need to help you achieve the results you desire.

Printing Business Cards

SOHO Business Cards supports two options for printing your business cards.

- Using your own printer.
- Using a commercial print shop.

Using Your Own Printer

When you use your own printer to print business cards, there are a few things you should keep in mind:

- Use card stock that your printer supports. Most, if not all consumer printers, do not support especially thick card stock. Consult your printer manual or manufacturer for information on the type of card stock your printer supports. For especially thick card stock you should consider using a commercial print shop.
- Use card stock that is specific to your type of printer for best results. When choosing card stock, the card stock manufacturer will let you know if the card stock was designed for ink jet, monochrome laser or color laser printers.

To print your business cards:

1. Switch to View mode to verify everything is correct on your business card (View > View Mode).
2. Enter the Number of Cards you would like printed in the appropriate field in the toolbox.
3. Enter the Start Card box to specify where you would like the first card printed on the stock.
4. Choose File > Page Setup to verify the correct paper size and orientation is selected.
5. Choose File > Print. In the Print dialog verify that the settings are correct.
6. Click the Print button.

When you print out your business cards, if the business cards do not line up correctly on the card stock see “Printer Calibration” on page 57.

Using a Commercial Print Shop

SOHO Business Cards has support for various online commercial print shops. You can also take your business cards to any local print shop of your choice. There are a few things to keep in mind when using a commercial print shop:

- Print Quality should be set at 300 dpi or higher. Consult with the print shop first to see if they have any requirements for the dpi setting for graphics and other types of objects. For more information on Print Quality see “Printer Tools” on page 58.
- Crop marks should be turned on. Crop marks provide a way for the print shops to know where to make the cuts on the card stock. For more information on crop marks see “Printer Tools” on page 58.
- Full bleed may need to be turned on. For more information on full bleeds see “Printer Tools” on page 58.
- Most if not all print shops require business cards to be submitted in PDF format. SOHO Business Cards makes it easy to save your business cards in PDF format.

To have a print shop print your business cards:

1. Switch to View mode to verify everything is correct on your business card.
2. Enter the Number of Cards you would like printed in the appropriate field in the toolbox. This number choose be the maximum number that will fit on a single page of card stock.
3. Choose File > Print Online.
4. Follow the on-screen instructions.

Printer Calibration

When you print out your business cards, the business cards may not line up correctly on the card stock. There are several reasons this sometimes happens:

- The card stock is thick enough that it causes your printer to not pull it through perfectly.
- The printer alignment guides are off slightly.
- Glossy type stock may slip when it's being fed into the printer.

SOHO Business Cards attempts to solve these common problems through printer calibration. Printer calibration may not solve all problems, but it will improve the alignment issues as best it can. Printer calibration attempts to resolve these issues by adjusting for the difference of what you see on the screen versus what is printed out.

Setup printer calibration
for all the printers you
use.



Depending on your printer and paper stock, your business cards may print slightly offset. Use this dialog to calibrate your printer.

Step 1 Select a printer: HP Color LaserJet 4550

Step 2 Insert a sheet of business cards in your printer.

Step 3 Print a calibration sheet: Print

Step 4 Enter the tick mark closest to the RIGHT side and BOTTOM side of the top-left card on the sheet.

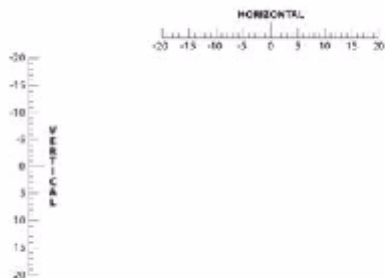
Horizontal: 0.00 Vertical: 0.00

Cancel OK

To setup printer calibration:

1. Choose File > Printer Calibration.
2. Choose a printer from the pop-up menu.
3. Insert a sheet of the business card stock into your printer.

- Click the Print button. The following marks will print on the stock.



- Enter the value of the tick mark closest to the RIGHT side and BOTTOM side of the top left card on the stock into the Horizontal and Vertical text boxes.
- Click the OK button when finished.

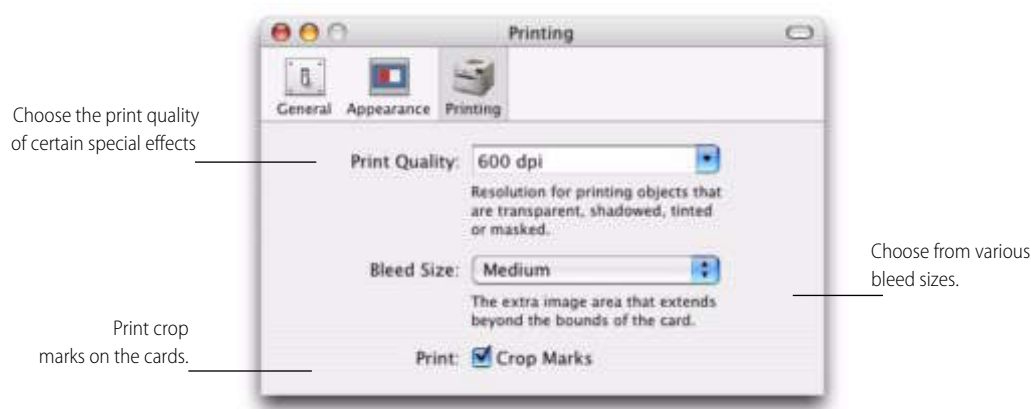
You can setup calibrations for each printer that you use. This can be accomplished by going through each of the steps in the Printer Calibration dialog for each printer.

Printer Tools

SOHO Business Cards comes with precision tools to ensure that you get professional-looking business cards from your own printer or a commercial print shop. These tools include crop marks, print quality and bleed controls.

To access the printer tools:

- Choose SOHO Business Cards > Preferences.
- Click the Printing button.



Print Quality

The print quality setting allows you to set the dpi (dots per inch) for objects that are transparent, shadowed, tinted or masked. Objects that have these attributes assigned to them will require a high dpi setting to look good when you printed. Anything above 300 dpi will be sufficient for most jobs.

If you are having your business cards printed at a commercial print shop, they may offer suggestions for the Print Quality setting.

Bleed Size

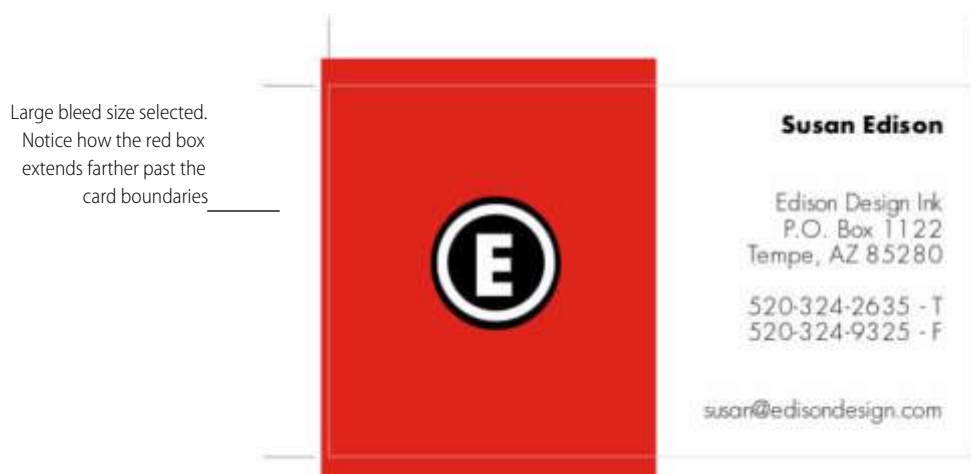
SOHO Business Cards supports full bleeds. Full bleed is the printing of objects past the edge of the card to ensure that printing goes all the way to the edge of the card after the card is cut or removed. This is useful when you want an object to print to the very edge of the card without any chance of unwanted white space. When you design your business cards you will need to place and size objects past the edge of the card in order for full bleed to work. There are four bleed options: No bleed, Small, Medium and Large. Here are samples of the different bleed options:

No bleed size selected. Notice how the red box goes to the edge of the card and stops.



Medium bleed size selected. Notice how the red box extends past the card boundaries.





Crop Marks

Crop marks, also known as cut marks, are marks that are printed on the business card indicating where the cuts need to be made. You should enable this option if you are sending your business cards to a commercial print shop.

