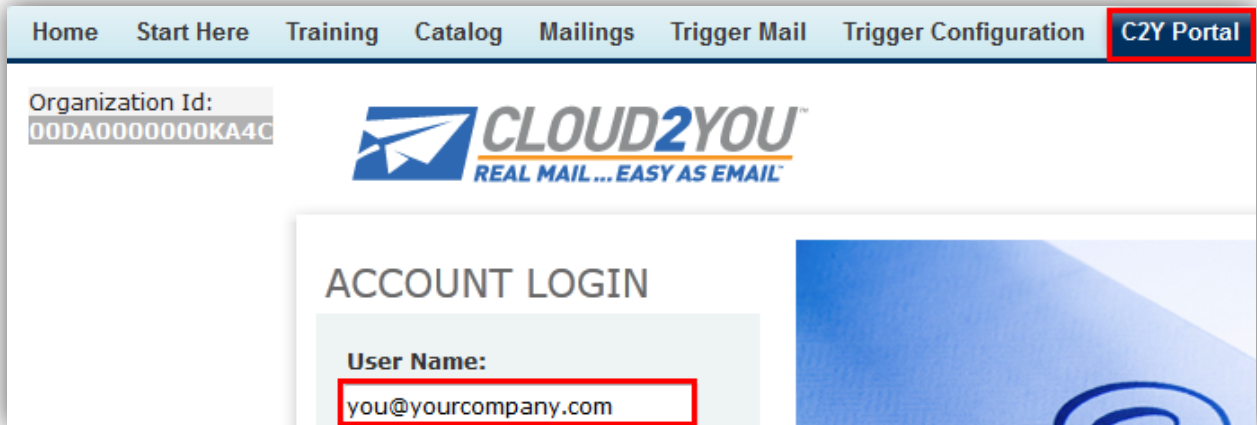
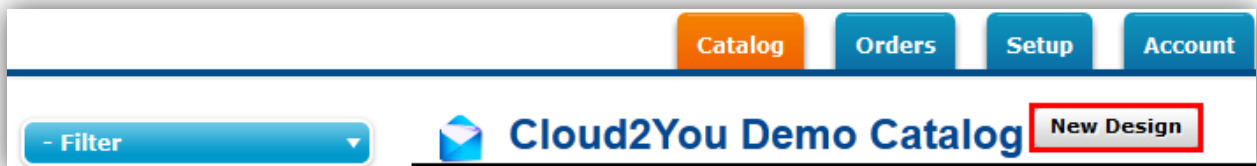


Step 1 – Starting a Design

- Login to the C2Y Portal by clicking on the C2Y Portal tab in Salesforce
- Note: If you are using the Safari browser you will need to login by bookmarking this link and login here: [C2Y Portal](#)



- Click the *New Design button*

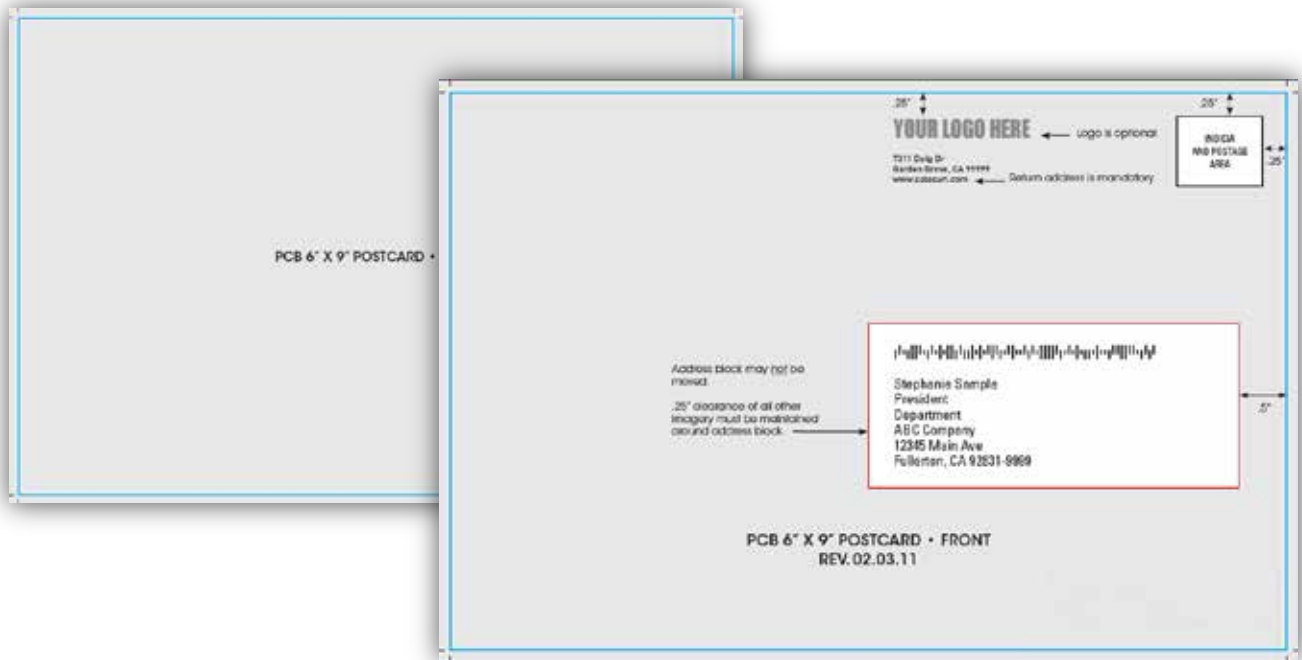


- For this example we will select the *Billboard template layout*
- Click on the PDF icon and the layout and instructions are in the PDF
- If using InDesign download the InDesign layout file



Note: The #1 mistake is to design something that does not fit the template. The templates are very flexible but have reserved areas like the space knocked out in white for the Postal Permit, the Recipient's Address and IMB Barcode. All else on the page is your canvas to create.

- The template includes 1/8" bleed all the way around and crop marks to trim
- The example is a 6.25" x 9.25" Billboard Postcard trimmed to a 6" x 9" final size



- Your finished background template should look like the following example with crop marks and be 6.25" x 9.25" including the bleed
- The arrows in each corner are a reminder to include the crop marks



Step 2. Create Custom Design Zip File

The following steps explain creating a bundle of files uploaded as a **Zip file** into the C2Y Portal. Cloud2You is based on a PDF workflow.

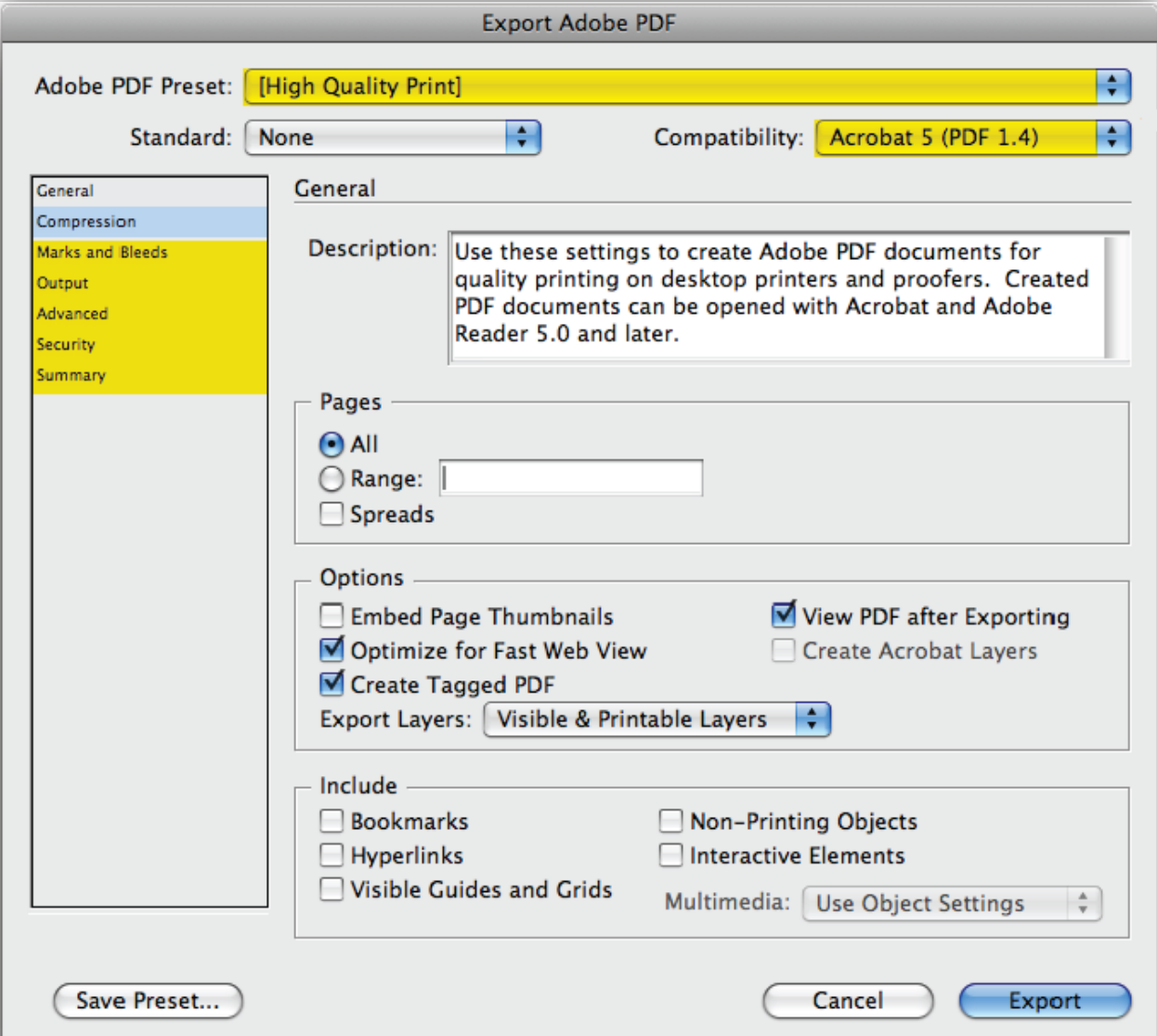
The Zip file will include:

- Example PDF - "Reference" to view the layout in its entirety
 - Includes all design elements, merge variables and crop marks
- Production PDF - "Background" PDF
 - Contains non-variable imagery, text and printable layers like crop marks
- Instruction document (if uploading multiple designs)
 - Use the following [Design Matrix](#) to organize your files
- Custom fonts used in the design
- 150 x 150 pixel jpg or gif thumbnail

Note: Use any program: InDesign, Quark, Word, etc. to create the PDF Design Templates

PDF Output Guidelines

- Output PDF files at 300 dpi (CMYK) at 100% of printed size
- Include rasterized and vector files
- Hi Resolution, layered PDF
- Make sure only printable layers are turned on
- Keep the number of objects in your design to minimum by rasterizing vector objects like gradient screens and drop shadows
- **Note:** We reserve the right to return files for re-design if the file causes RIP process slowdowns



Export Adobe PDF

Adobe PDF Preset: [High Quality Print]

Standard: None Compatibility: Acrobat 5 (PDF 1.4)

General

Description: Use these settings to create Adobe PDF documents for quality printing on desktop printers and proofers. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Pages

☒ All
☐ Range:
☐ Spreads

Options

☐ Embed Page Thumbnails ☒ View PDF after Exporting
☒ Optimize for Fast Web View ☐ Create Acrobat Layers
☒ Create Tagged PDF
 Export Layers: Visible & Printable Layers

Include

☐ Bookmarks ☐ Non-Printing Objects
☐ Hyperlinks ☐ Interactive Elements
☐ Visible Guides and Grids
 Multimedia: Use Object Settings

Save Preset... Cancel Export

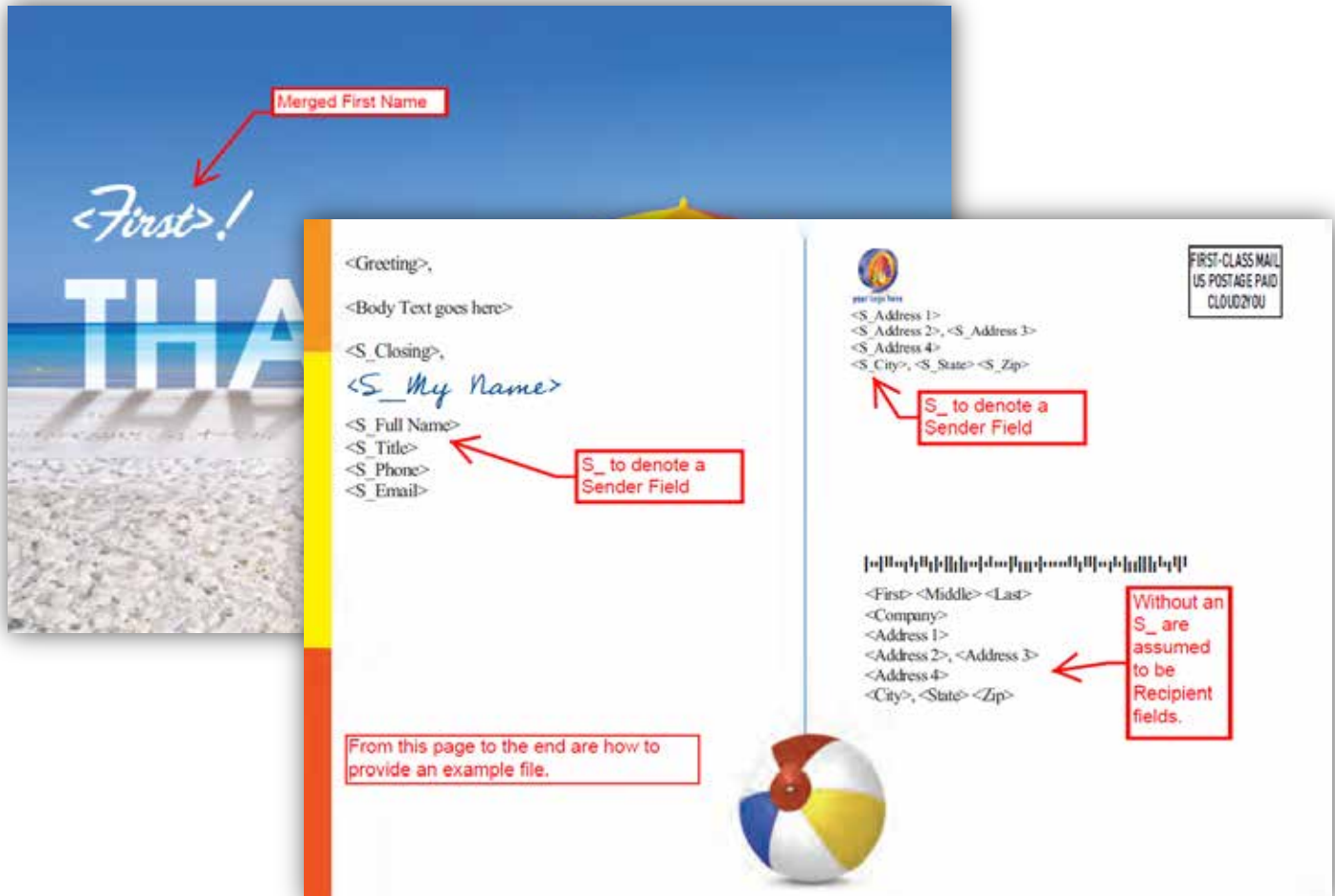
File 1. Example File

This is a roadmap of how to mail merge your variable data and messaging

Note: You only need to include one example file for multiple similar templates

Example: You have 6 different background templates with identical merge variables and only the background graphics differ

- Follow the field naming conventions outlined in the [Variable Print](#) guide
 - Use exact field names and **S_** prefix to denote **Sender Data**
 - Fields without a **S_** are assumed to be **Recipient Data**



File 2. Production File

This is a roadmap of how to mail merge your variable data and messaging

Note: You only need to include one example file for multiple similar templates

Example: You have 6 different background templates with identical merge variables and only the background graphics differ

- Follow the field naming conventions outlined in the [Variable Print](#) guide
 - Use exact field names and **S_** prefix to denote **Sender Data**
 - Fields without a **S_** are assumed to be **Recipient Data**



File 3. Instructions

Helpful if you are including multiple templates in your upload

- Organize templates as follows:
 - Category – letter, greeting card, postcard classic, postcard billboard or rush letter/sales brochures
 - Design Template Name
 - Occasion – Birthday, Thank You, Follow-up, Acquisition, Winback, etc.
 - Market – Organize by market segment: Consumer, B2B, Cable, HS Internet, etc.
 - Group – Used when Sales Group A can't view or order from Sales Group B

	A	B	C	D	E
1	Category	Template Name	Occasion	Market	Group
2	Letter	Corporate letterhead	Follow up	General	All
3		Upgrade your service	Upgrade	Cable	Cable
4	Greeting Card	Balloons & party hat	Birthday	General	All

File 4. Fonts

Include all fonts used in your design

File 5. Thumbnails

- Create a 150 x 150 pixel jpg or gif thumbnail for your catalog display
- Examples

