DESIGN
UPLOAD
EARN

Read this guide to learn how
to turn your designs into
web-to-print templates and
earn royalties every time they're sold
anywhere in the world.

Template Cloud
the design marketplace ®

STEP **1** DOCUMENT SET UP

Use one of our blank InDesign templates to create your design. Download the right size template from templatecloud.com/us/designers/downloads

Business cards: (2.0625 x 3.5625in)
Compliment slips: (3.8125 x 8.5625in)
Letterheads: (11.0625 x 8.5625in)
Invitations / Leaflets / Flyers / Postcards:
Postcard (6.0625 x 4.0625in),
1/3rd Letter (3.8125 x 8.5625in),
Half Page (8.5625 x 5.5625in)
Letter (11.0625 x 8.5625in)
Posters: Tabloid (17.0625 x 11.0625in)

The sizes above include 0.0625in bleed which will be cut off during production to create a finished product. You should leave a "quiet zone" of at least 0.2165in from each edge to ensure text, logos and other elements are not in this area. You can also bleed images and design elements off the edge - just place them right up to the edge of the document.

In our template files you will find:
- Our full color chart ready for use (all colors must be **Process CMYK**, no spot colors, tints or gradients).
To add a color choice for the end user to use, add "**s_**" to the color name in the swatches panel.
- A list of Active Updates (see the box below).
- A placeholder logo

EXAMPLE: BUSINESS CARD

Extend any objects which bleed, to the edge of your page, but not beyond it.

Trim Size: 2.0 x 3.5in

Document Page Size:
2.0625 x 3.5625in

Quiet Zone
Keep important objects out of this area.
(0.2165in from the page edge)

THINGS YOU CAN'T DO ON AN EDITABLE TEXT LAYER

- We don't need page frames or crop marks on your document.
- Just create 1 or 2 pages – at the right size – and you're good.

ACTIVE UPDATE FIELD NAMES

Use these field names in your document instead of 'placeholder' text so that the design automatically prefills with the user's details when they open it in our editor.

•`{{name}}`	First name & surname	•`{{business_name}}`	Business name
•`{{job_title}}`	Position or job title	•`{{address_1}}`	1st line of address
•`{{email}}`	Email address	•`{{address_2}}`	2nd line of address
•`{{telephone}}`	Telephone number	•`{{city}}`	City
•`{{fax}}`	Fax number	•`{{state}}`	State
•`{{mobile}}`	Cell phone number	•`{{zipcode}}`	Zipcode
•`{{web_address}}`	Website		

STEP ② DECIDE WHAT'S FIXED

Our template technology uses the layer information from InDesign to figure out how your template should work. The way you name your layer - and what you put on it - tells our software how it should behave and which rules to apply.

The background layer is home to all the fixed, non-editable objects in your document. Most InDesign features and effects are supported on the background layer **except for Text Wrap**. Make sure all text, graphic and image elements which will not be editable are on **ONE** background layer.

To turn an existing layer into the background layer just add a hyphen prefix "-" to the layer name (e.g. `—Background`, see Fig 1).

The `—Background` layer should be the lowest stacking layer within the 'Layers' palette, so that objects on the `—Background` layer do not obstruct any editable objects.

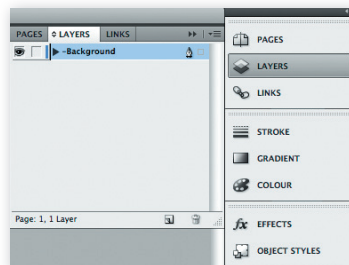Fig 1: Correctly labelled background layer

NAMING YOUR LAYERS

- Give each layer a meaningful, unique name, which is helpful to the user.

- Use only letters and numbers – don't use characters or symbols, other than an underscore "_" or space.

- These names will be visible to users, so don't use rude words!

STEP ③ MAKE IT EDITABLE

Each editable object needs to be on its own layer. To quickly move an object to its own layer, simply create a new layer for each one, then drag each object onto a separate layer, using the colored indicators in the 'Layers' palette (see Fig 2).
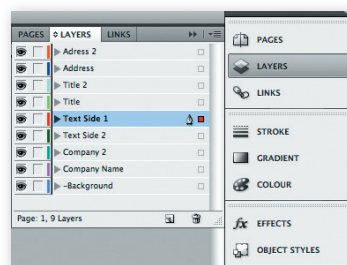

Fig 2: Drag the colored square dots on the right side of the 'Layers' panel to move objects between layers.

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ALL editable and background images must be:

- High resolution (minimum of **300dpi**)
- **CMYK TIFFs** or **JPEGs** (if saving as JPEG's use the 'Maximum' quality setting to preserve resolution).
- Embedded within your document (see Fig 3)
- **EPS** files can be used on the background layer **ONLY**.

Fig 3: Embed all images present in the template. Embedded links are highlighted with the symbol circled in red above.

EDITABLE IMAGES AND LOGOS

Only raster or bitmap images (TIFFs / JPEGs) can be used as editable objects in your design. Also make sure:

- **ALL** vector elements are on the **-Background** layer (including vector logos or imported EPS files)
- All editable images and logos are **on their own layer**
- You have used **NO** effects on your image except for rotation or solid line frames. All other effects are forbidden on editable objects
- Whilst you are getting used to producing editable designs, ensure all image frames are rectangular so no circles, stars or other fancy shapes please. At a later stage, we'll introduce you to some more cool things you can do with images in your design. You can use any shape you like on the fixed **-Background** layer

WHERE ARE THE IMAGES FROM?

Images you use within your design must be either:

- Your own
- Licensed for use within a web-to-print environment
- Images from our TemplateCloud Image Library

Our image library is provided by Fotolia and features millions of images ready for you to use in your designs (see Fig 4).
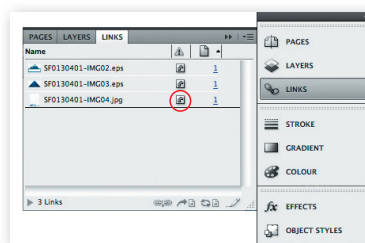
Fig 4: Browse our Fotolia image library to use images in your templates.

To use one of our images go to the **Stock Images** tab in your TemplateCloud account. Search for the content you wish to use and once you've selected your image you can download a low res, watermarked 'comp' image free of charge (see Fig 5). Place the image as required in your design and embed it as usual.

These images can only be used as editable images and cannot be placed on the `-Background` layer. The images are named in a special way so **don't rename them and do not modify the image in any way**.

We'll replace it with the high res image when your template is used by a customer on one of our retail partner websites.

Fig 5: Download a low res 'comp' image for use in your design. This will only be replaced when a customer uses the image via your design.

INSTANT LOGOS AND PLACEHOLDER LOGOS

Some businesses will already have a logo, some won't. **Placeholder logos** are embedded in all of our starter templates.

Position this `samplelogo.jpg` on your document on its own layer, at a suitable size wherever the client's logo will be placed on your design (see Fig 6).

Instant logos consist of a graphical device together with some styled text, so that it looks like a logo (see Fig 7).

The user simply changes their business name and they've got an 'Instant Logo'.

Fig 6: The design incorporates a 'white space' area suitable for logo placeholder.

Fig 7: The graphical device along with the styled text create an 'Instant Logo'.

SETTING OUT YOUR TEXT FRAME

Define your text frame so the user has as much room as they need to fit in the text they want to type (see the example in Fig 8). Be sure to set the end of the text box carefully so it doesn't run over important design elements or run off the edge of the page.

Avoid overlapping editable text frames or images as it makes it difficult for the user to pick items to edit. **All text boxes should be rectangular.**

Text box frame defines where the end user will be able to type. In this case the frame stops before the star objects, so no overlapping will occur.

Text frames should not overlap.

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Fig 8: Correctly defined Text Frame zones

Don't forget to leave breathing space at the bottom of each text frame.

This text frame has been extended to allow a longer list of locations.
It stops within our recommended 0.2165 in 'quiet zone' to ensure no text will be trimmed off.

SET SOME BREATHING SPACE

Expand the bottom of your text frame by around 25% of the height of the font. This 'breathing space' allows the editor to display descending characters.

MAKE YOUR TEXT COPYFIT

We recommend setting all text frames as 'copyfit' as this automatically shrinks the text (and leading) to fit the space available.

To do so, just add "`c_`" to the start of the layer name, for instance "`c_Name`" (see Fig 9). If you don't set the layer as copyfit, we'll just tell the user they've typed too much and ask them to type less (see Fig 10).

PAGES · LAYERS LINKS

c_Your Job Title
c_Your Name
c_Address Details
c_Email Address
c_Web Address
c_Business
c_Name
–Background

Page: 1, 8 Layers

PAGES
LAYERS
LINKS
STROKE
GRADIENT
COLOUR
EFFECTS
OBJECT STYLES

Fig 9: Correctly labelled Copyfit Layers

NON-EDITABLE TEXT

On the `–Background` layer you can use any font you like, just ensure all fixed text is on the lowest `–Background` layer and **converted to outlines**.

Oops!
You've typed too much text for the Locations box.
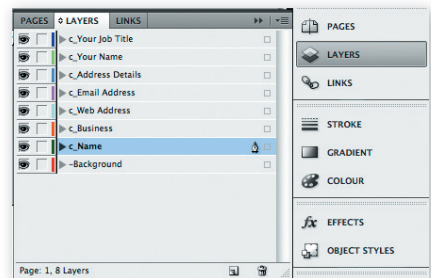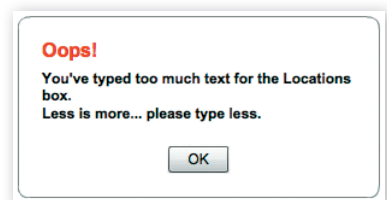**Less is more... please type less.**

OK

Fig 10: Too much text warning

EDITABLE TEXT

A special 'server' font license is required for editing templates. We've bought this license for over 1,000 fonts from Linotype which you will need to use for editable areas. You can view or download a full list of this library at templatecloud.com/us/font-list

If you don't have the exact font on your system you can choose a font with the same name. You will then be prompted to replace it with the Linotype version when building your template via TemplateCloud. For example, use any Frutiger Roman you already have and substitute it with Frutiger LT Pro 55 Roman from the Linotype Originals Library when uploading.

We can only substitute a font if there is an equivalent in the Linotype Originals 2.0 Library. So don't use a font like Meta – find something similar from the library.

All editable fonts need to be set as a paragraph style in InDesign and named with their font name so they are identifiable. This includes any non-Linotype fonts you intend to replace at the upload stage.

Editable text cannot use special effects and requires certain settings to be applied in InDesign. Read through the box on the right carefully to make sure you respect all of the editable text requirements.

FILE TYPE

Once your template is finished, save it as an InDesign Template File (.indt) from either CS4, CS5 or CS5.5.

THINGS YOU CAN'T DO ON AN EDITABLE TEXT LAYER

- Don't outline text (don't convert it to paths).

- Don't use 'Adobe Paragraph Composer' justification – set to 'Adobe Single Line Composer' instead.

- Don't use 'optical' kerning (use 'metrics' instead).

- Don't use tracking (tracking should be set to '0').

- Don't scale, skew, compress, squash or expand.

- Don't use any special character effects such as all caps, small caps, superscript, subscript, underline, baseline shift, strike through, 'forced' bold, 'forced' italic or outlined.

- Don't use paragraph hyphenation.

- Don't use soft returns.

- You can't use text attached to paths.

- Multi-column or linked (threaded) text frames aren't allowed.

- Tables, bullets and tabs aren't supported.

- Don't use inset spacing (padding).

- Avoid Text Wrap.

- Don't rotate text within a text frame (although its fine to rotate the whole text frame).

- Don't use non-rectangular text frames.

- Don't use tint swatches or gradients swatches.

As a final check, follow the list below to ensure you have set-up your design correctly.

DOCUMENT SETUP

☐ Page is sized correctly including bleed. (Page 1)
☐ File is saved as an InDesign template file (.indt). (Page 6)

LAYERS

☐ Each editable element is on its own separate layer. (Page 2)
☐ All non-editable elements are on the -Background layer. (Page 2)
☐ All layers are named correctly, including copyfit layers. (Page 2 & 5) Do not
☐ overlap editable layers. (Page 5)

EDITABLE IMAGES

☐ Images are CMYK. (Page 3)
☐ All images are embedded. (Page 3)
☐ Each editable image frame is on its own layer. (Page 3)
☐ Image frames are all rectangular. (Page 3)
☐ All images are saved as TIFF or JPEG (with highest quality setting) formats. (Page3)

EDITABLE TEXT

☐ Text frames are rectangular. (Page 5)
☐ Text frames have breathing space. (Page 5)

TEXT COLORS

☐ Colors are from the template swatch panel, or any other colors used are CMYK process. (Page 1)
☐ No tints or gradients are used in editable text layers. (Page 1)

FONTS

☐ Editable text layers use fonts picked from the Linotype 2.0 Library where possible. (Page 6)
☐ Fonts on the fixed **–Background** layer are converted to outlines (paths). (Page 5)

WHAT'S NEXT?

- Sign in to your account (or sign up) at **www.templatecloud.com**

- Click on 'Create New Template' and follow the onscreen instructions.

- We'll check your first few uploads and give feedback until you are a confident template building guru!