

# Tips For Using The Hercules Press Online Design Center

Thanks for your interest in our Online Design Center, where you can design and order your own business cards, postcards and stationery!

**[www.herculespress.com/bepo](http://www.herculespress.com/bepo)**

We have assembled an explanation of the tools with tips for designing and ordering.

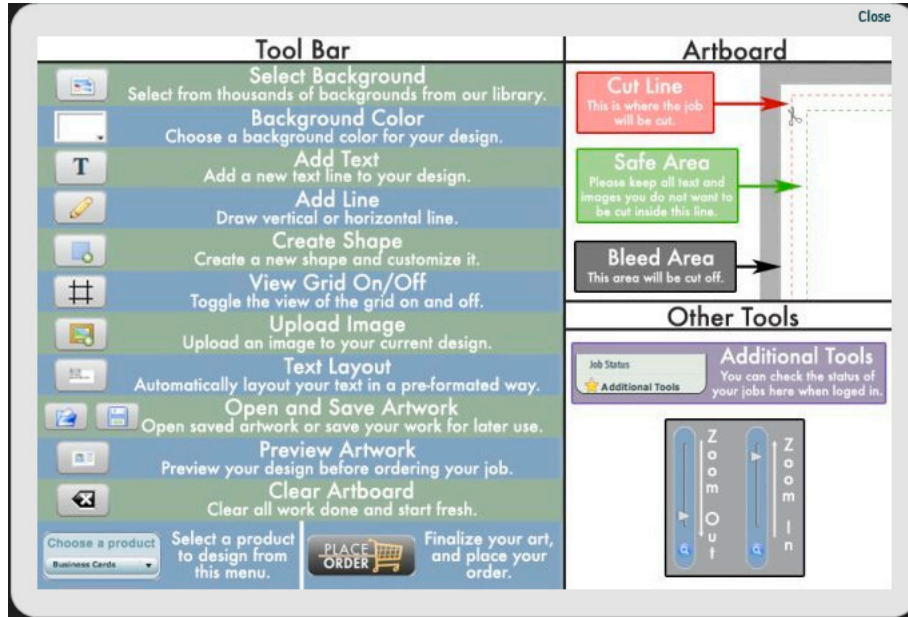
Be sure to check our website for valuable articles with advice for marketing your company, designing logos & promotional materials, and so much more!



**Online Design Center**

91 SPRING STREET • WEST ROXBURY, MA, 02132  
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# TOOL OVERVIEW



## Pricing

You may review the pricing for each item at the top right of your browser window.

## Choose a Product

Use the pull-down menu to choose the product you want - business cards, postcards, letterheads and envelopes of various sizes before you begin.

## Front & Back

You will layout the front and the back of the card individually, if applicable.

## Select Background

There are hundreds of backgrounds to choose from, grouped by categories.

## Background Color

There are 12 background colors to choose from, including black and white.

## Add Text

Text is added one line at a time using the pop-up text dialogue box.

You can choose to align it left, right or centered.

You have 7 fonts to choose from.

You have 12 colors to choose from, including black and white.

You adjust the size, the angle, and the percentage of the color ("Alpha") with control sliders.

You can send the text to the back or to the front

## Add Line

You can draw a vertical or horizontal line, and adjust the thickness and color

## Create Shape

There are 4 shapes to choose from: square, circle, star and polygon.

Clicking on the shape brings up a dialogue box where you change the size, angle and the percentage of the color ("Alpha") with control sliders, the background color and add a border. The star and polygon tools will let you choose the number of points.

## View Grid

You can toggle a layout grid on and off to help you align objects.

## Upload Image

You can upload your own images, logos, etc. **Be sure they are at least 300 dpi for the best quality.**

Anything less than 300 dpi may print bit-mapped.

## Text Layout

You have several pre-formatted layouts to choose from for your design. Not all products have pre-formatted layouts.

## Save Artwork

You can save your artwork when it is done. Please note that if you do multiple saves, it saves each

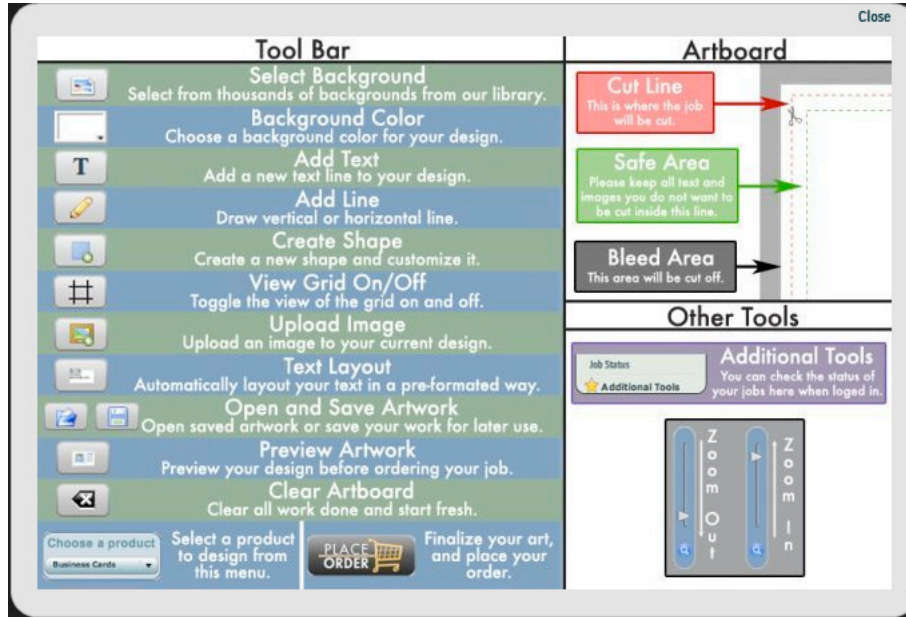
file with the same name, with the time. **Please be sure when ordering that you order the correct version!!**



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# TOOL OVERVIEW



## Open Artwork Preview Artwork

To open artwork you previously saved, you must register first, then login.

**Be sure to preview your work before ordering!! If you did multiple saves, be sure to order the correct version.**

## Clear Artwork Zoom In & Out Place Order

You can clear artwork and start fresh. If you have not saved your work, you cannot retrieve it!

Sliders are located at the left side of your screen to enlarge or reduce your artwork while laying it out.

When you are finished, you can place the order. You will be required to login if you have not already.

You may have this shipped to our store at no additional cost and pick it up here, or you can ship to your specified address and choose your shipping method.

You will quickly receive an email confirming your order has been placed with us.

One of our Customer Service Representatives will contact you to confirm your order and to make payment arrangements. **Your order will not go into production until this is done.**

# DESIGN TIPS

## Keep It Simple

Keep your design to just a few fonts - using multiple fonts can be visually confusing.

Leave some white space in your design - a crowded layout can be visually confusing.

Don't use too many colors, especially with a background image.

## Use The Layout Grid

Use the grid and zoom to the largest size to be sure your text is aligned.

## Observe Trim Lines

Be sure your artwork is all within the safe area so that nothing is cut off when the product is trimmed.

## Image Resolution

Be sure any images you upload (logos, photos, etc.) are at least 300 dpi for the best quality. Anything less than 300 dpi may print bit-mapped.

## More Tips

[Check our website Home Page](#) under “Hot Off The Press” for a variety of articles to help you with your marketing and design efforts. Be sure to view the archives!

[Check our website Resources and Support page](#) under “Tips & Tricks” for how-to articles!



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