

# Creating a label mark using Adobe Illustrator

## Create the label mark

This procedure summarizes the steps for creating a label mark. Use the help files for your version of Adobe Illustrator to confirm where in the user interface you can perform each step.

Create the mark	<p>In this example, create a mark with a variable that is replaced with the computer's system time:</p> <p>Create an insertion point on the artboard and then type: <code>Time: &lt;Time&gt;</code></p> <p><b>Note:</b> The text between the brackets is case-sensitive. It must be capitalized as shown.</p>
Set the kerning and tracking	<p>This step ensures that the text appears correctly in the final output:</p> <p>With all the text selected, find the <b>Character</b> palette and set the kerning and tracking values to 0.</p>
Set the page size	<p>This step ensures that the mark can accommodate the text that Pandora fills in for the variable:</p> <p>Find the Document Setup dialog box, select <b>Artboard</b>, and type the desired mark dimensions in the <b>Width</b> and <b>Height</b> boxes.</p>
Set the ruler origin point	<p>This step ensures that the mark outputs correctly on a Prinergy system:</p> <p>Reposition the text mark on the artboard so that it is flush with the left edge, select <b>Show Rulers</b>, and double-click the upper-left corner where the rulers intersect.</p>
Delete styles and colors from the job	<p>Remove all graphic styles, brushes, and symbols from the palette and delete all colors in the job other than <b>White</b> and <b>Registration</b>.</p> <ul style="list-style-type: none"><li>• In the <b>Swatches</b> tab, select all the swatches except <b>White</b> and <b>Registration</b>, click the trash can, and confirm the deletion.</li><li>• Repeat in the <b>Graphic Styles</b>, <b>Brushes</b>, and <b>Symbols</b> palettes.</li></ul>
Change the White swatch to Registration	<p>Double-click the white swatch, and, in the <b>Swatch Name</b> box, type <code>Registration</code>. Do not use the default Registration color swatch. Pandora does not interpret this as a registration color.</p> <p>In the <b>Color Type</b> box, select <b>Spot Color</b>.</p> <p>In the <b>Color Mode</b> area, in the <b>C</b>, <b>M</b>, <b>Y</b>, and <b>K</b> boxes, type 100.</p>
Change the text to Registration	<p>Select the <b>Text</b> tool, select the text you created (<code>Time: &lt;Time&gt;</code>), and click the <b>Registration</b> swatch.</p>

## Save the mark as a PDF file

Follow the procedure in the Adobe Illustrator help files for saving the mark as a PDF file, ensuring that you:

- Select the option to embed all fonts.
- Clear any option for subset fonts.

## Modify the mark in Adobe Acrobat

Before you can use the mark in Pandora, you must edit the label mark in Adobe Acrobat. You must use the full version of Acrobat, not Acrobat Reader.

In Adobe Acrobat:

- Confirm that the fonts are embedded and not subset.
- Use the Adobe Acrobat help files to find the dialog box where you can specify keywords, and, in the **Keywords** box, type `Label`.

## Use the mark in Pandora

### To import the PDF file into Pandora as a mark:

1. In Pandora, on the **Marks** palette, click the **Import** icon.
2. Navigate to the mark and select it.
3. Click **OK**.

### To test the mark:

1. Create a new Pandora job that contains a substrate, an artwork, and the mark.
2. Print the job to a PDF file.
3. Open the PDF file in Acrobat.  
If the mark was created correctly, the bracketed text is replaced with the time that the job was printed.