

# Creating custom text label marks

By applying appropriate keywords to custom label marks, you can give your own label marks intelligent functionality.

1. Create and save the mark as an EPS in creative software such as Adobe Illustrator. See [Creating marks in Adobe Illustrator for use in Pandora software](#). (This document is also available in the `Pandora\version\Documentation` folder.) In the software, identify the color used in the mark as a spot color, even if it is a process color.
2. Open the file in Adobe Acrobat, and select **File > Document Properties > Summary**.
3. In the Document Summary dialog box, type the keyword in the **Keywords** box. The keyword provides the functionality of an intelligent mark. The keywords for dynamic marks are:

| Keyword          | Use   |
|------------------|---|
| DieStationNumber | Needed to apply numbering functionality to the die station number marks                   |
| Label            | Needed for all label marks  |
| Text             | Needed for all editable text marks  |
| NoForm           | Indicates that the artwork will not be forms-cached                                       |
| PreviewBorder    | Makes it possible for a preview of a knockout mark to show up in the <b>Marks</b> palette |

4. Click **OK**.
5. If necessary, use the **Crop** tool to crop the mark.
6. Save the file in Acrobat. You can include a prefix in the file name so that similar marks appear together in the list in the User folder on the **Marks** palette (examples of prefixes are REG for a registration mark, LBL for a label mark).

The items you can use in a custom text label mark are listed in the following table. You can use only the choices in the table.

All label marks must have the `Label` keyword applied.

**Important:** When creating the PDF file of the mark, do not subset the fonts, or you may have missing characters in the text mark.

| Building blocks for custom text label marks | Description   |
|---|---|
| <#>   | Die station number. Requires the DieStationNumber keyword.  |
| <Color.1>, <Color.2>                        | The first color listed for the job on the <b>Output Setup</b> tab of <b>job properties</b> , the second color listed for the job on the <b>Output Setup</b> tab, and so on. |

|                 |   |
|-----------------|---|
| <Contact Name>  | The contents of the <b>Contact</b> box on the <b>Job Information</b> tab  |
| <Contact Phone> | The contents of the <b>Phone</b> box on the <b>Job Information</b> tab  |
| <Customer>      | The contents of the <b>Customer</b> box on the <b>Job Information</b> tab   |
| <Date>          | The date you are sending the job to print from Pandora software, according to the computer clock                            |
| <Device>        | The selected output device on the <b>Output Setup</b> tab   |
| <Job Filename>  | The name of the job file  |
| <Job ID>        | The contents of the <b>Job ID</b> box on the <b>Job Information</b> tab   |
| <Job Note>      | The contents of the <b>Notes</b> box on the <b>Job Information</b> tab  |
| <MC>            | The month the job was output, according to the computer clock   |
| <Press>         | The contents of the <b>Press</b> box on the <b>Materials &amp; Equipment</b> tab  |
| <Text>          | The text entered in the <b>Text</b> box of the Mark Properties dialog box or <b>job properties &gt; Job Information</b> tab |
| <Time>          | The time you are sending the job to print from the Pandora software, according to the computer clock                        |
| <YC>            | The year the job was output, according to the computer clock  |

You can add static text to text labels by typing the static text outside of angle brackets. For example, if you want the text label to be "Customer: Kodak" you can type the text label as Customer:<Customer> when the job is to print for the customer "Kodak."