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VISUAL GUIDELINES USER GUIDE

USER: **Skretting**

AUTHOR: **Knut Haaland, Papirfly AS**

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1 CONTENT

This document contains an overview of how to use and maintain the Skretting Visual Guidelines.

This documentation contains the following sections:

1 Content 2
2 Introduction 3
3 Visual Guidelines 4
3.1 Login 4
3.2 How to use the Visual Guidelines 5
3.3 Download resources 6
4 Visual Guidelines Management 7
4.1 Login 7
4.2 PUBLISH to NET 8
4.3 Folders 9
4.3.1 Create folder 9
4.3.2 Edit folder 10
4.3.3 Delete folder 10
4.4 PtN Documents 11
4.4.1 The document list 11
4.4.2 The document editor 12
4.5 Image archives 14
4.5.1 Upload images 14
4.5.2 Upload files 15
4.5.3 Download images 15
4.5.4 Download files 15
4.5.5 Search 15
4.6 PUBLISH to PRINT 16
4.6.1 Using Templates 17
4.6.2 Accessing the PDF 19
4.6.3 Creating datasheets 20
4.6.4 Creating brochures 24
4.7 Database 32
4.7.1 Users 32
4.7.2 Groups 33
4.7.3 Keywords 33

2 INTRODUCTION

The Skretting Visual Guidelines contains guidelines, resources and tools for producing marketing communication material.

The Skretting Visual Guidelines consists of two websites:

At http://www.skrettingguidelines.com users will find the guidelines and resources they need to create marketing material.

At http://www.skrettingguidelines.com/admin you will be able to maintain the contents of the Visual Guidelines and also be able to produce stationery, product sheets and CVs.

You may also log in to the admin-section from the Skretting Visual Guidelines home page.

3 VISUAL GUIDELINES

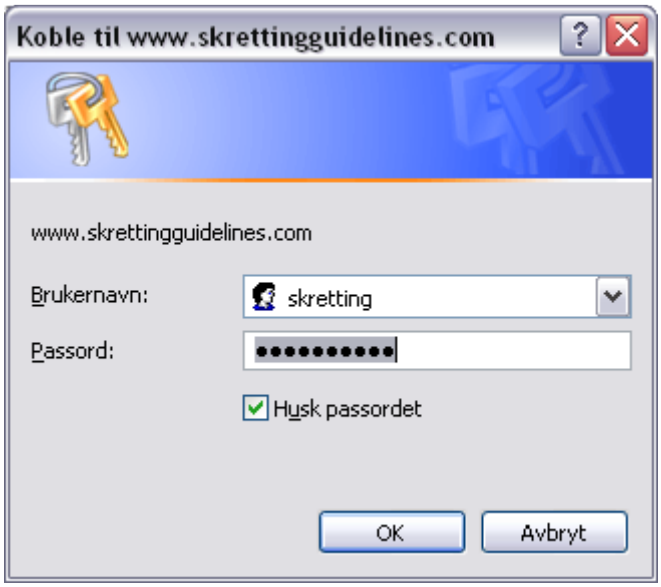
The Skretting Visual Guidelines website offers guidelines and resources for creating marketing material. All visitors to the site must identify themselves with a user name and password to gain access.

3.1 LOGIN

Enter your user name and password in the login dialog that appears at

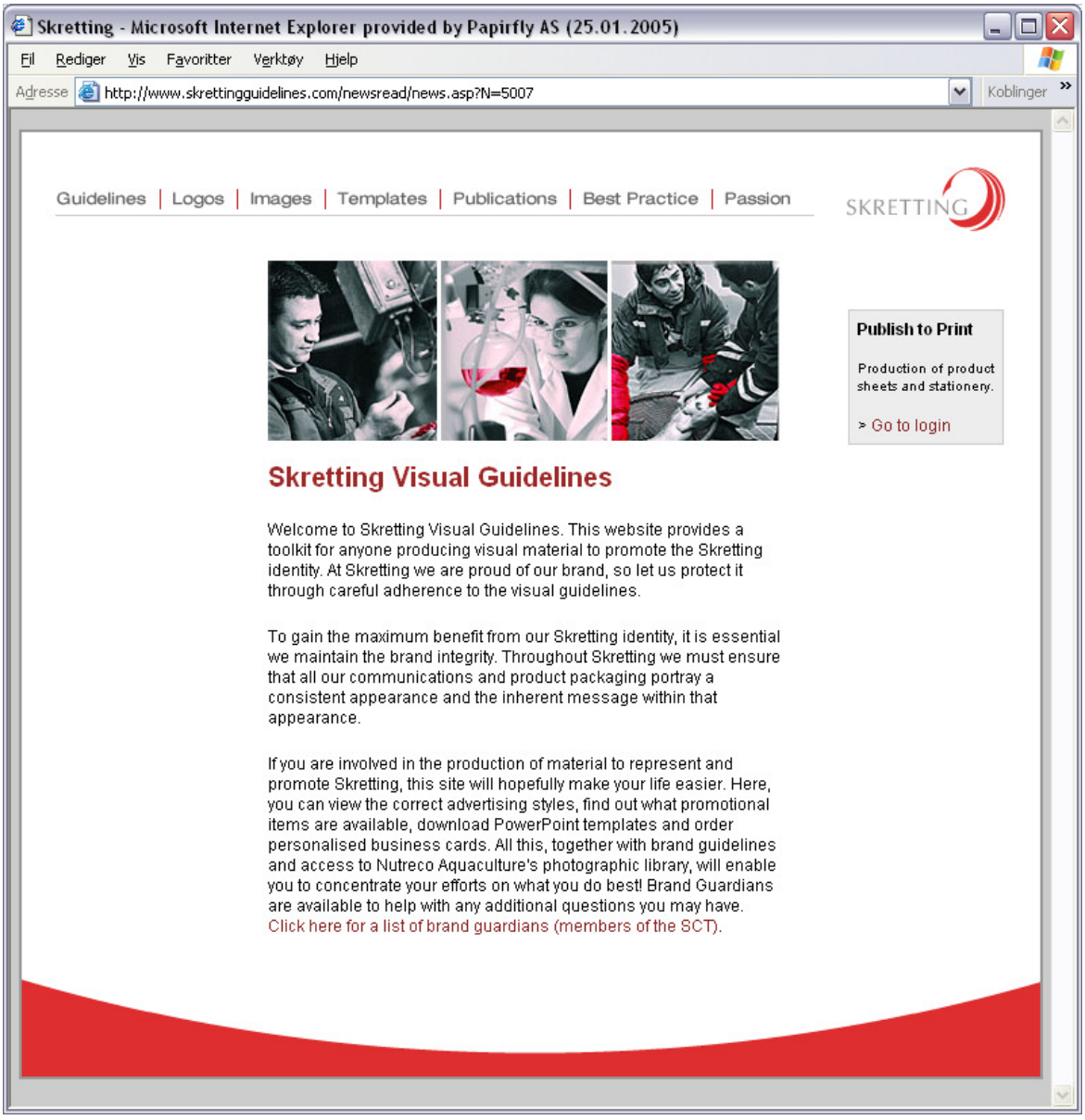
http://www.skrettingguidelines.com

Consult your site administrator for assistance in user name and password maintenance.



3.2 HOW TO USE THE VISUAL GUIDELINES

After logging in, you enter the Skretting Visual Guidelines home page. The introduction explains the purpose of the website. The menu at the top lets you select between the main categories of the website.



When you select a menu entry from the main menu, a sub menu on the left will appear. Use this menu navigate through the website. Clicking the logo in the top right corner of the Visual Guidelines will always take you to the home page of the website.

From the Publish to Print section to the right, you may log on to the maintenance section of the website.

3.3 DOWNLOAD RESOURCES

Throughout the site you will find resources that are ready for download. These resources are either organized in image archives or as regular links to other files. If you follow a link to one of these files, the associated application will be executed with the selected file. Thus, selecting a PDF-file will open Adobe Reader and present the selected file, provided that your PC is configured to associate PDF-files with Adobe Reader. If you right-click on a file-link, you will be able to download the target file without opening the associated application.

When you browse an image folder, you first select the picture you want by clicking the thumbnail image or the link. From the image detail page you may download either the original file form the "Press quality"-link, or smaller versions of the image from the links "Print quality" and "Screen quality".

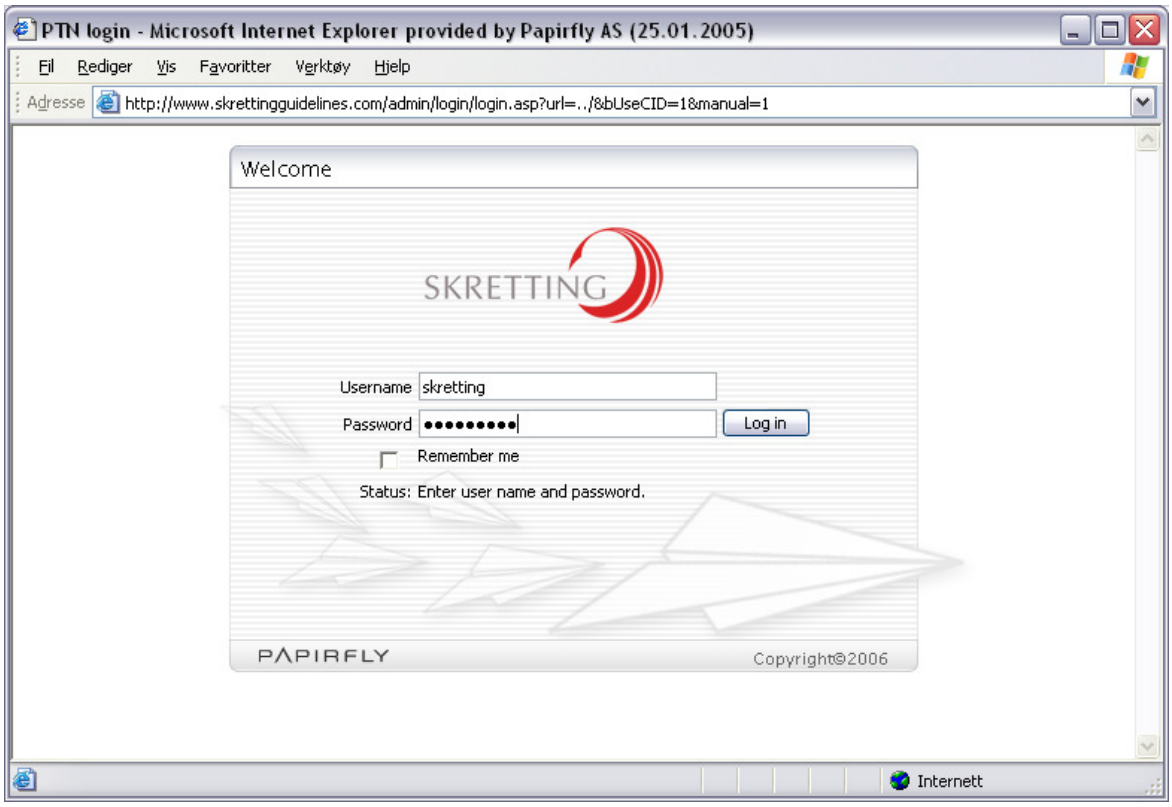
The Visual Guidelines website also provides information on how to download resources.

4 VISUAL GUIDELINES MANAGEMENT

The main purpose of these guidelines is to enable you to maintain the information found in the Skretting Visual Guidelines. You must identify yourself with a user name and password to gain access.

4.1 LOGIN

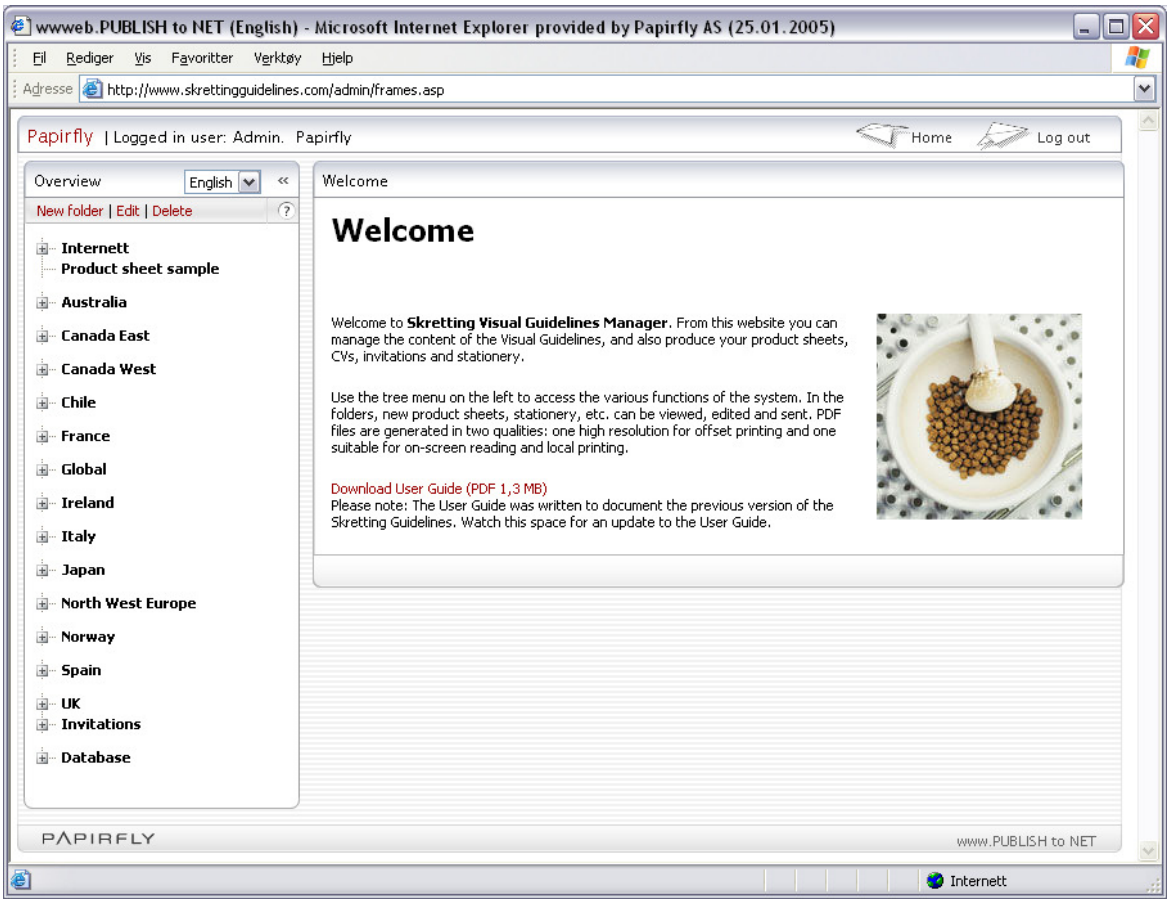
Enter your user name and password in the login dialog that appears at http://Skrettinggroup.papirfly.no/admin. Login names and passwords are case insensitive, and must contain no less than four characters each. Entering a false user name and password combination more than four times will block further login attempts from the current web browser session.



Consult your site administrator for assistance in user name and password maintenance.

4.2 PUBLISH TO NET

After logging in you enter the home page of PUBLISH to NET (PtN), which is a general web content management system (CMS). PtN contains functions for maintaining the structure and contents of websites. In addition, PtN is used to define and maintain information about, users, groups and access rights.



The boundaries of the website for Skretting Visual Guidelines are defined through a design implemented as HTML-templates, and the general functionality of PtN. Understand that limitations defined in the design must be kept in mind when maintaining the contents and structure of the website.

The structure of the Skretting Identity Guidelines menu system is defined through the folder structure that you find in PtN, under the main folder “Internett”. The subfolders contain PtN documents or image archives that comprise the content of the various pages in the menu.

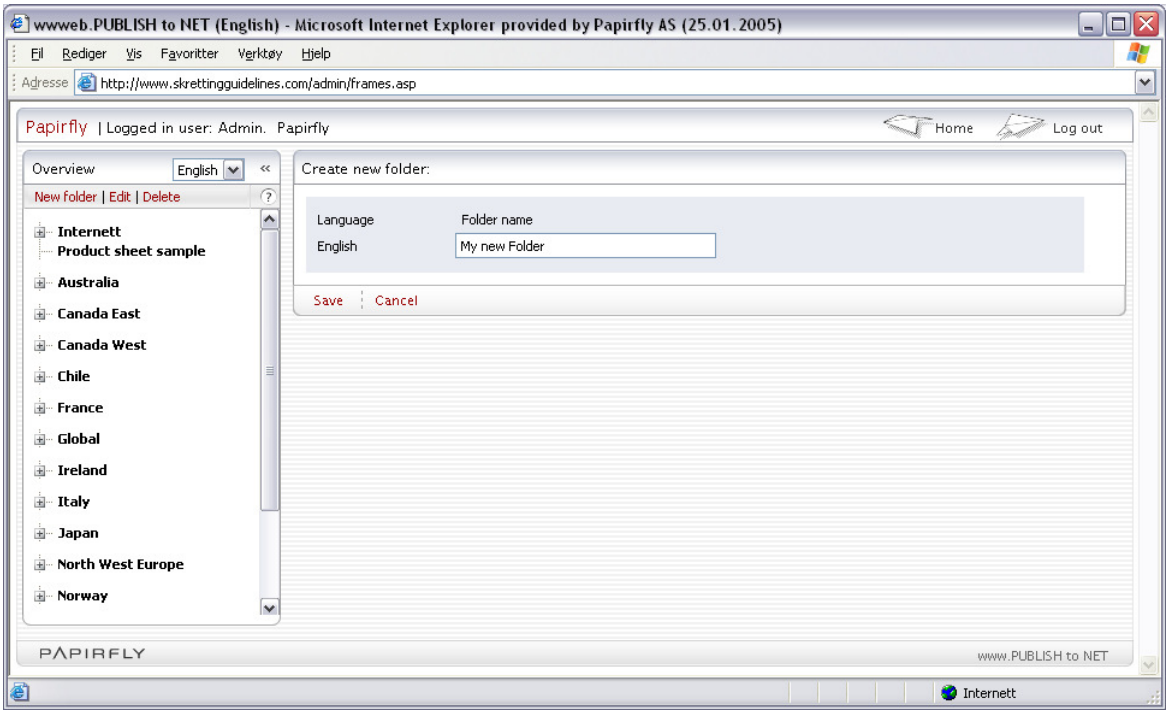
The manager also contains a geographically organized folder structure for producing and maintaining product sheets, CVs and stationery for the different regions. Consult chapter “PUBLISH to PRINT” for information on how to use this section of the website.

4.3 FOLDERS

Within the boundaries of the design, new folders may be created in any part of the folder structure. Do not remove or alter the definition of these folders without changing the design templates first.

4.3.1 CREATE FOLDER

To create a new folder, first select the folder under which you want the new folder to be added. Then, select "New folder" from the folder menu above the folder list.



Use the "Save" function to save the new folder. The new folder will be created with the same properties as the parent folder.

4.3.2 EDIT FOLDER

To modify the settings of the folder, select "Edit" from the folder menu.

Define the folder properties in the different sections of the folder dialog:

Folder name:	Contains the name of the folder as presented in the Visual Guidelines
Short folder name:	Contains the name of the folder as presented in the Visual Guidelines navigation menu.

Position and display

Position in list	Defines the sorting order in relation to other folders on the same level.
Parent folder	Defines the folder under which the new folder is to be located. Use the "Change" function to move the folder to a different location

Folder Contents

Folders may contain either PtN documents or images. Use the contents tab to define the type of content for the new folder:

Web documents:	The folder contains html content defined using the document editor. Refer to chapter "PTN Documents" on how to create content in PTN documents.
Module:	Select "Picture archive" from the drop-down list to define a folder as an image archive. Do not worry about "Target"-fields.
Folders:	The folder only appears in the navigation menu. Can only contain sub folders.
Document template:	For Web document or Picture archive folders, a document template must be defined for the folder. Select the template from the drop down list.

Access Privileges
When you create a new folder, the default access privileges will be the same as those of the owner folder. You may modify these settings by assigning different access rights to the defined user groups.

Use the "Save" function to save your changes. If you use "Save and distribute access privileges", the privileges of the current folder will be copied to all sub folders.

4.3.3 DELETE FOLDER

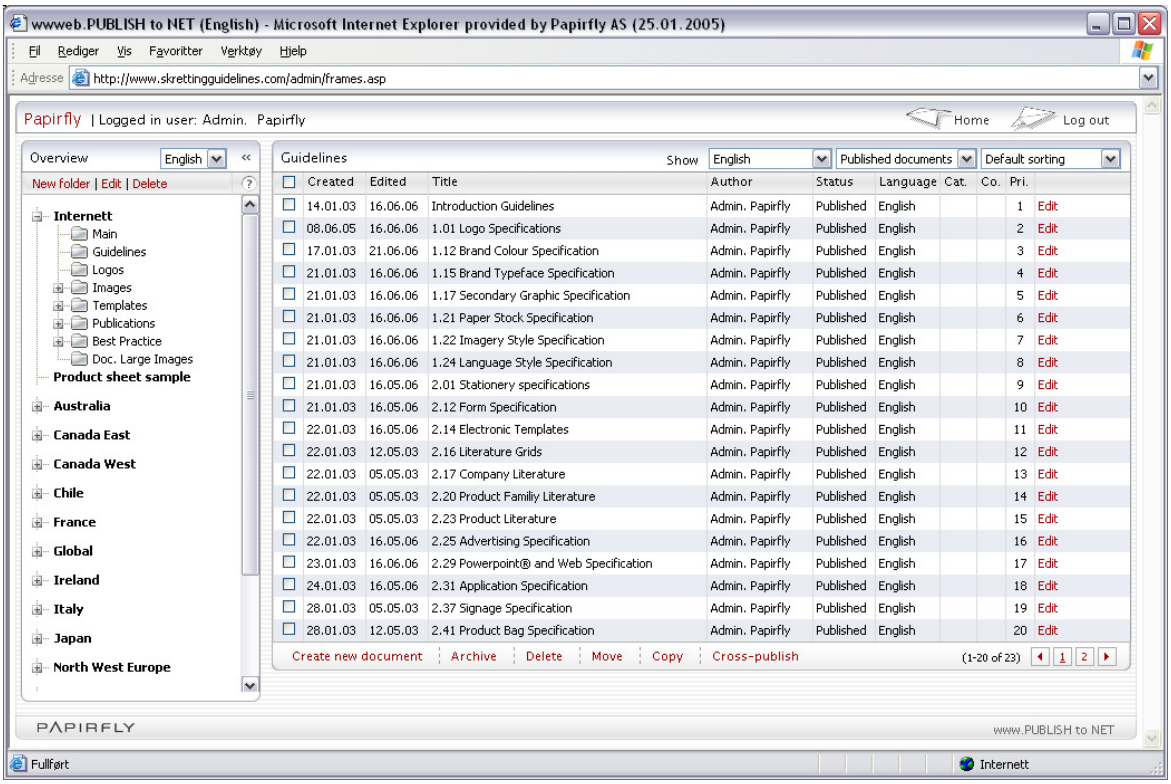
To delete a folder, select the folder and then select "Delete" from the folder menu. Only folders that are empty may be deleted.

4.4 PTN DOCUMENTS

You may create and edit HTML documents in any folder defined as a Web-document folder. After selecting the folder, create your document, and enter the desired content. Before saving, make sure that the document is assigned the correct attributes.

4.4.1 THE DOCUMENT LIST

When you select a folder, all documents in the folder will be shown in a list. Use the filter on top of the list to alter the view of the list. Sort the list by clicking the column headings.



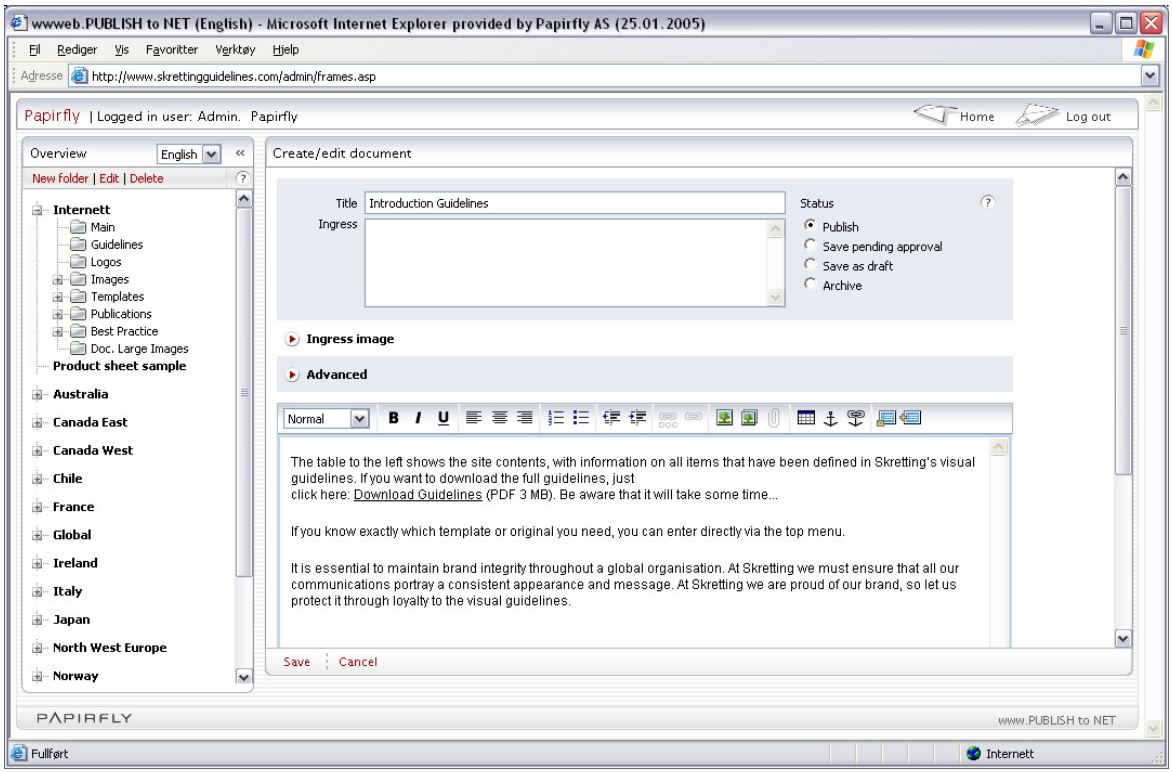
Edit the document by selecting "Edit", or create a new document from the document menu at the bottom of the document list.

You may archive, delete, move, copy or cross publish a selection of documents by marking the documents with the check box to the left of the document details.

4.4.2 THE DOCUMENT EDITOR

Use the document editor to assign title and body content to the web page. Use the “Save” function to save you modifications to the document.

Enter the document title in the field named ”Title”. The “Ingress” section is not in use in the Skretting Visual Guidelines website.



4.4.2.1 EDITING BODY CONTENT

Use the text editor to enter the body content of the document. The toolbar at the top of the editor allows you to perform simple text formatting. Note that styles (normal, heading etc.) apply to a whole paragraph. The toolbar contains a few special options that you may not always find in your every-day word processing system:

Document link:	Lets you define a link to another PTN document in the folder structure
General link:	Lets you define a link to any external web address, e.g. http, mail or ftp
Image:	Browse your file system, then select and insert a picture anywhere in the body content of your document. After inserting the image, you may select it and click the image icon to alter the image properties.
Image from archive:	Select a picture from a image archive folder, and insert it anywhere in the body content of your document. After inserting the image, you may select it and click the image icon to alter the image properties. You may also modify the size and the format of the image, but this is not advisable, as it will drastically reduce the quality of the image.
Add anchor:	Lets you define a point in the document that you may then link to using the Link to anchor option.
Link to anchor:	Lets you define a link to an anchor in the current document. First, select the text that you want to link from, then select anchor point from the drop-down list.

4.4.2.2 SAVING AND PUBLISHING

For regular publishing of a document, select document status "Publish" from the radio button list next to the title. If you want to save without publishing, select "Save as draft". Other useful options may be:

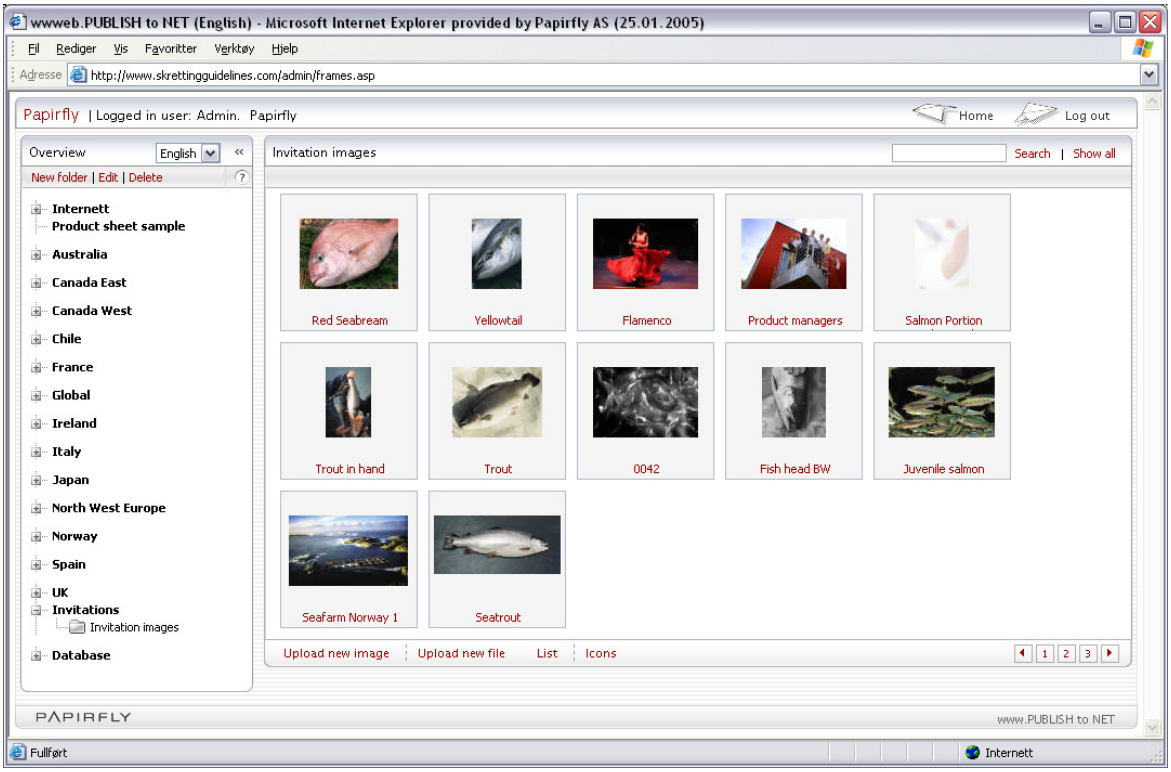
4.4.2.3 ADVANCED SETTINGS

In the advanced section of the editor you may further assign properties to the document. Some useful options are:

Short title:	Modify the title of the document to fit the navigation menu.
Position in list:	Overrides the default sorting of documents i.e. date. Priority is sorted in ascending order.
Publish in:	To move a document to a different folder, select "Change" and choose a new location.
X-publish folder:	To publish a document to more than one location, select "Add" to pick an additional location. The original document will only be stored in the current folder.

4.5 IMAGE ARCHIVES

Images and files may be stored and categorized in folders defined as "Picture archive", ref chapter on Folders. When you select an image archive folder, a list of the content of the folder will be presented. Images are shown as thumbnails, and other files are shown with an icon representing their associated file-type.



Selecting an image or file from the list will bring you to the detail page of the selected item.

4.5.1 UPLOAD IMAGES

Use the "Upload New Image" function at the bottom of the image list to selecet a new image for uploading. You may assign a name and description to the image by completing the upload form with the necessary information. Image upload will start when you select "Save" or "Save and upload new".

When images are uploaded, 3 versions of the image will automatically be created and stored together with the original image. Thus, the following versions are available in the image archive:

- Press quality:
  This picture is used for newspapers, magazines, etc. The format is TIFF or JPG format, with CMYK colors and 300 dpi.
- Print quality:
  Print quality pictures could be used in word and power-point documents that are printed in-house. The format is JPG, with RGB colors, and medium resolution.

- Web Quality:
  Pictures in web quality are for screen use only, like web pages. The format is JPG, RGB colors and 72 dpi.

Thus, uploading the press quality image is what you want to do.

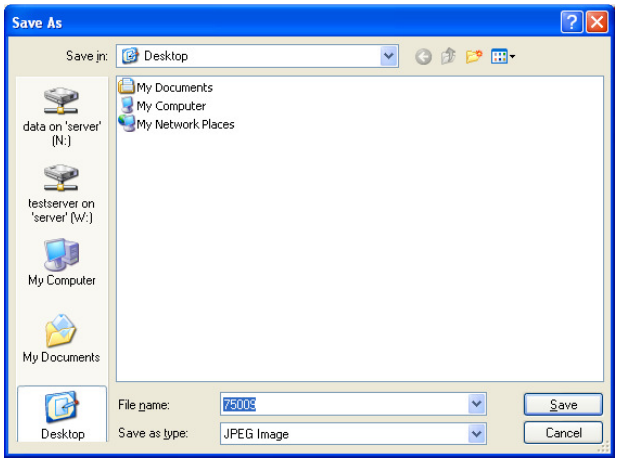
4.5.2 UPLOAD FILES

Use the ”Upload New file” function at the bottom of the image list to select a new file for uploading. You may assign a name and description to the file by completing the upload form with the necessary information. You may also assign a designated thumbnail picture to the file. File upload will start when you select “Save” or “Save and upload new”.

4.5.3 DOWNLOAD IMAGES

To download images, first select the image from the image list. Then select the desired version of the picture from the detail page, in the section “Download”. Right click and select “Save target as..” to download the file directly.

Clicking the link will open the file in the associated application, e.g. your web browser. Note that if you try to open a jpg image with CMYK colors (your typical press quality image) in your web browser, the image will not be displayed.



4.5.4 DOWNLOAD FILES

To download files, first select the file from the file list. Then select “Original file” in the section “Download”. Right click and select “Save target as..” to download the file directly.

Clicking the “Original file” link will open the file in the associated application.

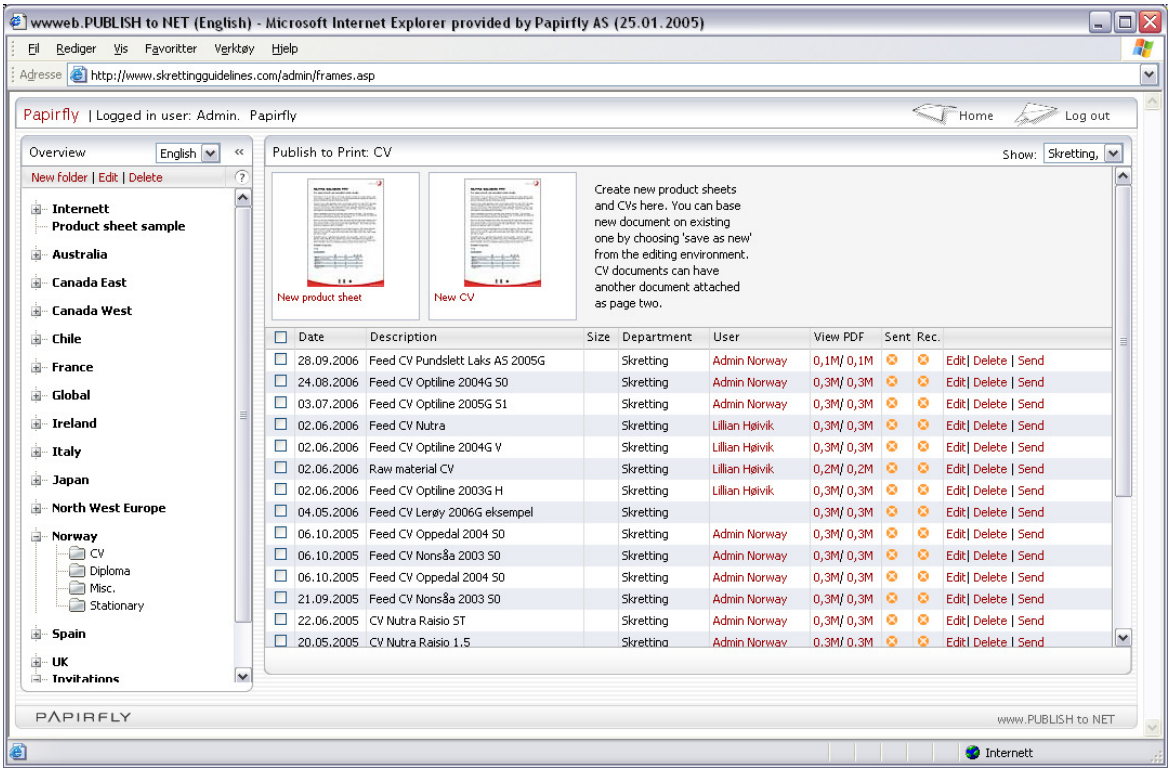
4.5.5 SEARCH

Check the desired keywords and select “Search” to search the current image archive for images and files matching the selected criteria. Select “Show all” to view the complete content of the current folder.

4.6 PUBLISH TO PRINT

Use PUBLISH to PRINT to create and maintain product sheets, CVs, stationery and invitations. PUBLISH to PRINT is a template based system for creating print ready material in PDF format.

The folders containing the templates and the stored documents are located under region-specific folders in the folder structure to the left. Invitations are stored in it's own folder, common for all Skretting PUBLISH to PRINT users.



The templates utilize Flash to present a WYSIWYG image of your document as you create it.

4.6.1 USING TEMPLATES

The following templates are currently available for Skretting:

- Product sheet
- CV
- Invitation
- Brochure (ref. Chapter 4.6.4)
- Stationery: Business card, Envelope, Compliment slip, Letterhead, Address label

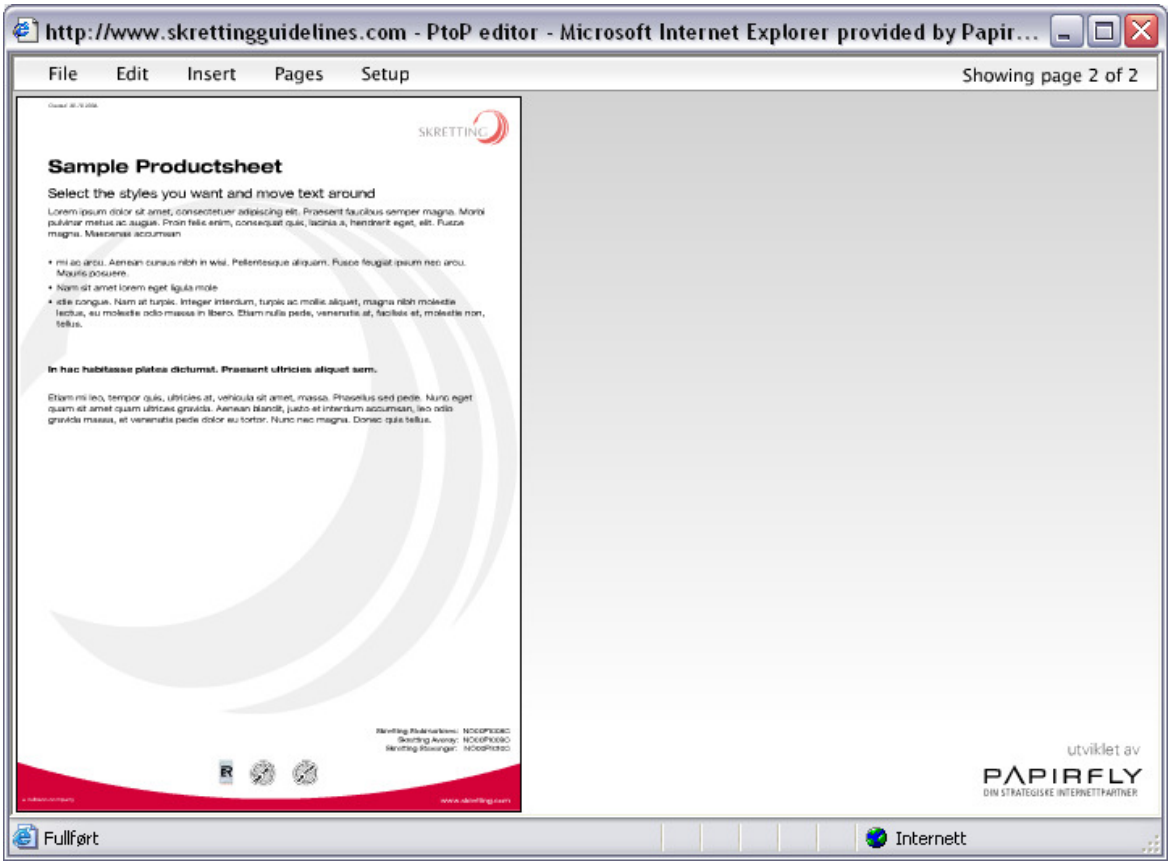
To create a new document, select the desired template, and the Flash based editor will start. Enter or modify the content of the document. Some templates, like the Product sheet, will let you drag and drop the different elements to different locations on the page.

4.6.1.1 EDITING TEXT

Use the "Insert" menu to append new text elements to the current position in the page. Click the text to modify the text element.

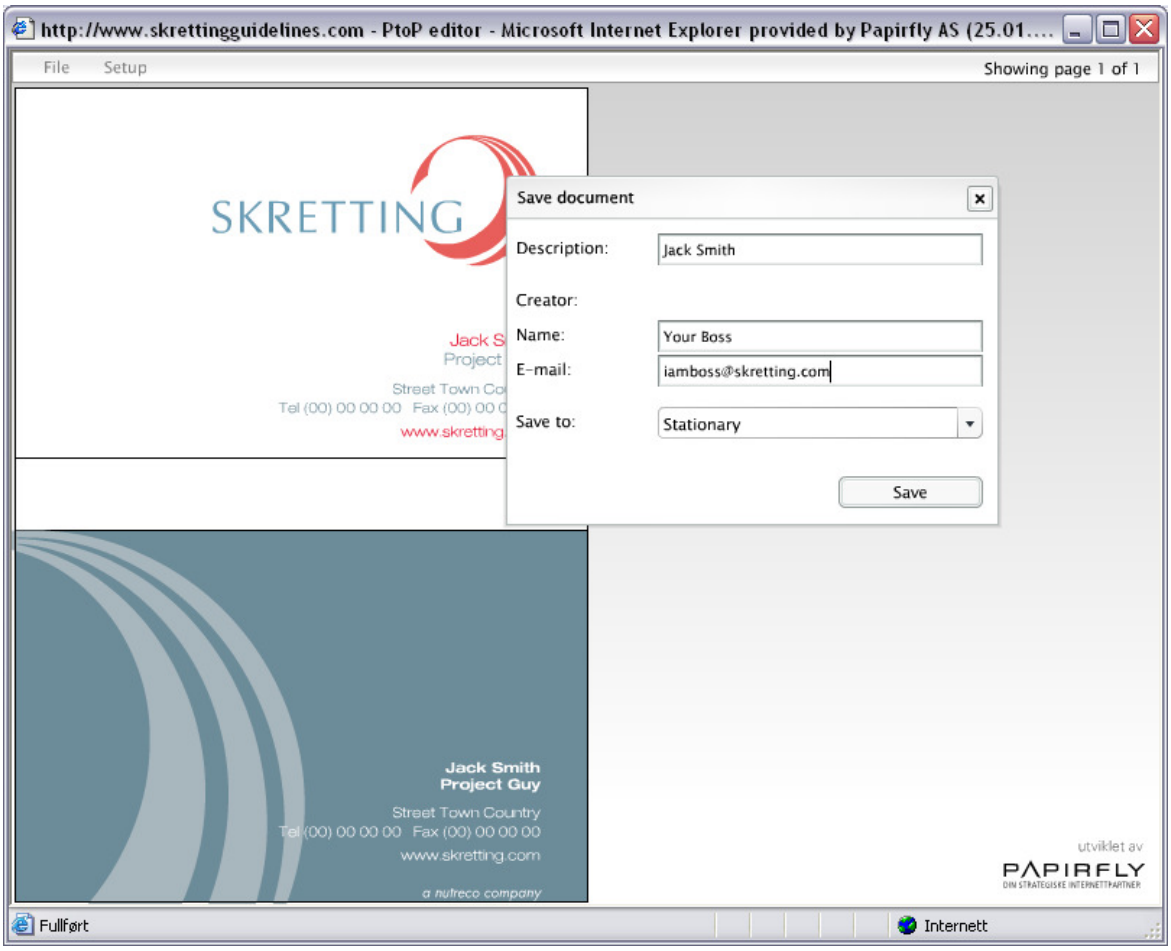
You may also right click on an existing text paragraph to bring up the context sensitive menu. From this menu you may change the text style of the paragraph by selecting the desired style from the list.

Typing <enter> in a paragraph will create a new paragraph in the same style as the current paragraph. Backspace will connect the current paragraph to the previous.



4.6.1.2 SAVING DOCUMENTS

Use the top menu inside the editor to select the different options for the template. The "Save…" dialog will let you save the new document to any folder available for your region.



Upon saving a document, a PDF file will be created and stored in the document list of the current folder.

Edit an existing document by selecting the Edit-link in the document list. You may use "Save as new PDF" to make a copy of the original document.

Note: Do not use the "Back"-button of your web browser while editing a document. Doing so will quit your editing session without saving your document.

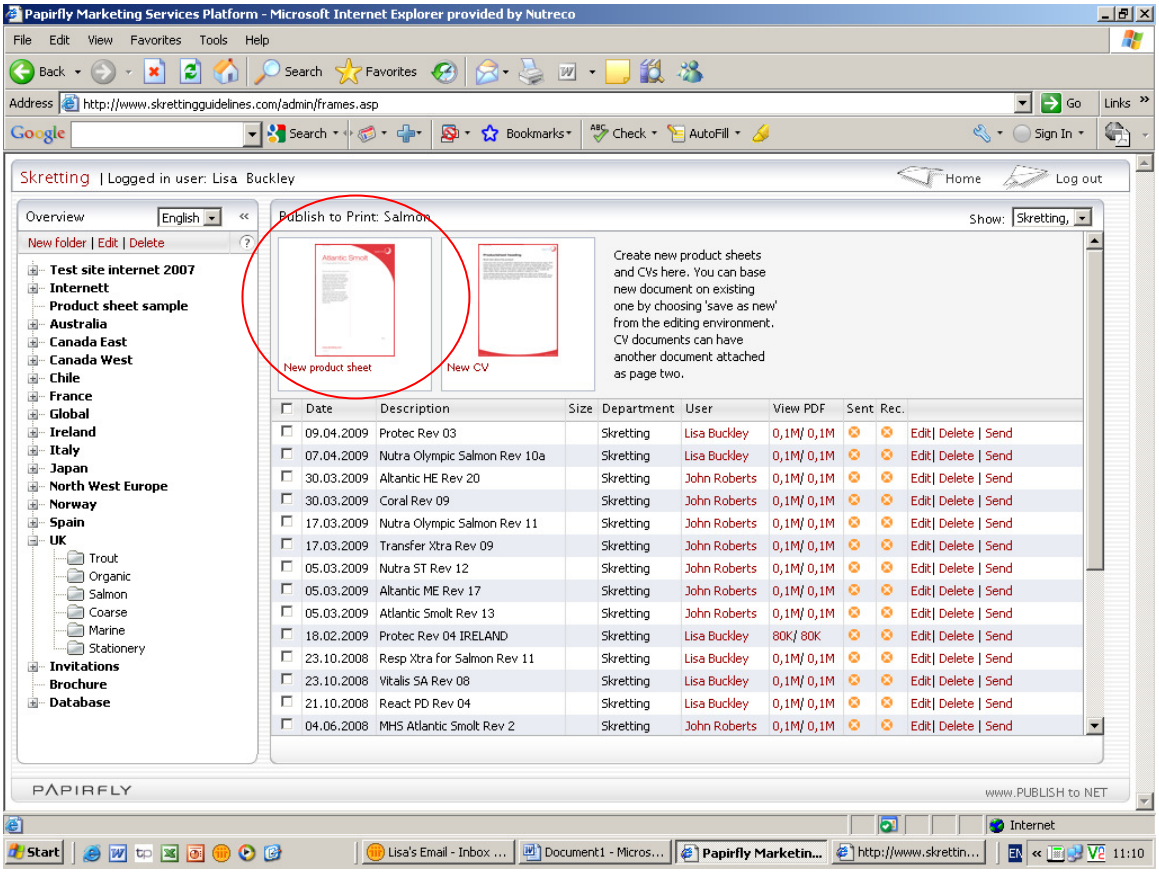
4.6.2 ACCESSING THE PDF

In the document list, the link "View PDF" is a direct link to the stored PDF-file. Selecting the "View PDF" link will open the PDF-file in Adobe Reader. The PDF-file may be saved to your local file system from Adobe Reader.

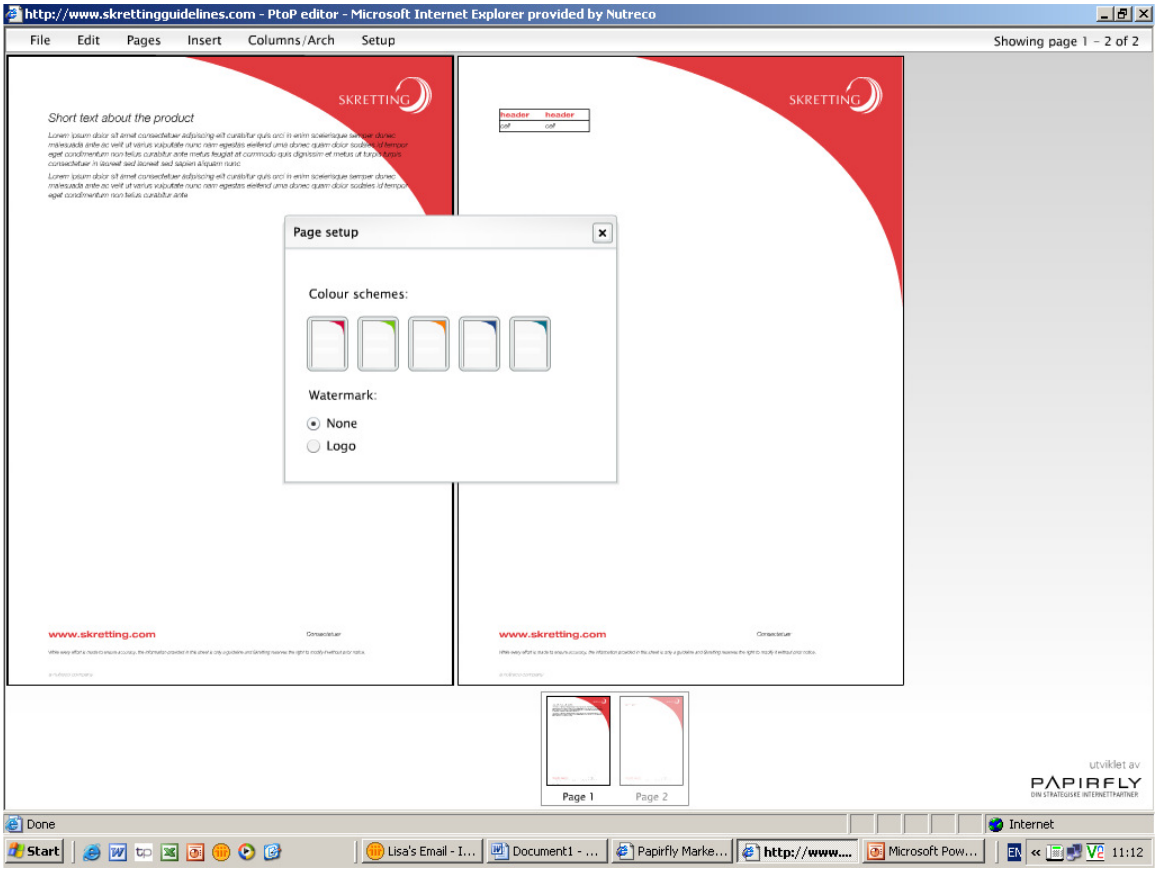
You may also right-click the "View PDF" link to download the PDF-file. Use the "Save target as…" function to store the PDF-file directly to your local file system without opening Adobe Reader first.

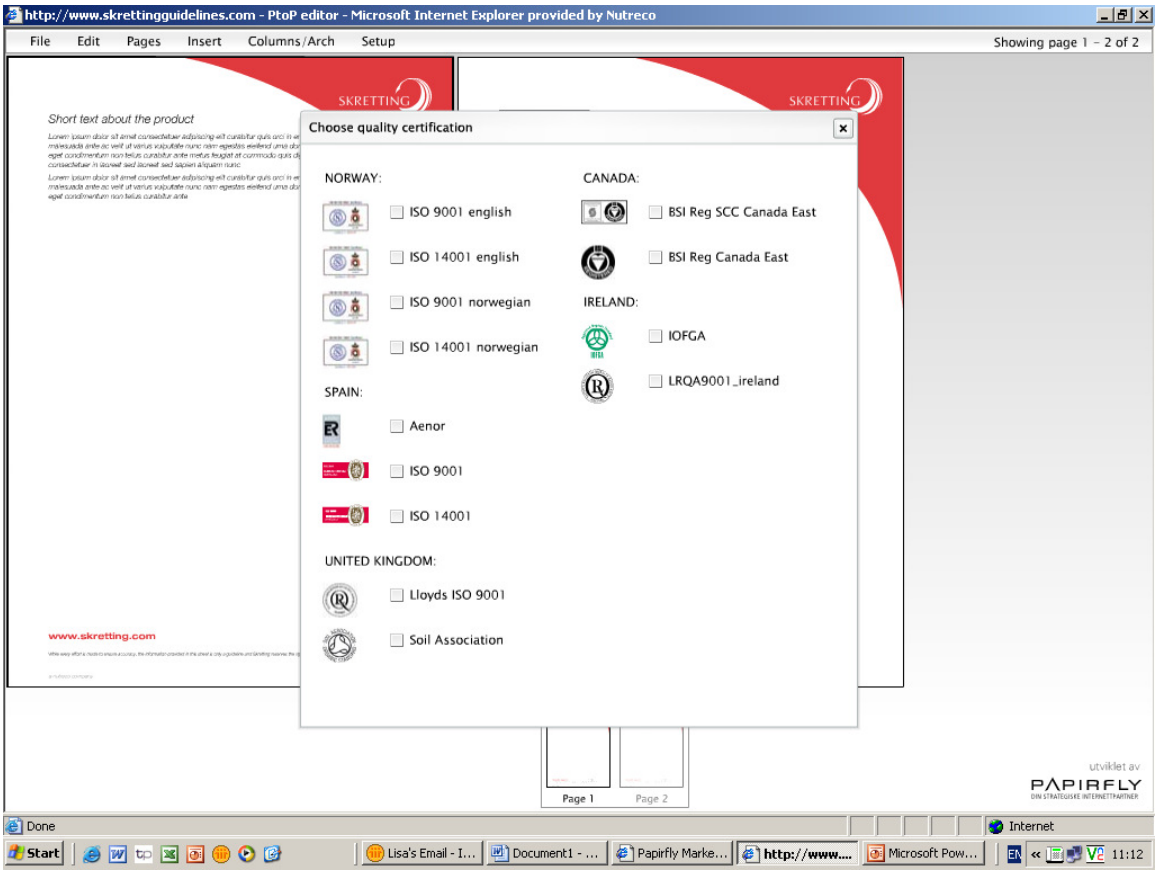
4.6.3 CREATING DATASHEETS

To create a new Product Datasheet click onto New Product Sheet



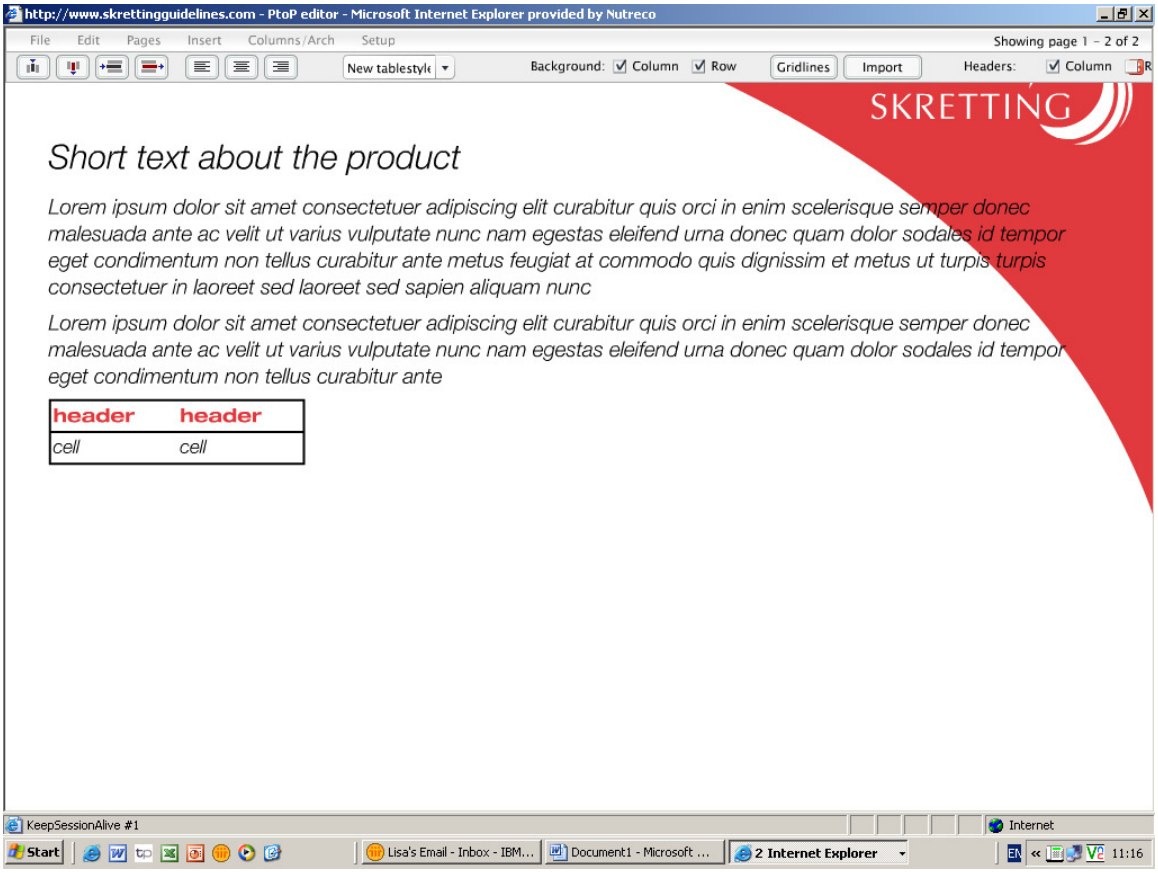
Using the Setup menu click onto page setup to decide on the coloured arch on the right hand side of the page and whether you would like a watermark on the page and quality certificate.


http://www.skrettingguidelines.com - PtoP editor - Microsoft Internet Explorer provided by Nutreco
File Edit Pages Insert Columns/Arch Setup
Showing page 1 - 2 of 2
Short text about the product
SKRETTING
Page setup
Colour schemes:
Watermark:
None
Logo
www.skretting.com
Page 1
Page 2
utviklet av
PAPIRFLY
Done
Internet
Start
Lisa's Email - I...
Document1 - ...
Papirfly Marke...
http://www....
Microsoft Pow...
11:12


http://www.skrettingguidelines.com - PtoP editor - Microsoft Internet Explorer provided by Nutreco
File Edit Pages Insert Columns/Arch Setup
Showing page 1 - 2 of 2
Short text about the product
SKRETTING
Choose quality certification
NORWAY:
ISO 9001 english
ISO 14001 english
ISO 9001 norwegian
ISO 14001 norwegian
SPAIN:
Aenor
ISO 9001
ISO 14001
UNITED KINGDOM:
Lloyds ISO 9001
Soil Association
CANADA:
BSI Reg SCC Canada East
BSI Reg Canada East
IRELAND:
IOFGA
LRQA9001_ireland
www.skretting.com
Page 1
Page 2
utviklet av
PAPIRFLY
Done
Internet
Start
Lisa's Email - I...
Document1 - ...
Papirfly Marke...
http://www....
Microsoft Pow...
11:12

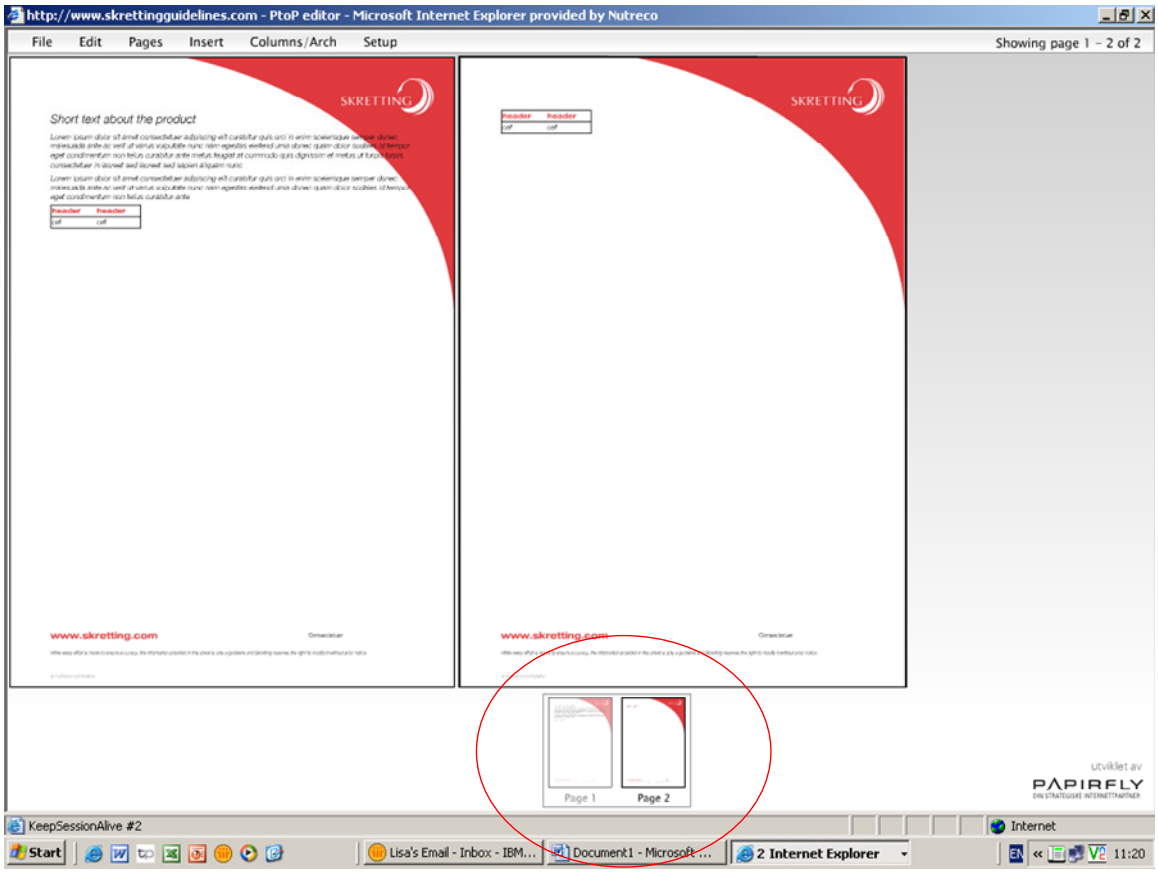
To Insert text use the Insert menu, starting with heading then sub heading. To add the main body text use body text. This can be highlighted to bold and reduced to small, centred, bullets added and the colour can be either black or red.

Tables can also be inserted using the Insert menu.



Once your table has been created the table menu appears. You can add/remove columns and rows, change the table type, add background and gridlines.

You can either have one or two pages with one or two columns and the arch can be removed on the back page. To make these choices go to Columns/Arch.



To remove a page, for example page 2, click onto page 2 at the bottom of the screen and go to the Pages menu option and delete page.

Save your document.

4.6.4 CREATING BROCHURES

4.6.4.1 PREPARATIONS

Please note that the template is meant to be a layout/design tool, not a text editor. To get a good result it's therefore easier to start out by composing all the text and the outline of the brochure in Word or another text editor and then cut and paste the text section by section into the brochure. You should also be aware that this is a small application with limited options. The purpose of it is not to replace advanced layout software, but to give you a simple tool for making brochures according to a certain design.

4.6.4.2 STARTING OUT

Click on the "Brochure" below "Invitations" at the folder structure on left hand side. To start a new brochure you click either on the picture of the brochure or on the link "Create new".

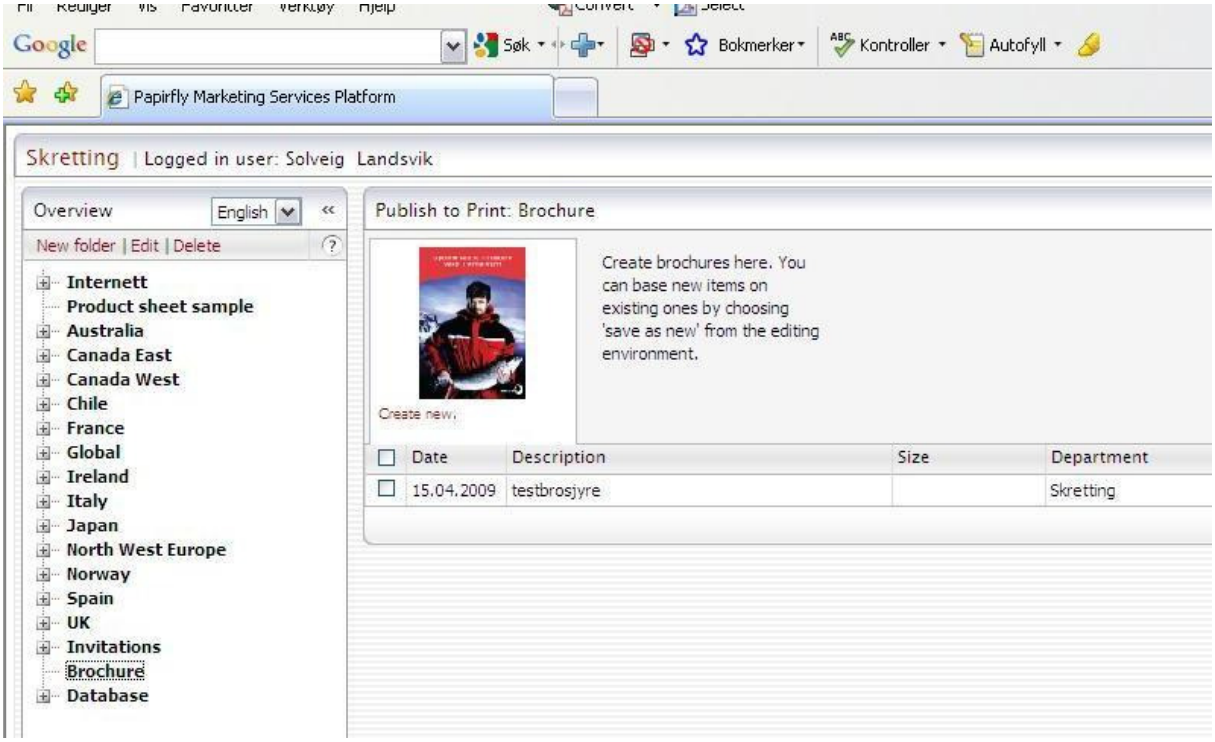


Figure 1: Opening page

A new brochure will open. Please note that you can navigate between the pages by clicking on the page icons on the bottom of the screen.

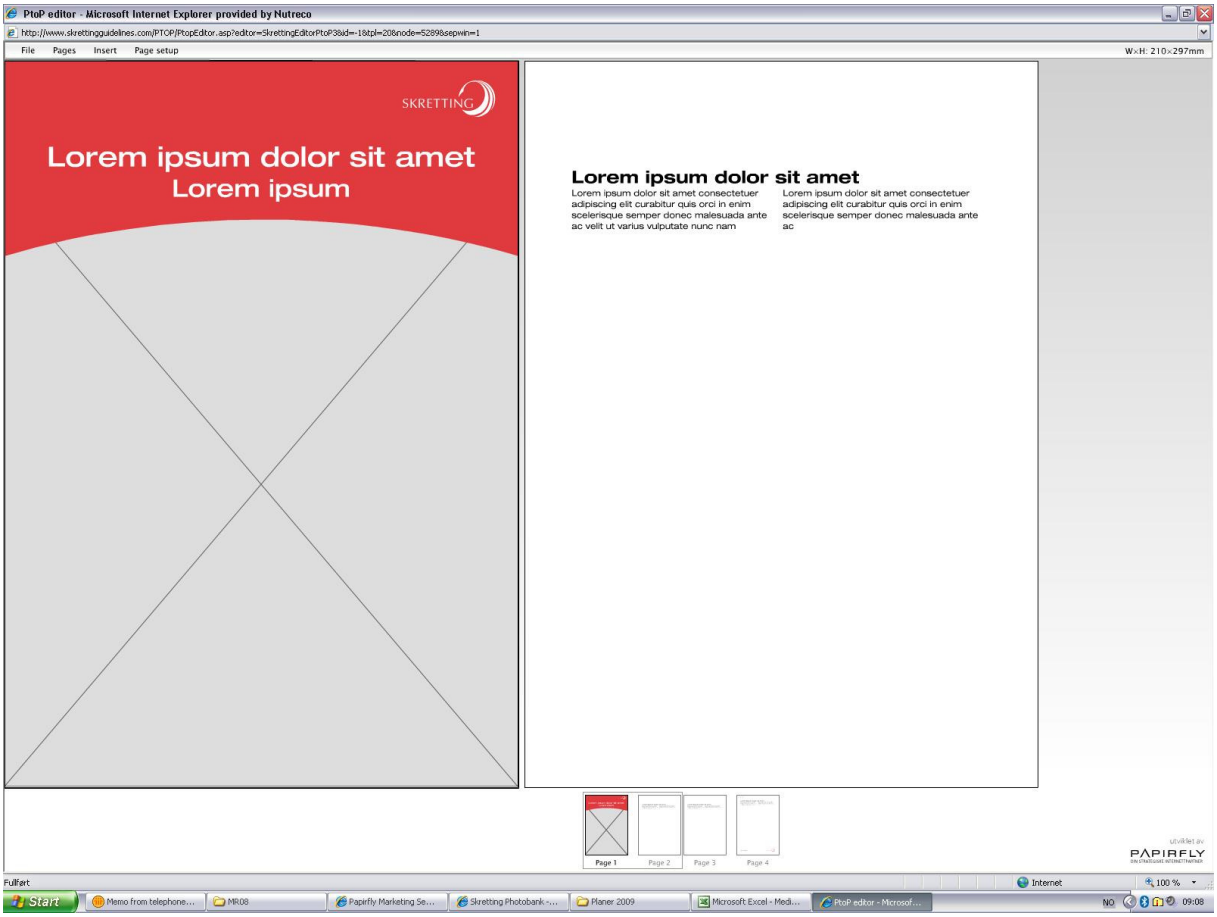


Figure 2: Brochure template

4.6.4.3 DESIGNING THE FRONT PAGE

You can choose between two different front pages, classic and alternative. To choose you simply click the "Page setup" option in the menu and select the version you want.

Figure3: Choosing a front page

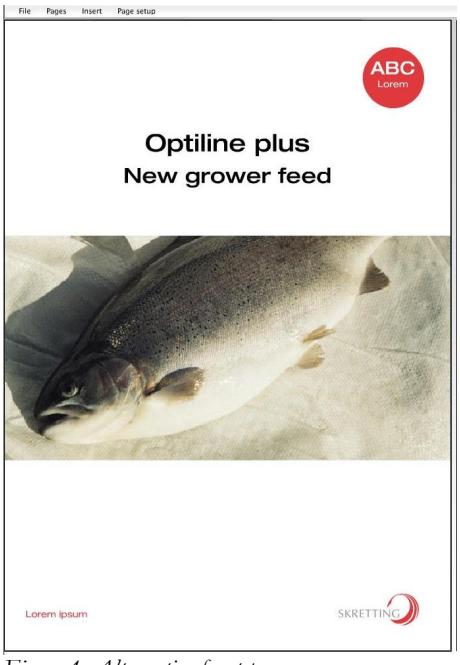


Figure 4: Alternative front page

Also note that if you choose the classic version (default), you have options regarding where you want to place the logo and the color of the logo.

4.6.4.3.1 Adding a picture to the front page

Pictures for the brochure must be uploaded to the invitation images folder in the Publish to Print application in advance. If you choose to upload new pictures please make sure that the resolution is print quality (200 dpi or more). To select a picture for the front page, just click on the grey area where the picture is supposed to be placed. This will trigger a pop up menu with the pictures in the folder. Just click on the picture you want to select it and drag the picture in place.

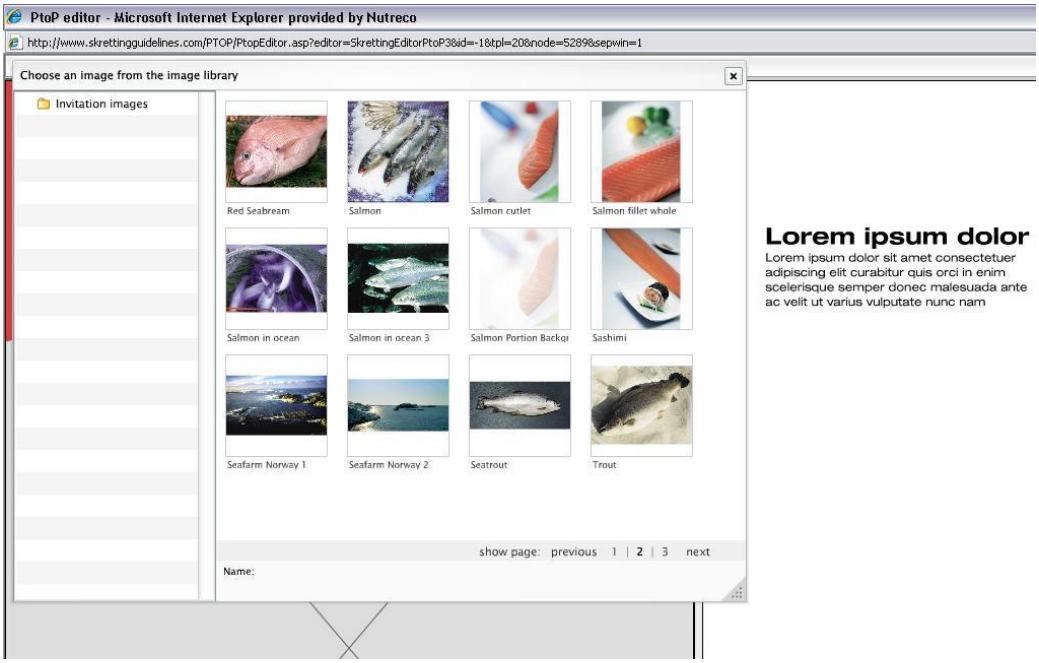


Figure 5: Adding a picture

4.6.4.4 ADDING NEW PAGES

In this application you can add as many pages as you want (given that the final number is dividable by four of course). To add a new page chose "Pages" and "Insert new page" from the menu.

4.6.4.5 ADDING AND FORMATTING TEXT

You can add new text either by clicking on an existing text box and type or paste text into it or by creating new text boxes. To create a new text box choose "Insert" from the menu and then add a box of the desired format. You can drag and drop the box between other elements on the page. You can't, however, place the box in the middle of an empty page. The best way of working is to add paragraph by paragraph of text box by box. If you want to split a text box in two, you can do so by putting your cursor where you want to divide and pres enter. If you press enter twice, you will move the paragraph one line down.

To change the formatting of an existing text box, highlight the text and right click with the mouse. This will give you the formatting menu to choose from.

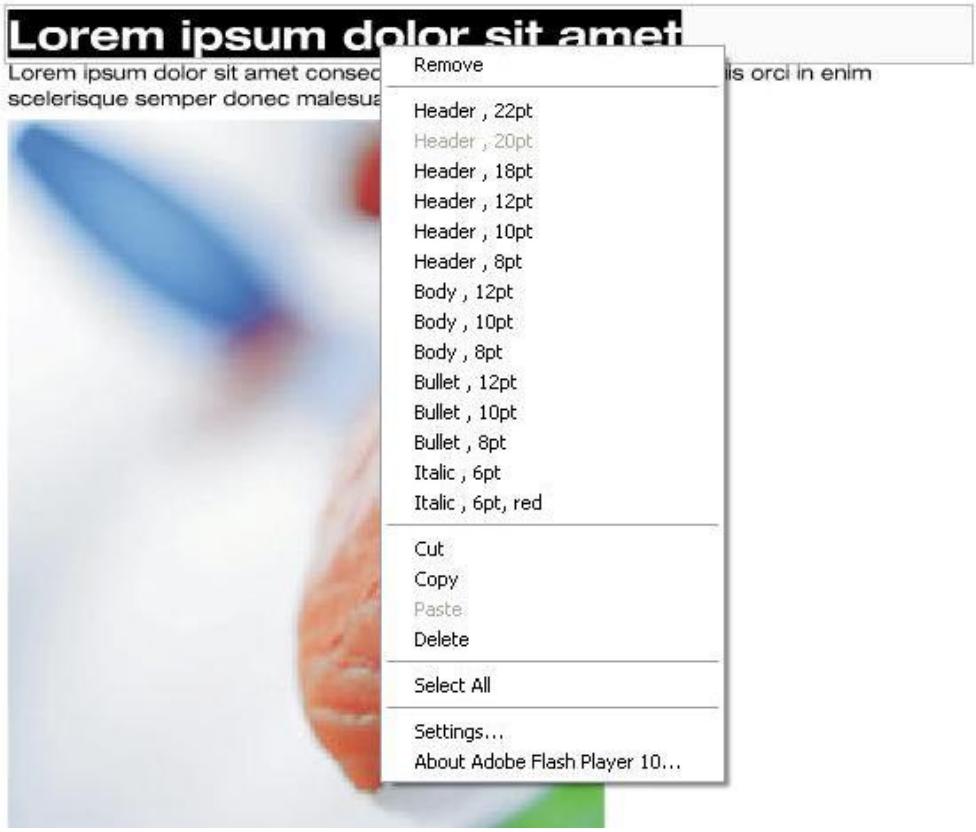


Figure 6: Changing formatting of existing text

4.6.4.6 ADDING AND FORMATTING GRAPHIC ELEMENTS

It can be useful to have a sketch or an outline of how you want the brochure to look before you start adding graphic elements.

4.6.4.6.1 Adding pictures

To add a picture, go to the "Insert" option in the menu. Here you can choose between adding a picture, adding a picture with round corners and adding a picture with text wrapping. When you've made your choice, a grey field will appear. Clicking on this field will take you to the picture folder where you can choose the picture you want. If you want to replace a picture, simply click on it and you will be taken to the picture folder again.

If you select "Insert Picture" or Insert "Picture with round corners" the picture will appear the original shape in the brochure. The picture will be adjusted to the page in width, but not necessarily in length.

If you choose to add a picture with text wrapping, the picture will be equipped with a small grey triangle in the bottom right corner. By clicking and dragging this you can adjust the size of the picture and the text will be wrapped around it.

Figure 7: Picture with text wrapping

4.6.4.6.2 Adding a table

To add a table, choose "Insert" from the menu and select "table". You will now have a table with two columns and two rows. By clicking on the table your view will "zoom in", and you will have a new menu on the page top. This menu enables you to add and remove rows and columns, to edit background color and to choose how the text in the table should be aligned.

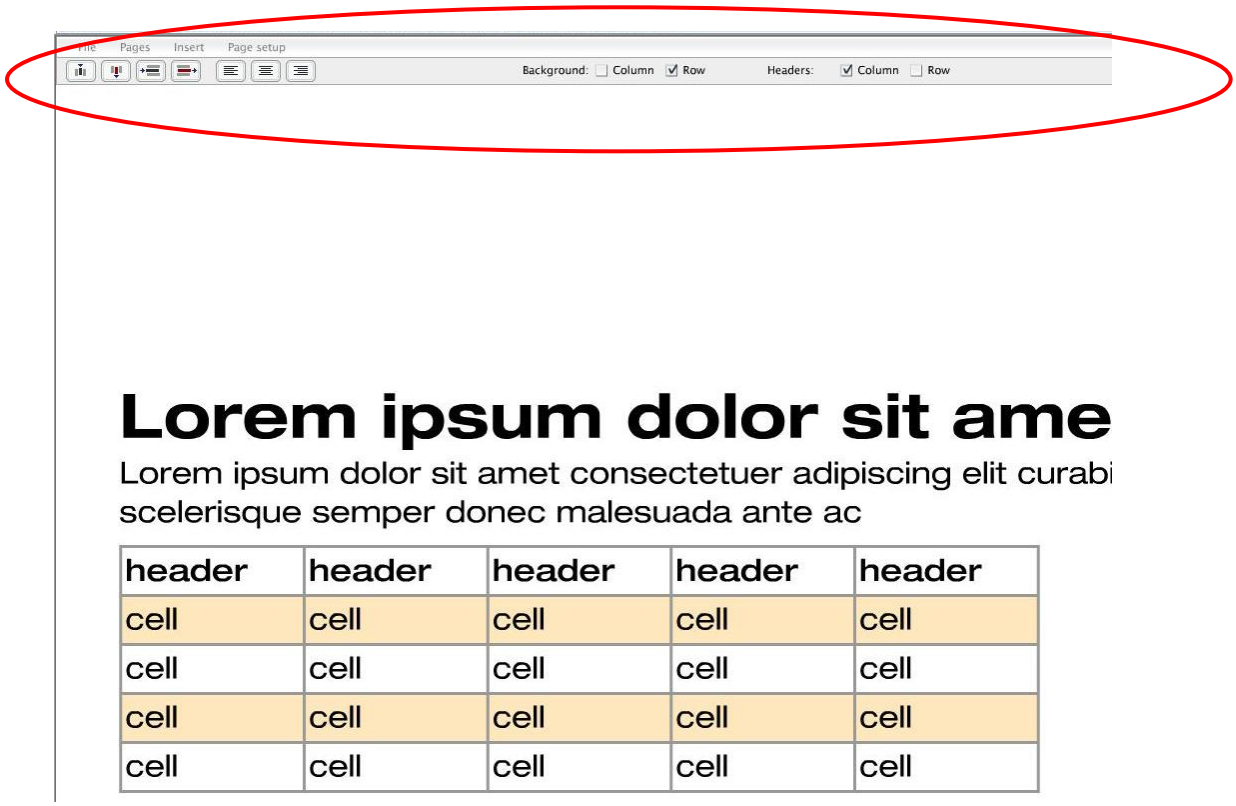


Figure 8: Adding and formatting a table

4.6.4.6.3 Adding a info box

To add an info box, choose the "Insert" option in the menu and click Info box. Add text.

4.6.4.7 FINALIZING

Please remember to save your brochure as you go along. As this is a web application no data will be "rescued" if your Internet connection fails while you're working. To save choose "File" from the menu and click "save" or "save as new". Enter a name of the brochure in the description field and choose where you want to save the project.

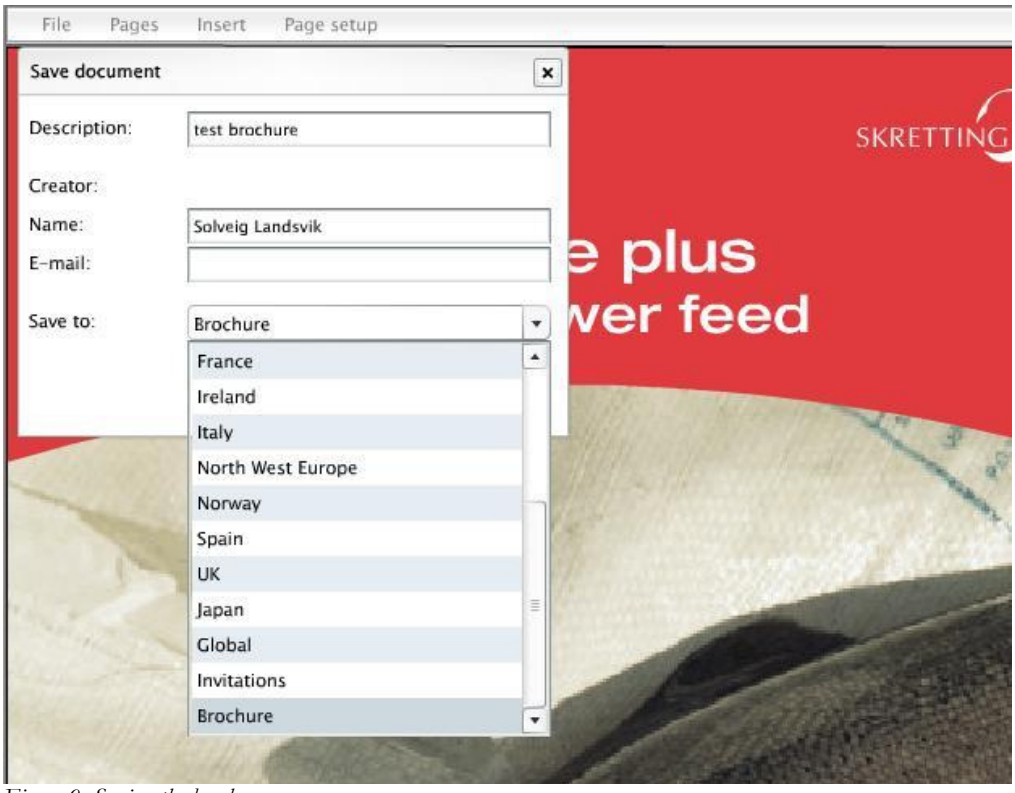
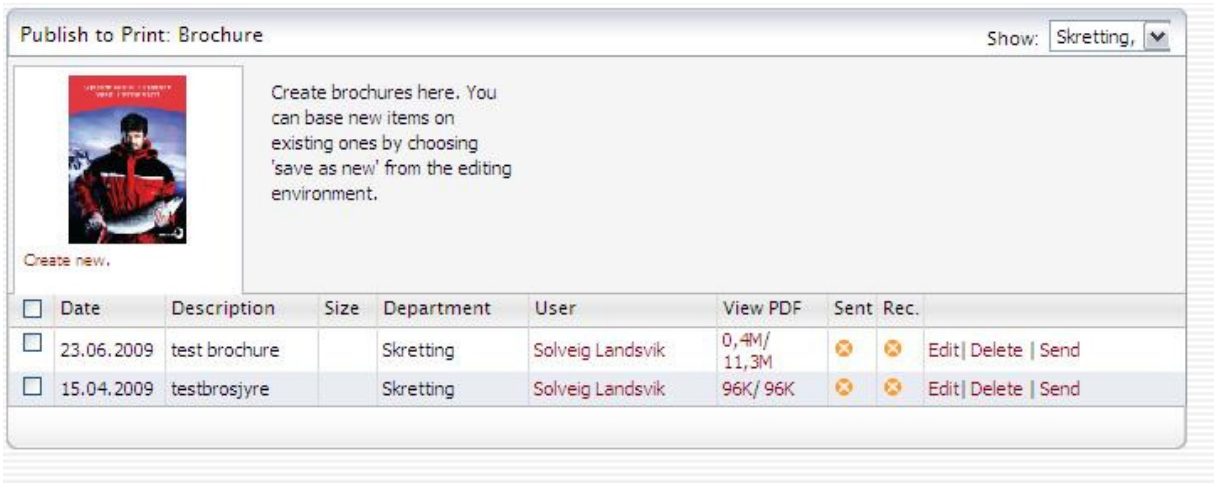


Figure 9: Saving the brochure

Once the project is saved you will see a new list/entry where the file you saved is visible. From here you can reopen the brochure for editing by clicking "edit", you can delete the project or distribute it by e-mail. You can also download a pdf-version of the brochure. You do this by clicking on one of the links in the "View PDF" column. You can choose to download a large, print quality version or a small version. The digit in the link indicates the size (megabytes) of the pdf.



4.7 DATABASE

The database section is only available to users with administration privileges. If you can't access this section, please consult your web site administrator.

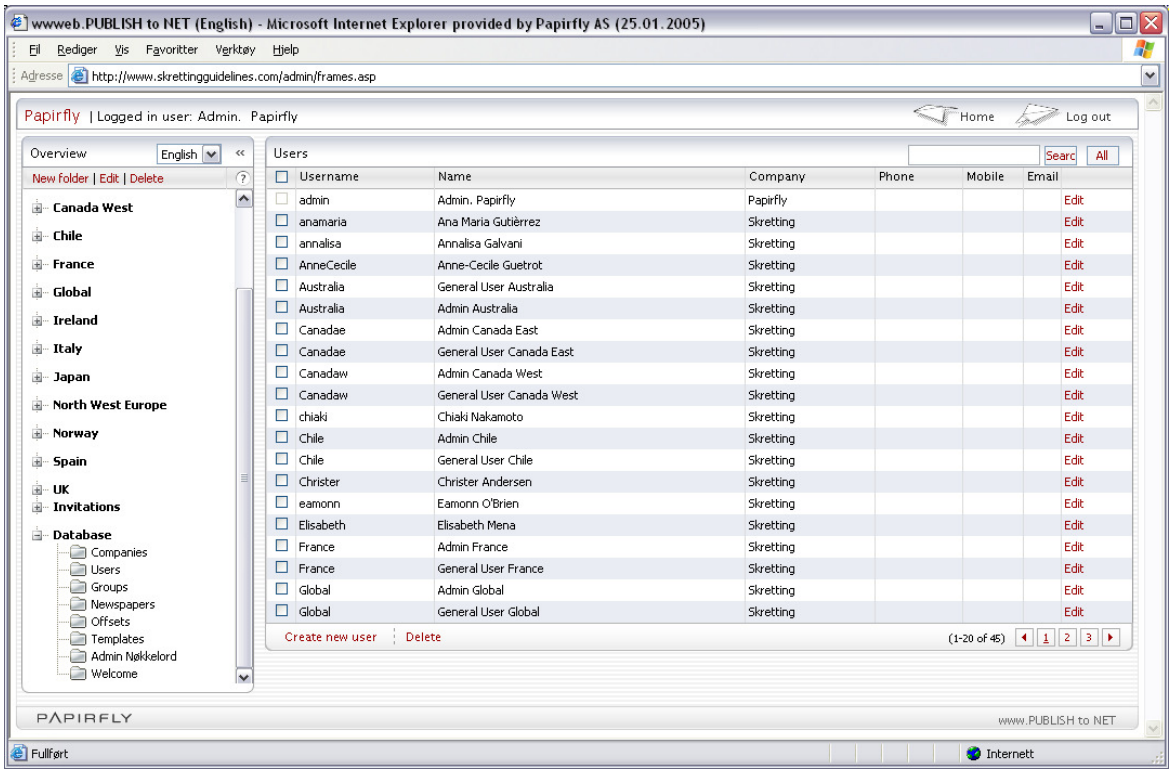
The database section contains functions for defining and maintaining the following entities:

- Users
- Groups
- Image Keywords

Refer to the "Folder" section on information on how to define access for users and groups to the various parts of the structure.

4.7.1 USERS

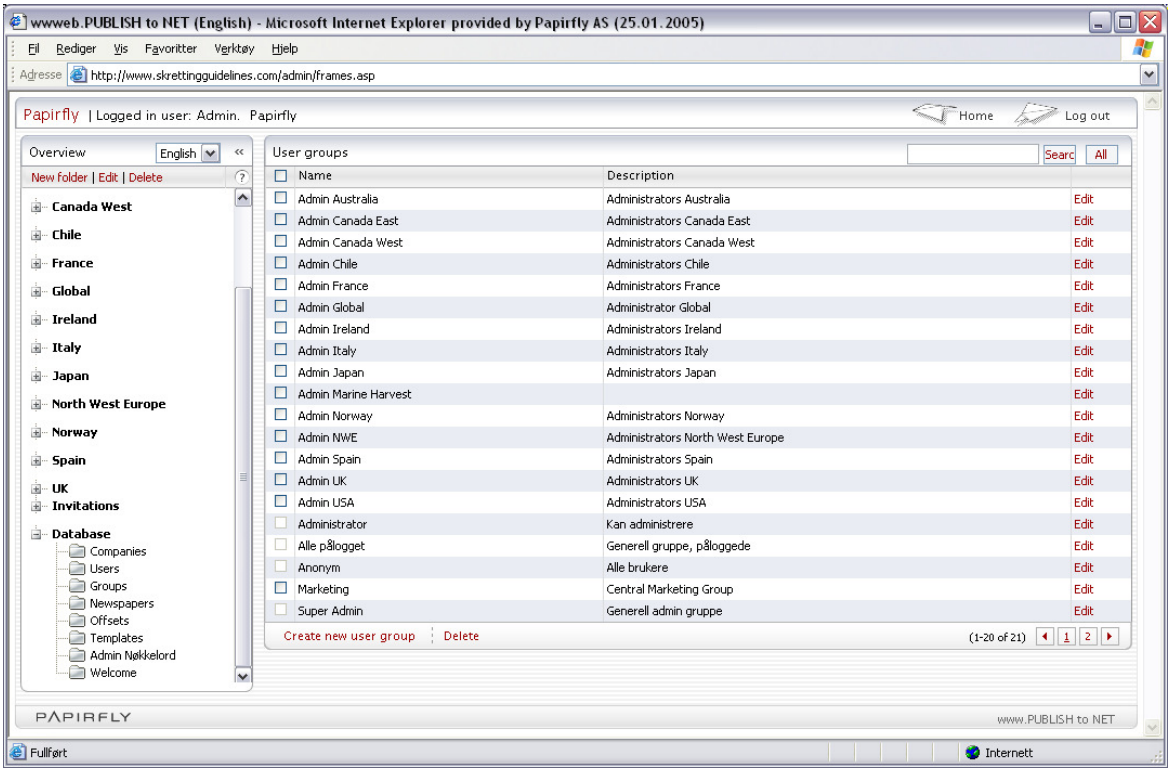
From the user list you may edit or delete an entry by selecting from the options found on each element in the list. Add a new user by selecting "Create new user" at the bottom of the list.



Enter necessary information about the user. Remember to associate the user to company "Skretting", and with the correct groups by checking the "Become member"-option in the "Groups"-section.

4.7.2 GROUPS

Access rights to the system are defined through groups and the privileges assigned to them in the folder definition. Groups may contain many users, and users may be members of many groups.



From the group list you may edit or delete an entry by selecting from the options found on each element in the list. Add a new group by selecting "Create new group" at the bottom of the list. Assign a group name and a description to the group. You may also assign members to a group by checking the "Member"-option in the member-lists.

4.7.3 KEYWORDS

An unlimited number of keywords may be assigned to files and images in the image archives.

Consult your system administrator if you need to create new keywords.