



PREMIER PRINTING BY TELE-PAK



Welcome to
[MINDBODYcards.com](https://www.MINDBODYcards.com)

WEB USER GUIDE

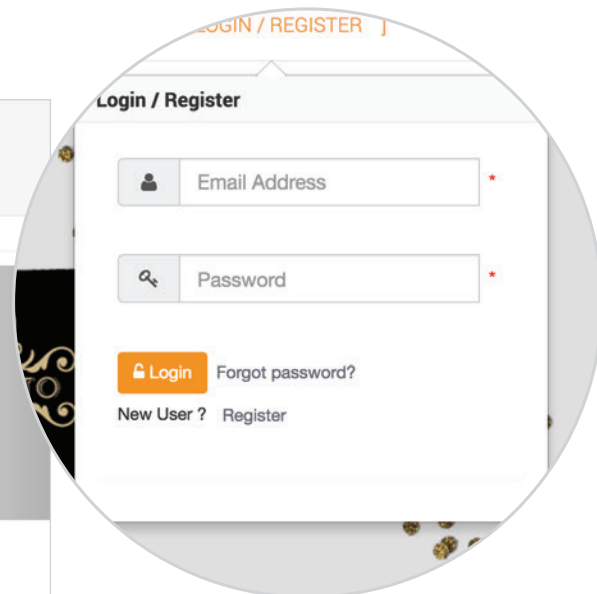
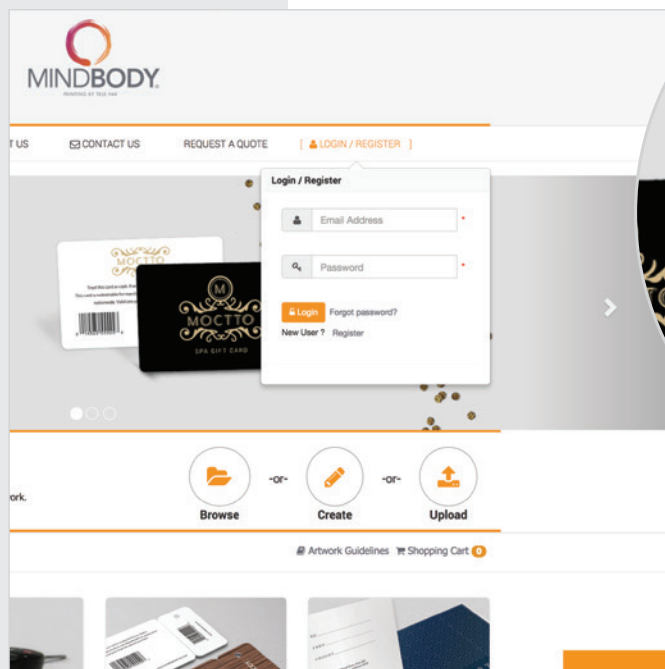
Welcome to MINDBODYcards.com

MINDBODYcards.com is operated by Tele-Pak Card Printing, a premier printing partner for MINDBODY, and we thank you for taking the time to come by our site.

1

ESTABLISHING AN ACCOUNT

Let's start by getting an account registered. You don't need to register an account to get pricing or to browse our offerings, but once you make a decision to purchase, you will need to register. Start by clicking on [LOGIN / REGISTER] on the main navigation menu.



You'll be taken to a sign-up form where you'll enter your First/Last Name and other account details. You'll also enter your email as a login credential, and create a password.

Once you've entered the information requested, and taken the steps to confirm the account, we can get started with your order.

After registering, the rest of the order process is pretty straightforward:

- Choose your product
- Submit artwork for your order
- Pay for your order

Double check the email address you've entered. It is where we send all account and order-related communications.

2

CHOOSING YOUR PRODUCT

From our home page, you can choose the product(s) you wish to buy. There are currently four categories to choose from: Gift Cards, Key Tags, Card & Key Tag Combination and Gift Card Holders.

Click on the product category and then the product you'd like to order. You'll be taken to a product information page where you can get a description of the item, and options for it. You can also just get a quote if that's what you'd like. In this example, we are choosing gift cards with a bar code. (We also make gift cards with a magnetic stripe). The first step is easy!

Price Calculator

Size
Gift Card

Quantity
500

Writeable Area? ⓘ
No

Rush Services (ships in 4 business days) ⓘ
No

Hire A Designer?
 Yes \$ 95.00
 No

Total \$ 415.00

Next: Artwork



DESIGN IT ONLINE!

Create your card artwork with our design software! Design from scratch or use our helpful templates and designs you can personalize.



FILE UPLOAD

Upload your print ready design file, or upload your logo and choose the "Hire A Designer" option.

1 How many would you like?

Please choose the quantity desired from the drop-down box. If you would like a different quantity, then please contact Customer Care by clicking on the "Chat Online" button.

We have a few options for our customers.

2 Writeable Area

Sometimes customers require an area to write in the amount of the gift card. Writing on plastic is nearly impossible. It will work if you use a "permanent marker", which is NOT permanent on plastic. If you have to write on the back of the card, then request a writeable area. This surface application will allow you to easily write on the card with a ball point pen or marker and it will not be able to be easily rubbed off.

3 Rush Services

On some products, we are able to provide a rush service, expediting our production process to where our product will ship in 4 business days, instead of the standard 10-12. Please note that business days are Monday through Friday, and does not include weekends or US federal holidays. If you'd like to order this option, choose "Yes" from the dropdown menu.


NEXT: ARTWORK


Since most of our products are custom printed for your business, we will need artwork given to us that we can print from. This requirement can be fulfilled in different ways. Below are several options.

4 "Hire A Designer"

The easiest way to fulfill the requirement for artwork is our "Hire A Designer" option. For a reasonable fee, our art department will be in contact with you and create artwork for your print order. If you'd like to take advantage of this service, choose "Yes" and the appropriate fee for this option will be added to the order.

Next: Artwork

5  **DESIGN IT ONLINE!**
Create your card artwork with our design software! Design from scratch or use our helpful templates and designs you can personalize.

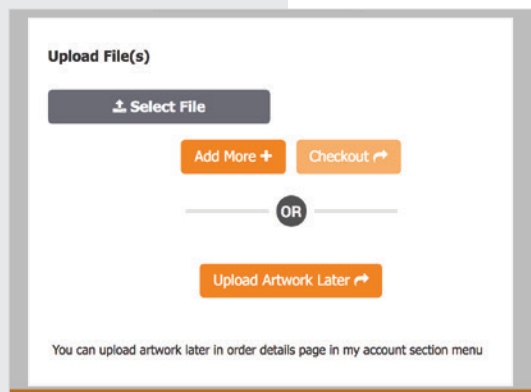
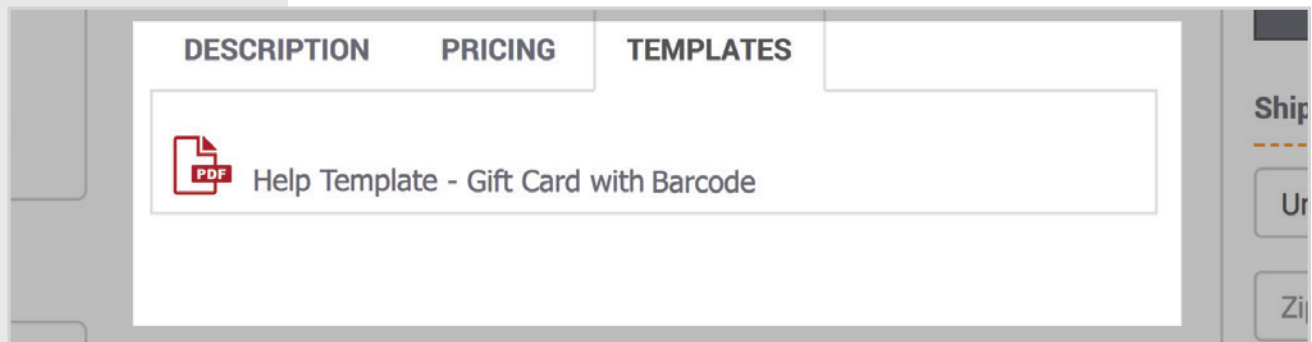
6  **FILE UPLOAD**
Upload your print ready design file, or upload your logo and choose the "Hire A Designer" option.

5 Design It Online

We are pleased to be able to offer you an online interface that you can use to create your print ready artwork. If you'd like to design your card online, click on the "Design It Online" box. More information on how to use this feature to create your artwork later in this document.

6 File Upload

If you have a graphic artist to create your artwork or if you're capable of doing it for yourself, please download our template (see below) from the templates tab in the product description. Create your artwork using this template as a guide and then upload it to us. See (6) in the graphic to the left.



7 **If you're not ready with artwork...** that's ok! You can go ahead and click on "File Upload" (6) and then choose (7) Upload Artwork Later at the bottom of that page.

3

PAY FOR YOUR ORDER (and other details needed)

What will your starting number be? We need to know what number you would like to start with for the bar code. If you have an existing gift card, please choose a sequential number after the highest number of your current gift cards. If you do not know what that number is, then choose a number that is very much higher, past the realm of possibility of the existing gift card numbers to avoid duplication. For instance, in your current gift cards, you have four digits but you have no idea what the highest number is in the sequence. So, for this new order, start your sequence with a number consisting of five digits, like 10001, and enter that number where indicated below.

The screenshot shows a web interface for configuring a gift card. On the left, there's a 'Product Design' section with a 'Preview not available' message and an 'Edit Your Design' button. On the right, the 'Product Additional Information' section contains the following fields:

- Card Name:** 20170731
- Size:** Gift Card
- Quantity:** 500 => \$ 415.00
- Provide Starting Number:** An empty text input field.
- Writeable Area?:** A dropdown menu set to 'No'. Below it, a note says: "Will you need to write on the back of the card? If so, choose 'Yes' for an area that will allow the plastic card surface to be written upon."
- Rush Services (ships in 4 business days):** A dropdown menu set to 'No'.

If you are submitting artwork now, review the points outlined on the page.

You will want to double-check your artwork, because, once your order is placed, it cannot be changed. Once it is placed you are entirely responsible for typographical, numbering and design information provided to us.

- Agree to the terms of use at the bottom of the page
- Click on "Save and Add To Cart"
- Review your product order details, and then click "Continue"
- On the next page, **review your billing and shipping addresses!** This is where your order will ship

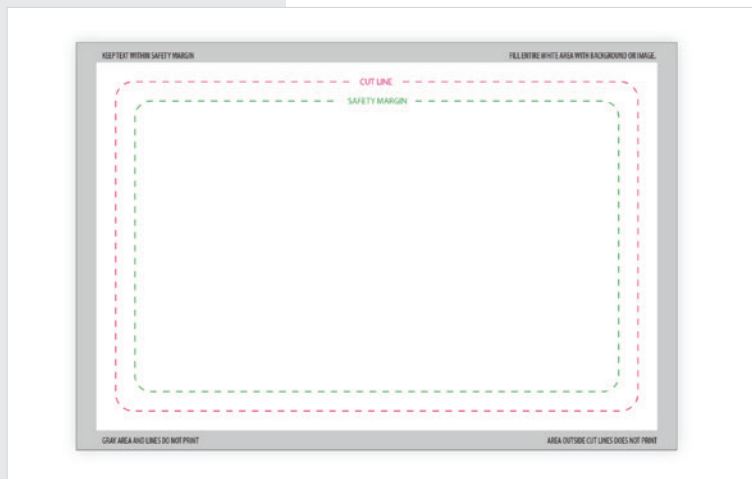
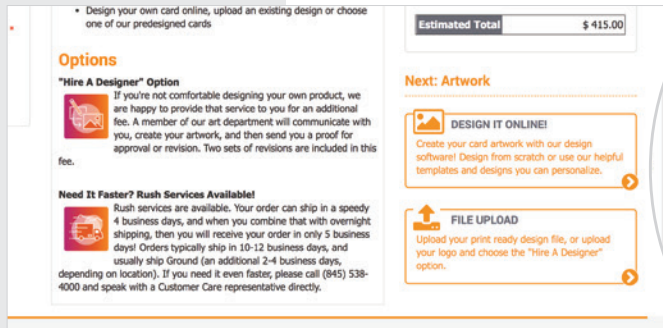
Double check your shipping address! Once an order ships, we cannot redirect it in transit.

If everything is correct, enter your credit card or PayPal details, and then click "Order Complete".

Thank you for your order!

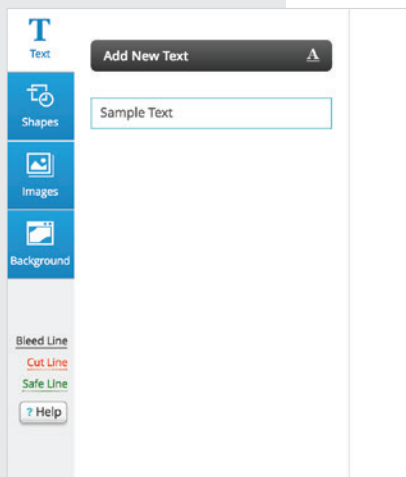
USING OUR DESIGN IT ONLINE FEATURE

MINDBODYcards.com has a terrific tool to assist our customers in creating artwork for their MINDBODY card printing orders. Click on the “DESIGN IT ONLINE!” graphic in the lower right on the product information page.



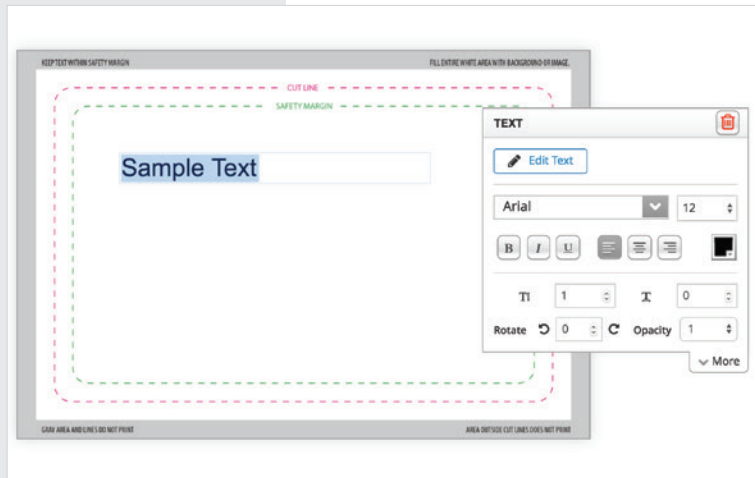
We are going to demonstrate the design online tool by creating gift card artwork.

When you click the “Design It Online” button, it fires up the design software within your browser. In the center of the screen you will see a blank card, with dotted lines representing the various margins and notes.



For right now we'll just get you familiar with the workspace for this designer tool. On the left, you'll see a vertical column of icons. They are labeled.

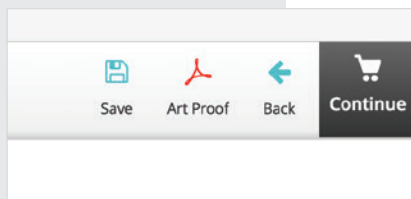
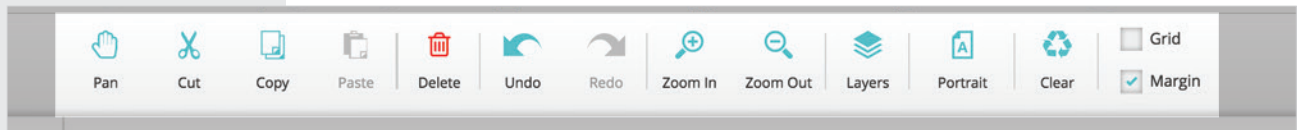
At the top, you'll find the **Text Tool**. This is used to add text to your card art. You can change the font, the size, color, spacing, kerning, rotation – all sorts of controls for the text are available to you!



Once you have text on the work area, you can use the TEXT palette to alter its appearance.

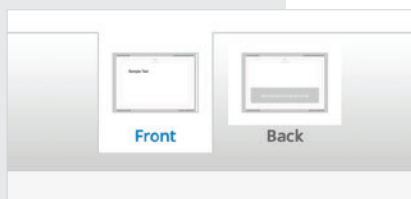
It's best to click around on the palette and change the text font, color, size... click on the buttons, see what they do. Let your creativity loose!

If you would like to undo something or zoom in or copy and paste text or other elements to your artwork, there is a full toolbox across the top of your workspace. (see below).



At the top, to the right on your browser, you'll find file controls: Save, Art Proof, Back and Continue (cart).

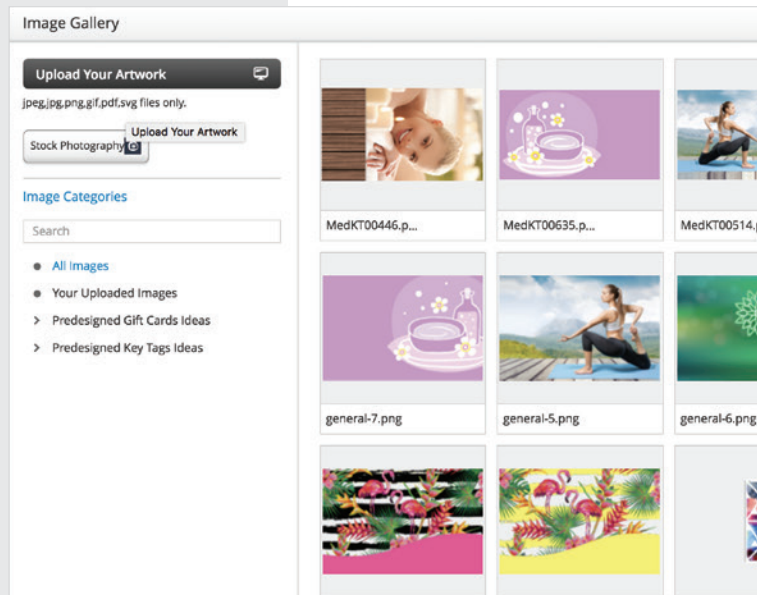
"Save" saves your file, "Art Proof" will give you a preview of the saved card, "Back" takes you back to the product page (don't do this while you're in the process of designing – save your design first!) and Continue takes you to the cart where you can continue onward to the checkout process.



At the bottom of your workspace is the front and back workspace controls. This is where you control the artboard for the front of the card, and then the also for the back of the card.

BACK TO THE LEFT TOOLBAR

So, let's get back to the toolbar on the left. We went over the text tool. There are more tool buttons. "**Shapes**" allows you to draw lines, rectangles, ellipse, stars... all sorts of shapes. You can literally design from scratch if that is what you'd like to do.



When you press the Images button, you'll be taken to an image gallery.

If you have a logo that you'd like to include in your artwork, click on "upload your image".

If you'd like, you may browse stock photography. Perhaps you'd like to look through some yoga photography to include that in your design. Click on **[stock photography]** button, which will bring up a search box. You can enter your search term here and have hundreds of relevant images to browse.

Stock photography is an additional charge, the charge is listed in the IMAGE palette on the artboard.

Speaking of the IMAGE palette, play with the controls a bit. You can flip the image, resize it, make it have some transparency, even. This truly is a powerful online design tool!

Also available are some predesigned images for gift cards and key tags. These are pretty much set up for you and all that needs to be done is add some text to personalize your card. Add a logo, add the words "Gift Card", add the address and other contact information on the back, and you're done. Save the design and check out! We've tried to find ways to make it easy for anyone to use the design online tool.

And the last button on that toolbar is the Background button. This tool allows you to set a background color or image, move it, rotate it, etc.

WHAT ARE THESE DASHED LINES?

Pay close attention to **the dashed lines** on the artboard. The dashed red guidelines indicate where the cut (shape) of the card occurs. **The green dashed line** to the inside of that is what we call the **safety margin**. Anything between the pink cut line and the green safety line runs the risk of being potentially cut off, so it is critical not to put anything important in that area beyond the safety margin.



enough **VS** not enough

Bleed area guarantees
full image / color area in your card

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In order for the card to have a neatly cut appearance, we need to pay attention to something that the printing industry calls "bleed".

In general, any image or color that touches the cut line needs to be extended 1/8" past that cut line.

Why? Well to keep it simple, it's because when the cards are being cut, there is some wiggle room. If you don't extend the image far enough you'd be left with a white edge and an unattractive card. See the image to the left, this might help explain it.

WE'RE STILL HERE TO HELP

We hope this guide has given you a quick and easy rundown on the functions of the online designer tool. Bring your imagination and design away! If you have troubles, we are available through the online chat to assist you.

Just reach out – we're happy to help.