



Traffic Customised Layout Guide



Developer of the Year (2004)



5 out of 5 mice



5 out of 5 stars



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INNOVATION
2008

Layouts

We want your Traffic system to look and feel like your own.

You have selected custom stationery for your Traffic system. This includes a customised Invoice, Purchase Order and Estimate / Quotation and Tender Request. We then superimpose your headed paper on the project brief, project estimate, terms of business, approval sheet, job schedule, job bag sheet, work request, order specification, and client statement. Our pricing includes two amendment cycles.

We are able to customise the above layouts further, create bespoke e-mail signatures etc. for an additional charge. When preparing your customised outputs we endeavour to match your original. There may be certain considerations that we ask you to bear in mind.

First and foremost the documents will be machine produced and hence need to follow a fairly rigid set of rules to ensure they look good every time. Things such as narrow columns containing text have the opportunity to look very strange if your team start typing in long narratives!

Traffic has the ability within estimates to provide both estimated and optional costing. Traffic can handle optional costs in one of two ways. Firstly you can show them in a separate column called "Optional" (or anything else you choose), or alternatively you can annotate the cost as optional by putting the word "option" (or similar) after the item, a * next to it etc. We recommend using an option column, it looks nicer and the numbers add up.

Fonts

If you are producing all outputs on a Mac we can accept Mac Truetype or Opentype. On a PC we can only use PC Truetype fonts, and all fonts supplied must not have



embedding restrictions. You must supply the fonts you want to use. Finally if you have a custom made font please let us have this for testing as soon as possible. Custom fonts either work like a dream, or cause virtually insolvable problems. If yours cause a problem we will ask you to choose a different font. Unfortunately, Fonts generated in decimal point sizes within the Traffic database is not supported.

Leading

Although we can reproduce leading, this will not be as accurate as a design program such as Quark or InDesign. Typically we can go to the nearest half point.

Kerning/Tracking

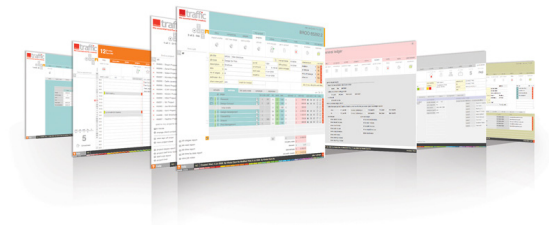
Unfortunately due to technical restraints of Filemaker (the database software that Traffic is built in) kerning and tracking of characters is not supported.

Cross Platform

Traffic is a cross platform (Mac/ PC) system, however each renders fonts slightly differently. As a result if you require outputs on both platforms we will probably need to modify your layout so that it provides acceptable results on both systems.

Images

On PC Traffic requires images to be in GIF format. This allows us to produce high quality outputs combined with an acceptable file size.



Full Bleed

We cannot recreate full bleed printing. Most laser printers will not handle full bleed printing. Please bear in mind that if your printer does, that of the recipient of your estimate may not!

Customised Layout Process

Please email support@sohnar.com to set up a 15 minute demonstration prior to submitting your PDF's. The process would then follow the process below:

- 1 - Customer sends in PDF's and fonts.
- 2 - Sohнар builds layouts and send back to customer.
- 3 - Customer makes amends to the PDFs and send back to Sohнар.
- 4 - Sohнар makes amends and return them back to customer.
- 5 - Last chance for customer to make changes to layouts without being charged.
Customer sends back to Sohнар.
- 6 - Sohнар makes changes and send back to customer for sign-off.
- 7 - Any further amends will be charged at £250 + VAT per set sent back.

Additional Layouts

Traffic also has a selection of other standard printable documents to make your work easier. If you wish, these can also be customised to include the data you require, in the format of your choice. Customising additional layouts costs only £250 per layout. The following is a list of the extra available layouts:

Customised Letter Template:

Basic letter template for correspondence.

Project Brief:

Including your overall creative brief notes, and a list of all jobs number,

job titles and job briefs for any particular project.

Job Bag Sheet:

A document for internal circulation outlining the job requirements, staff list, and schedule.

Jobs Terms and Conditions:

Personalise your Terms & Conditions for your client at the touch of a button. Our standard layouts are "multi page" which means that your estimate, invoice etc. can span multiple pages. This format allows for a unique title page, but all pages following the title page will be identical. If your estimates and invoices are typically quite short (1 page) then we can offer unique title and final pages.

Finally, the content of your estimate etc. can contain almost any data field that is held within the system. This allows you a very high level of potential customisation of your estimate content.

Our Installation team will review your layouts when received. They have experience of what works well in an automated system such as Traffic and what does not. We do



appreciate you are designers and like things to look nice, but please do take heed of their observations!

In order to build your layouts we would require you to send us samples in PDF format also supplying us with all relevant fonts and graphics.

Layout Sign Off

In order to release your Traffic system we would require you to signoff the sample layouts which will be sent to you for review in PDF format. You will be given opportunity to make amendments (3 times per set) after the initial build of your layouts, hereafter any amends after the 3rd time will be chargeable.

