

FINAO'S GUIDE TO STYLE

or, everything I ever wanted to know about creating a Finao ONE and related products but was afraid to ask

INS & OUTS OF IMPRINTING



SIDEBAR - IMPRINTING

In today's modern albums, imprinting has fallen by the wayside as more and more people prefer to incorporate names, dates and other personalization into their actual page designs since it allows for a wider range of styles and the ability to match personalization to the theme or feel of the individual page designs.

In following with this trend, many of Finao's cover upgrades like canvas covers, Armour, ICE, Magical Mystery Glass and many of our textured leathers do not even allow imprinting.

There are still some materials that we have that will allow cover imprinting for those wanting to display a more classic and traditional look, however, make sure you are selecting an appropriate material if you want cover imprinting.

Studio imprinting on the inside front cover of your album with our standard imprinting fonts or your custom designed studio die* is also another possibility.

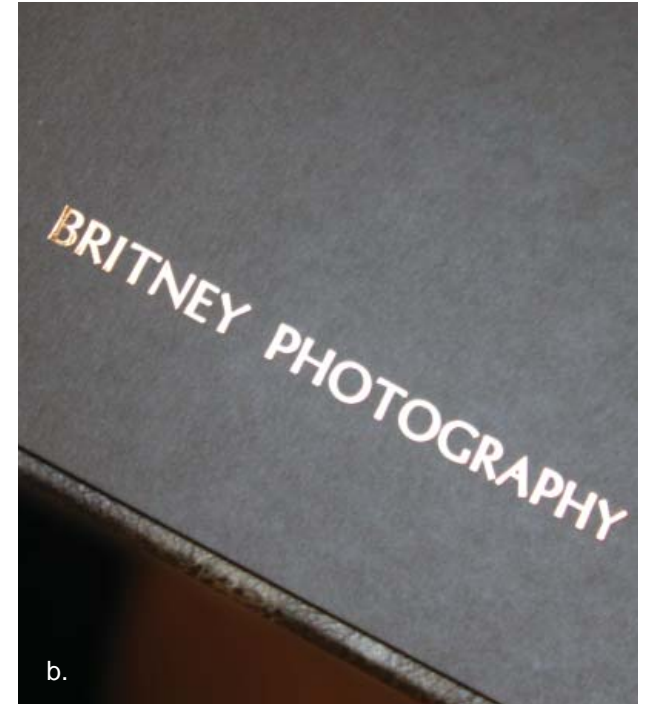
If you are ordering a studio sample, all studio samples will be imprinted with "studio sample" on the inside back cover of the album.

* See section SO YOU WANT A STUDIO DIE for more information

A WORD OF CAUTION ON IMPRINTING

If you choose an imprinting option, ALL imprinting options are typeset EXACTLY as typed on the order form. If you type your imprint in all caps it will be imprinted in all caps.

All cover imprinting is limited to 30 characters per line and studio imprinting is limited to 35 characters per line. Not all fonts and sizes will work on all album sizes as all imprinting must have a half inch to either side of the imprint as a safety margin. Select your font style and size carefully depending on your album size.



- a. an example of clear cover imprinting
- b. an example of copper studio imprinting on the inside front cover
- c. an example of black sample imprinting on the inside back cover

FONT EXAMPLES:

Fournier 18 pt.

Fournier 24 pt.

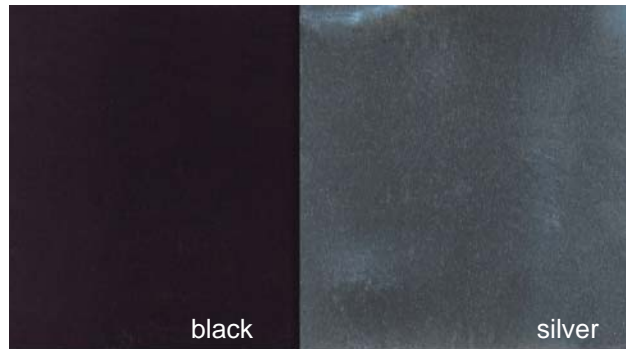
Coronation 24 pt.

Coronation 36 pt.

Pascal 36 pt.

Goudy *Cursive* 36 pt.

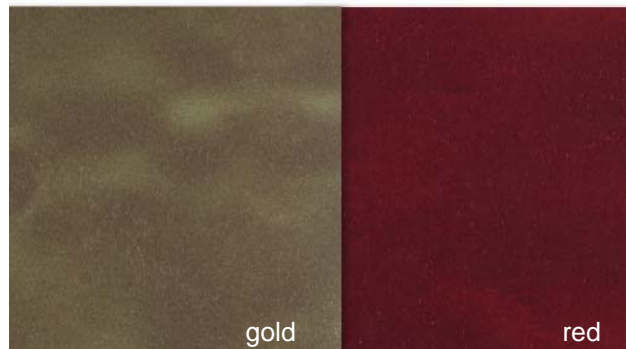
* Fonts represented here are approximations and may differ slightly from the actual final typset font.



FOIL EXAMPLES:

foils not shown:
white and clear (duh!)

Foils represented here are approximations and may differ from the actual final typset color.



Special characters for imprinting are limited and may not be available. If you want to use a special, non-alphabet character, contact customer service to check on its availability.

AVAILABLE FONTS

Fournier 18 and 24 pt.	Pascal 36 pt.
Coronation 24 and 36 pt.	Goudy Cursive 36 pt.

AVAILABLE FOIL COLORS

- black
- copper
- red
- white
- clear
- gold
- silver

MATERIALS THAT ALLOW IMPRINTING

LEATHERS

- All That Jazz
- Basics
- Colours
- select Mixed Bag

- Mauvelous
- Sunshine
- Willow Tree
- Zonk Bleu

NON-LEATHERS

- select Tricycle Alley
- Happy Cow
- select Eclectic Looks

- Baby Boi
- Girlie Girl
- Jelly Bean
- Glitter Ken
- Glitter Barbi
- Oxide
- Tourmaline

MATERIALS THAT DON'T ALLOW IMPRINTING

LEATHERS

- Accents
- select Mixed Bag
- Urban Legends
- Zumanity
- select Tricycle Alley

NON-LEATHERS

- Brocade
- Garbo
- Haute Colour
- Middle Earth
- select Eclectic Looks

Finao reserves the right to place imprinting in the most appropriate place or to not imprint an album where the imprinting would not look well, will not fit or the material will not accept an imprint.