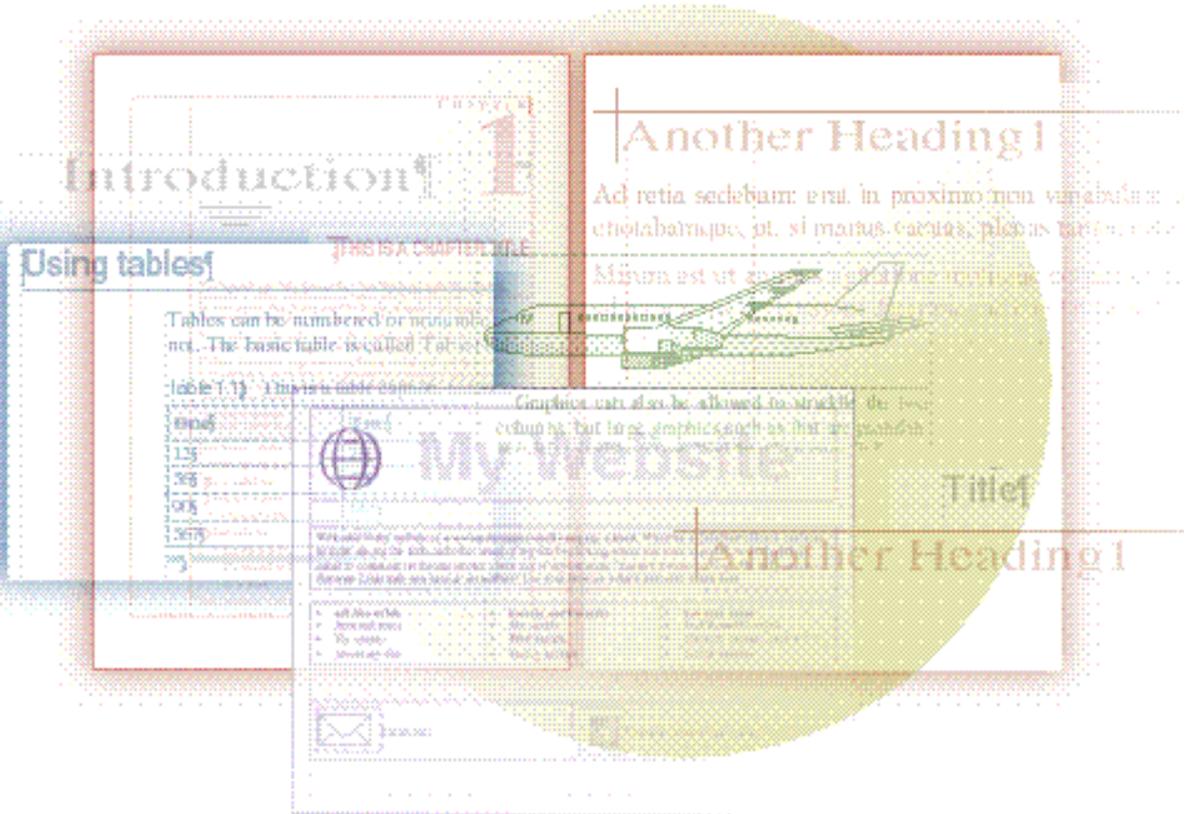




# Adobe® FrameMaker® Template Series

## Template Pack 3 Guide



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Primer and template guide design by Bobbi Long.

# Template Pack 3: Business

This collection contains approximately 20 templates designed for a wide variety of common business purposes ranging from professional letterhead to invoices to menus to press releases. With the exception of the reviewer's guide, the documents produced by these templates are short, one- to five-page sheets or pamphlets. The templates include the following:

- ◆ **Evalguid:** This folder contains a template file (Eval.fm) and TOC template (EvalTOC.fm) for creating an evaluation or reviewer's guide that marketing departments typically send out to the press or prospective customers.
- ◆ **Pro:** This folder contains three letterheads (Prolet1.fm–Prolet3.fm), three fax cover sheets (Profax1.fm–Profax3.fm), and three memo templates (Promem1.fm–Promem3.fm) designed for professional use. The More subfolder contains four standard business letter templates (Letter1.fm–Letter4.fm). The A4 subfolder contains A4 versions of these four standard letters.
- ◆ **Pamphlet:** This folder contains templates for a three-fold pamphlet (3fold.fm), a small booklet (Bklet.fm), and an installation guide (Install.fm).
- ◆ **Housinfo.fm:** This template produces a one-sheet property info or listing sheet such as a real estate agent might provide to possible buyers during an open house.
- ◆ **Menu.fm:** This template creates a one-page menu sheet for restaurants.
- ◆ **Invoice.fm:** This produces a simple, easy to use and read invoice.

- ◆ Bplan.fm: This generates a multi-page standard business plan.
- ◆ Press.fm: This creates a press release.
- ◆ Factshe1.fm: This produces a detailed product spec sheet to be included in a press kit.
- ◆ Factshe2.fm: This produces a one-page product info sheet for handing out at a show or during demos.
- ◆ Spec.fm: This is a template for producing easy-to-read in-house technical documents, such as specs, engineering research papers, theory-of-operation documents, and the like.
- ◆ Qrefcard.fm: This creates a quick reference card that could be adapted for software or hardware.
- ◆ Roadmap.fm: This produces highly graphical setup guide (ideal for hardware or as a high-level overview to a complex product).

## Evaluation/reviewer's guide (Evalguid)

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This template (in the Evalguid folder) produces a simple guide about a single product or technology to be passed out to reviewers or prospective customers along with other marketing material.



Easy-to-use  
for  
non-experts

The evaluation guide will strike expert FrameMaker users as odd. It eschews the program's book feature altogether, although a book file would be the normal way to construct such a multi-chapter guide. This design approach was intentional and based on our experience in dealing with marketing staff who often find FrameMaker's advanced features intimidating. The guide's design can help broaden FrameMaker's acceptance outside its traditional audience of tech writers and pubs departments. FrameMaker can serve as a general purpose tool company-wide, but only if templates are created that are scaled for the intended enduser. Technical publications departments need complex book-based templates for documentation. Marketing does not.

### Nuts & bolts

Most of the formats in the template are easy to understand. Each main section or chapter begins with ChapStart, which produces a dummy blank paragraph that pushes the next paragraph formatted with ChapTitle down 144 points. Use ChapStartAlt to push down the title only 36 points. We used this spacing for end material such as the *Quick Facts* section at the end of the template.

◆ Another method to force spacing such as this at the top of a page is to attach a "Frame Above" to ChapTitle in the format's Advanced property. Create a named empty frame on the first reference page of the appropriate size and choose this frame.

You'll also see a Bulleted format and two numbered step formats: Numbered1 for the first step and Numbered for all additional steps. Should you need kicker headings after the ChapterTitle or Heading1 paragraphs, format the subsequent paragraph with KickerChapterTitle or KickerHeading1.

We've used a "text insert" to create the TOC after the cover page. To update it, wait until you have finished the entire guide, and then:

- 1 Choose File > Generate/Book. Choose Table of Contents from the List pop-up menu.
- 2 Click Generate, wait for the dialog and then click Generate again. Keep all the settings as they are.
- 3 Close the generated TOC, saving it.

4 In the guide double-click the TOC and click Update Now. The TOC is updated and conveniently made a part of the main document.

➤ Keep the Eval.fm and EvalTOC.fm files in the same folder and do not change the file names. If you rename Eval.fm, be sure to also rename the generated EvalTOC.fm file appropriately. The TOC must have the same name as the main file with TOC tacked on before the .fm extension.

## Making it your own

Change fonts as desired. Replace the graphic on the cover with one representing your company or product.

Double-click the Product Name Variable text on the cover and enter a new definition for the product covered by the guide. You can use this variable at any time in the guide and then update all instances at once by simply changing the variable's definition. This feature is similar to a glossary in a word processor.

To change the variable:

- 1 Double-click any instance of it in the document. The Variable dialog box appears.
- 2 Click the Edit Definition button.
- 3 Enter a new definition for the prodname variable and click the Add and Done buttons.

To insert the variable:

- 1 Place the insertion point where you want the variable text to appear and press Control+0 (zero). Note that a special variable box has appeared at the left of the status bar on the bottom of the window.
- 2 Begin typing *prodname*. The variable box will autofill with that variable's name after the first couple of letters.
- 3 Press Return to insert the variable's text into the document at the insertion point.

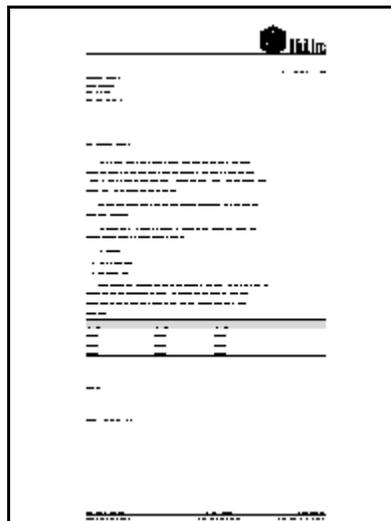
Add screen dumps or other graphics as needed to illustrate the guide's main points.

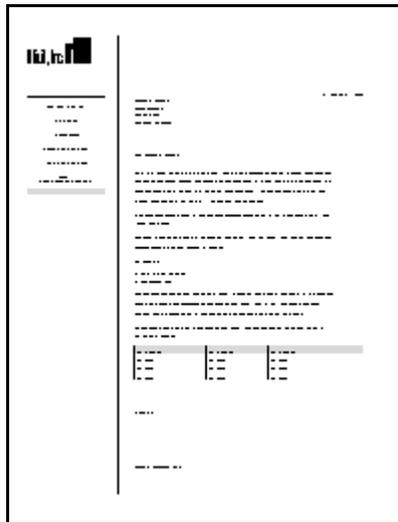
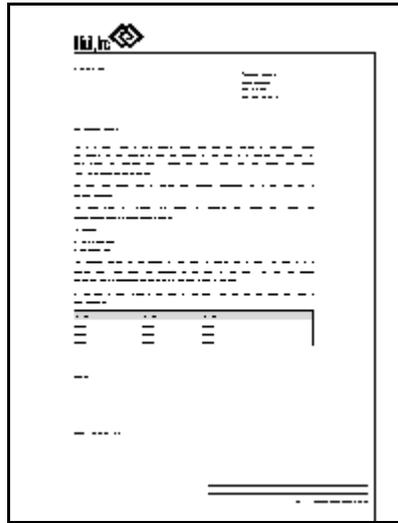
Be sure to use the *Quick Facts* section at the end of the template. This section provides both reviewers and potential customers with all the basic contact and requirements information they need at their fingertips and on one page.

## Professional business documents (Ltr-1.fm–Ltr-3.fm, Fax-1.fm–Fax-3.fm, Memo-1.fm–Memo-3.fm, Letter1.fm–Letter4.fm)

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The Pro collection of templates (in the Pro folder) produces some professional letters, fax cover sheets, and memos for use in a corporate setting or small business.





Business documents with flair

The Pro letters, fax cover sheets, and memos provide three main styles with a letter, fax, and memo implemented in each style for a consistent look across the three document types. Style 1 has a logo (centered), rule, and date line across the top of the page with a return address across the bottom. The main body format is in a sans serif font. Style 2 has a logo (left-aligned), rule, date line, and vertical rule (along the right margin forming a corner with the top horizontal rule) on the top of the page with the return address formatted in a right-aligned table at the bottom of the page. The body text is in sans serif. Style 3 places the letterhead company logo and

contact information in the left margin area as a sidebar. The body format is a serif font. The date line is automatically inserted and reflects the date a document is created with one of the templates. You can see the three styles (1 to 3 from top to bottom) in the illustrations above.

The letter templates (Letter1.fm–Letter4.fm) in the More subfolder represent the four standard business letter styles (full block, modified block, modified semi-block, and indented) generally taught in business or typing classes. They're not fancy, but they are classics. The A4 subdirectory contains A4 versions of those same four standard letter styles for use in Europe or international settings.

### **Nuts & bolts**

Each of the Pro templates inserts the date automatically. The format structure is intuitive and easily understood from the format names themselves. The letterhead logo, rules, and automatic date variable are all located on a master page. The contact information is on the body page.

Similarly, the standard business letters in the More and A4 directories require no explanation. The format names say it all.

### **Making it your own**

Use View > Master Pages to customize the logo graphic, rules, and formatting of the date variable as desired to make the Pro templates reflect your corporate identity. If you don't like the date format we used, double-click the variable and choose another date format or create one of your own. See the FrameMaker *User Guide* for details on how to edit or create your own variables.

The fonts (Times and Helvetica) are conservative and suited for business uses, but if your company has corporate fonts, substitute them for our stalwart font friends throughout the template. Here's the smart way to do that, in case you've forgotten:

- 1 Open Paragraph Designer and display Default Font properties.
- 2 Choose Set Window to As Is from the Commands pop-up menu.
- 3 Choose the main or body font you want.

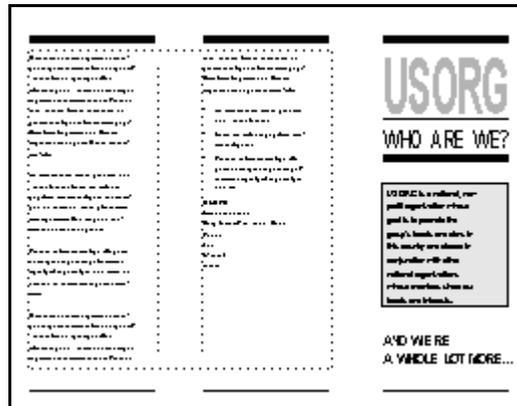
- 4 Choose Global Update Options from the Commands pop-up menu.
- 5 Click Default Font Properties Only and then click All Paragraph and Catalog Entries.
- 6 Click Update.

Now go back and change individual formats (for example, headings) for which you want to use other fonts.

## Pamphlets (3fold.fm, Bklet.fm, Install.fm)

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The Pamphlet folder contains three templates for creating some common small documents regularly used in businesses, non-profits, and other organizations.



Guides,  
flyers,  
pamphlets

You can use the trifold pamphlet (3fold.fm), the booklet (Bklet.fm), and one-page insert (Install.fm) for a variety of purposes: company or club brochures, membership guide, installation guide, information flyer, employee manual, and so on.

### Nuts & bolts

**Trifold pamphlet (3fold.fm).** This double-sided document is the common trifold flyer or pamphlet. The cover design (it's actually on page two of the document) takes up the third column of the page and is laid out on a master page. You enter your body information starting in the first column of page one in the template. The columns link from left to right and then on to the second page in columns one and two. The format structure is fairly obvious. Body

and Heading1 are the main ones. CoverBlurb handles the boxed text on the cover. When finished and printed, the piece is folded at two places to produce a three-panel flyer.

**Booklet (Bklet.fm).** Each major division in the booklet template begins with the Title format and the Title Page master page. Apply the Title Page master page whenever you want to begin a new major section. The Booklet format is ideal for printing onto letter-sized paper in landscape mode. Heading1 is the first-level header you use to introduce a topic in the pamphlet.

Heading2 is a side-head heading that introduces secondary subsections organized under Heading1. You might also apply the Heading2 format to small anchored graphics so they jump to the scan column. Both heading formats are followed by Body.

The TOC is a text insert. When you have finished your booklet, generate the TOC, and then double-click the contents text insert to display a dialog that lets you update the TOC insert. See explicit instructions in “Making it your own” on page 7.

There is no cover since we assume the cover and cover art will be designed separately.

**Installation guide (install.fm).** This template creates a double-sided, single-fold pamphlet out of standard U.S. letter-sized paper. Most of the formats are self-evident, but note that TroubleBar and ReadMeBar format empty paragraphs with frames containing a graphic header in reverse type. These faux headings denote main sections in the document. The frames exist on a reference page. Contact formats introductory labels for contact information such as Phone or Address. It links automatically to Body.

## **Making it your own**

Changing the fonts used in any of these templates will probably be a high priority. Be sure to check graphics and background text on master pages for their suitability for your company or personal use.

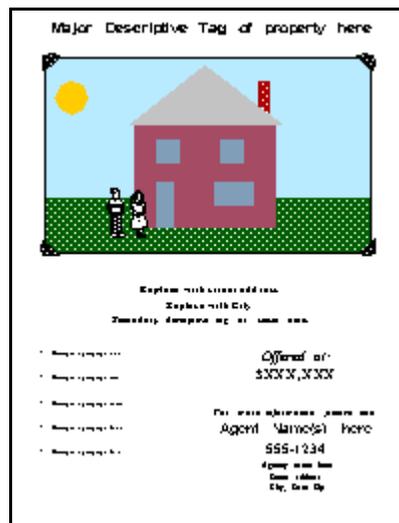
**Bklet.fm.** The template uses some icons you’ll probably need to change. Be sure to check FrameMaker’s own online collection by choosing Help > Samples & Clip Art. This template also has a TOC placed as a text insert, as noted already. Be sure to update it before you print.

**Install.fm.** You can edit the existing graphics for the TroubleBar and ReadMeBar formats by choosing View > Reference Pages. You can also create new faux headings like these by copying and pasting the existing frames, renaming them (Graphics > Object Properties), and then editing their content.

## House listing information sheet (Housinfo.fm)

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This template generates a one-page information sheet or flyer designed for real estate agents to leave out at an open house or for distribution at their real estate office.



Optimized  
for print or  
HTML

Real estate agents can use the template to produce either hard copy or an HTML page that can be incorporated into the agency's Web site. The same document can be dual-purpose without any tweaking or special procedures. The sheet in both media includes space for a scanned photo of the property, key selling points, price, and agent contact information.

### Nuts & bolts

For the most part, you never need to apply formats while working in this template. You will simply replace the placeholder text and graphics with your own content.

Of special note are the tricks we used to create the two-column text in the bottom half of the sheet. We wanted the same template to

generate both a printed and HTML page that closely resembled each other. We did not use FrameMaker's own column feature, since FrameMaker columns change to a single column in the HTML conversion, but instead opted for a simple, unruled table to mimic columns. FrameMaker tables convert nicely to HTML, but introduce another problem: two side-by-side cells look crunched together in their HTML version. The workaround is simple: insert a third column cell between the two cells with text and type non-breaking spaces (Esc space h) to force the internal column to remain intact after the conversion (an empty table cell collapses).

► When you save a document based on this template to HTML, be sure to copy all GIF files and the .css cascading stylesheet file to the same directory on your Web site. The page will look best in at least Microsoft Internet Explorer 3.0 or Netscape Navigator 4.0. Earlier versions or other browsers may not grok the .css file information.

### **Making it your own**

Go through the page a line at a time, replacing the placeholder text and graphics with your own content. You should never have to format text, since the placeholder text is already formatted. Make sure the scanned photo you insert in the anchored frame just below the title is in the GIF or JPEG format. FrameMaker will convert other formats to GIF or JPEG when you save the file as HTML, but you'll have greater control over their appearance if you already have your images optimized for the Web to begin with.

FrameMaker tables do convert to HTML tables, but they always come out left-aligned. To preserve the centered alignment used throughout this template, follow this simple procedure:

- 1 Save the document to HTML.
- 2 Open the HTML file in a text or HTML editor and locate the `<TABLE>` tag.
- 3 Change the `<TABLE>` tag to: `<TABLE ALIGN=CENTER>`.
- 4 Save and close the HTML file.

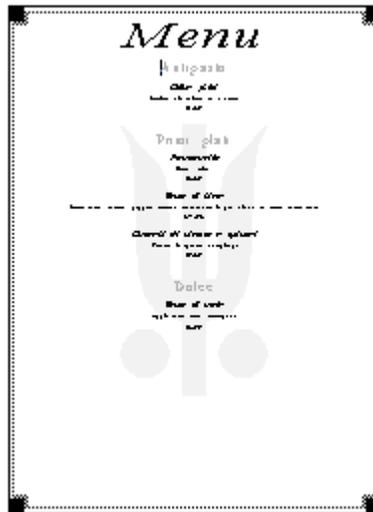
If you find even the slightest mucking around in HTML code too onerous or intimidating, just skip this step. The table will still look good to online viewers without tinkering in the page's HTML.

➔ If you use FrameMaker to edit HTML files, be sure to save the file as text or browsers will be unable to read it.

## Daily special menu (Menu.fm)

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This template creates a printed one-page menu that might be used to display daily specials at a restaurant. A simple border (from “Template Pack 2”) and some modified FrameMaker clip art add understated elegance to this ephemeral document.



Uses  
elements  
from other  
templates

The template shows how you can create attractive documents by combining elements from the other template packs (especially the borders found in “Template Pack 2”) and FrameMaker clip art. The menu is meant to be printed and does not lend itself to HTML export, so save it as PDF for online use. The graphics that distinguish this template would be lost in the HTML conversion.

### Nuts & bolts

Four paragraph formats control this simple document: MenuCategory, DishName, Description, and Price. Each food entry under the MenuCategory format consists of three linked paragraph formats: DishName, Description, and Price. When you’re ready to enter a new menu category, format the next blank paragraph with MenuCategory and proceed as before.

We've made generous use of gray shades to set off main headings and graphics—an excellent way to add “color” and visual interest to a document that will most often be printed on a monochrome ink-jet or laser printer.

### **Making it your own**

The sheet title (“Menu”) and graphics are all placed as background elements on the master page. Choose View > Master Pages to modify them.

Delete the boilerplate text on the body page and format the first paragraph with MenuCategory. Save the file.

Now any new document created with this template opens with the insertion point on the first line and the paragraph format set to MenuCategory. Enter a food category (Appetizer, Main Dishes, etc.) and press Return to switch to DishName. Enter a menu item and press Return to switch to the next format.

Consider printing a finished menu insert on colored or designer paper for added elegance and to make it stand out more from the main menu. You can readily find such paper at stationery shops or office supply stores.

Check out FrameMaker's clip art or your own collections for appropriate graphic accents to the menu categories or dish entries if the current approach is not to your tastes.

You may want to add your restaurant's name and contact information at the bottom or top of the sheet. Change to View > Master Pages and add any additional content there.

If the sheet is used as a menu insert, you could change the title on the master page to something such as “Daily Specials” to more accurately distinguish the insert from the rest of the menu.

The staid fonts we used would hardly whet the appetite, even of a hungry person. Try a stylish script face. Be sure to experiment with a face's ligatures, ampersand symbol, and alternative, old style, or italic caps to add a touch of class to your insert. Also note in the template, as it is, how we tried to enliven good old Times and Helvetica by exploiting FrameMaker 5.5's ability to stretch text (the Default Font property's Stretch setting in the Paragraph Designer). It's a handy technique to have when you're confined to basic faces.

## Invoice (Invoice.fm)

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The invoice template produces a simple, semi-automated, invoice on U.S. Letter paper in landscape mode. The layout is basic and practical, designed for individuals or small businesses whose invoice needs are not too demanding. The document does not export well to HTML, so save as PDF for online use or distribution.

The screenshot shows a text-based invoice template. At the top, there are several lines of text with fields for: DATE, NAME, ADDRESS, CITY, STATE, ZIP, PHONE, and FAX. Below this is a section for 'To: Name, Address, City, State, Zip, Phone, Fax'. The main body of the invoice is a table with three columns: 'DATE', 'DESCRIPTION', and 'PRICE'. There are two rows of data in the table. Below the table, there is a 'Total' field. The entire form is enclosed in a rectangular border.

Prompts you  
for  
information

The template's formats are closely linked to one another and prompt the typist to enter specific information. This ensures that the required information is entered for every invoice and cannot be left out accidentally. This technique also speeds up entry.

### Nuts & bolts

The template stamps each new invoice with the current date and then prompts you for the name of the customer being billed. You create prompts such as this by entering default text in a format's Numbering property (Autonumber Format box). As you press Return, the invoice continues to prompt you for elements of the address until the insertion point jumps to the date area of the first item entry line. Fill in each area of the entry line (Job Date, Job Description, and Price) by pressing Tab to move from area to area. To complete the invoice, format the blank paragraph after the last entry with the Remit format, enter the total, press Return. The template enters a Thank You line automatically.

## Making it your own

Back on the body page, delete the example invoice text and make sure the first paragraph of the invoice is formatted with the Customer format. Close and save the template (keep a backup of the original file).

Choose View > Master Pages and change the boilerplate company contact information to your own.

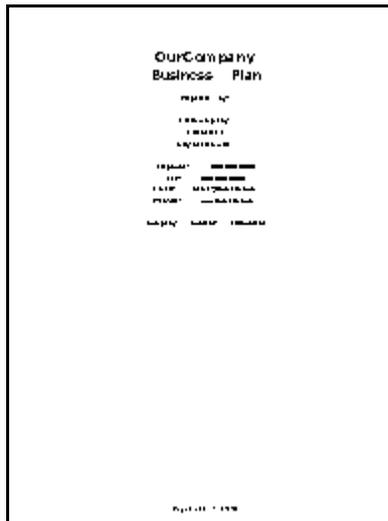
There is a lot of room in the upper area of the invoice for dressing up the invoice with a company logo or other art. Add graphics on the master page.

The current tabs are designed for Times. If you change the font to something else, you may have to reset the tabs used for moving from area to area of the item listing section of the invoice.

## Business plan (Bplan.fm)

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The business plan template produces a standard business plan for starting up a new business. The information most investors want to see are all included, as are sample tables for including cash flow and other financial statements.



Easy,  
automated,  
quick

The template contains an easy-to-follow set-up guide as the first page (which you later delete). After a few clicks and entering your company's information, the template is ready for details in each of the document's sections. Each section contains brief instructions and hints on the kind of information you might include. Both the main template and a separate TOC template reside in the Busplan folder. Keep them together under their current names.

### **Nuts & bolts**

You won't really need to apply formats in this kind of template. The document is completely laid out for you. You will simply replace the boilerplate section contents with your own. The format structure, in any case, is basic and to the point. Virtually everything you enter will be in the Body format.

The template's unique set-up page is self-explanatory. Follow the steps outlined on it and then delete the page.

The document's TOC is a "text insert". When you have completed the business plan, do the following to update the TOC:

- 1 Choose File > Generate/Book. Choose Table of Contents from the List pop-up menu.
- 2 Click Generate, wait for the dialog and then click Generate again. Keep all the settings as they are.
- 3 Close the generated TOC, saving it.
- 4 In the guide double-click the TOC and click Update Now. The TOC is updated and conveniently part of the main document.

### **Making it your own**

Read and follow the set-up guide on the first page of the template. This guide lets you define a number of variables used on the first page and elsewhere in the template.

To insert any of the variables elsewhere in the document manually:

- 1 Place the insertion point where you want the variable text to appear and press Control+0 (zero). Note that a special variable box has appeared at the left of the status bar on the bottom of the window.

- 2 Begin typing the variable's name. The variable box will autofill with that variable's name after the first couple of letters.
- 3 Press Return to insert the variable's text into the document at the insertion point.

If you can't remember the variable name, simply choose Special > Variable, highlight the variable, and click Insert.

Read through all the sections and prefab tables. You will probably have to tweak some of the document or table headings to better reflect your enterprise.

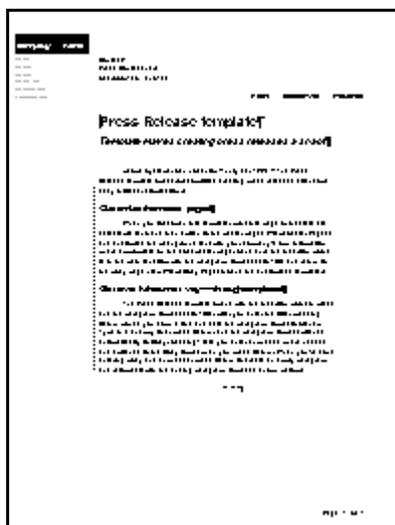
Insert the company logo or scanned photos of the principals involved where appropriate.

You can save the business plan file as PDF and send it to others who do not have FrameMaker. The Table of Contents contains hot links in the PDF file to the plan's various sections for easy navigation and reading online.

## Press release (Press.fm)

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This template creates a standard press release. The template has standard text such as date, company contact information, "For Immediate Release" text, and other elements already in place.



## Modern styling and ease-of-use

The press release template sports an attractive, modern look and is easy to use. Its format structure is simple, with formats linked to one another to make producing a release a snap. The template is all done in a sans serif face, a good choice for a document that may be faxed to others and perhaps turned back into text via OCR technology. This template shares a common look and feel with one of the product fact sheet templates (factshe1.fm) also included in this template packet.

### Nuts & bolts

The template's format structure is simplicity itself. A template cleared of boilerplate text opens with the first paragraph set to Title. Title switches to Kicker, and Kicker to Body as you enter your own content and press Return. To insert a heading (there is only one level), you format a paragraph with Heading1. Format the final blank paragraph of the release with Ending.

### Making it your own

Delete the sample text and make sure the first paragraph of the invoice is formatted with the Title format. Close and save the template (keep a backup of the original file).

Choose View > Master Pages and change the boilerplate company contact information there. Go back to View > Body Pages and delete all the sample text. Format the first paragraph with Title and save the template. Now whenever you create a new document based on this template, it opens ready to accept new contents in the order that they should be composed.

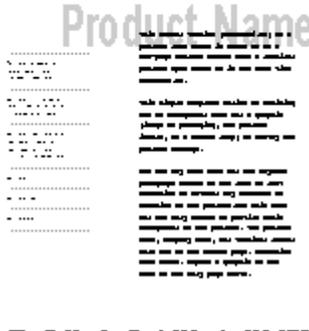
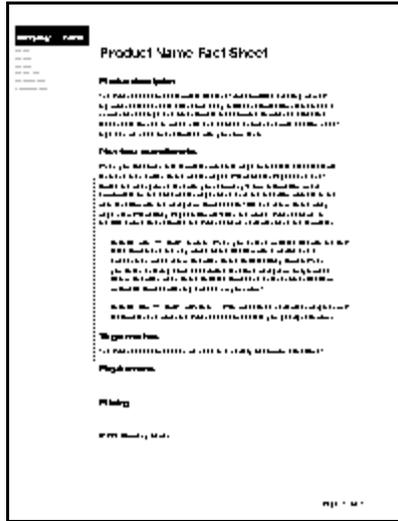
The template has a crisp, clean, uncluttered look, but if corporate policy dictates a company logo on all copy, there is plenty of room in the template's left margin below the company contact area.

The scan margin with the company contact info will not export to HTML, but the main content will and can be used in a company Web site if needed.

Don't change the typeface used unless you prefer another sans serif font. Helvetica faxes well and is OCR-friendly.

# Fact sheets (Factshe1.fm, Factshe2.fm)

These two templates create two types of product fact sheets commonly used by marketing departments—for use in press kits or for distribution at trade shows and demos.



A detailed  
look or a  
graphical  
glance

The first template offers a detailed look at a product or service with substantial room for text and graphics. Its main content area exports well to HTML. The second template adopts a more graphical approach. It offers a quick glance at a product, an eye-catching layout, and uses short blurbs and lists to present material concisely. It is not meant for online use as HTML, but exports well to PDF.

## Nuts & bolts

**Factshe1.fm.** This template simplifies creating marketing product fact sheets after some initial customization. It includes a number of headings and other formats that combine to produce attractive fact sheets for use in press kits and at trade shows. It closely resembles “Press release (Press.fm)” on page 17.

**Factshe2.fm.** This template produces a data sheet that is meant to be a one-page handout rather than a detailed product spec sheet as is the case with factshe1.fm. This simple template relies on striking use of background text and a graphic (image of packaging, the product itself, or a screen dump) to convey the product message.

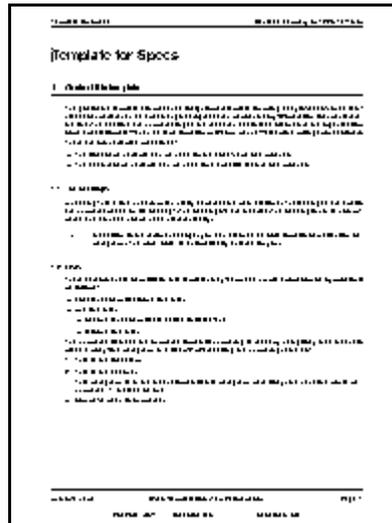
## Making it your own

Each template offers some examples for headings and information you probably want to include in a product fact sheet. Use them as is or customize them to fit your product or service.

Change background text (such as company contact information) and graphics by choosing View > Master Pages.

The Factshe1.fm template, like Press.fm, deliberately uses Helvetica because of the font’s suitability for faxes and OCR. Stick to a sans serif face if you want to switch to another font.

This is a straightforward template for writing easy-to-read in-house technical documents, such as specs, engineering research papers, theory-of-operation documents, and the like.



Numbered sections for in-house docs

The sections are numbered to give the reader an easier idea of structure and organization. Some special formats—such as a special table format for pull-down menus—streamline writing about software. The template’s boilerplate text contains some tips on using FrameMaker’s built-in drawing tools to mock-up a simple dialog box. Be sure to read the template’s contents for this and other useful information.

## Nuts & bolts

The format structure is fairly simple. You’ll find easy-to-understand formats for headings, lists, and numbered steps. A Code format lets you format programming code or text the user has to type, and ErrorMessage lets you mimic an error message quickly. There are a couple of special table formats: one for creating revision tables (RevisionTable), the other for doing a quick mock up of a menu (Menu). There are two variables that people documenting software or hardware will find useful: CodeName and FeatureName. The template works best for online use in PDF format.

## Making it your own

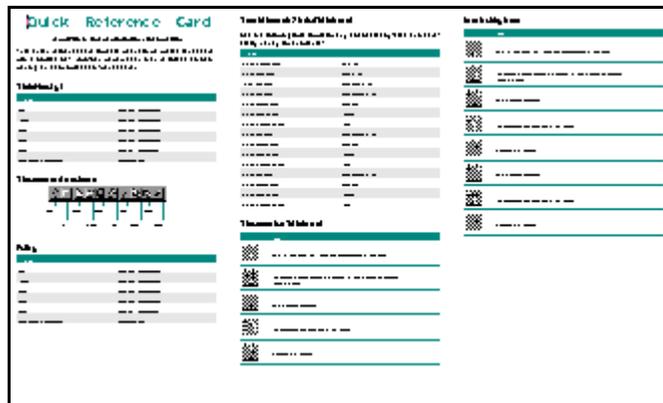
Double-click CodeName near the top of the template to bring up the Variable dialog box and click the Edit Definition button. Change the definition of the variable to your product's code or real name. After you finish, double-click FeatureName and enter a specific feature of the product you want to use as a variable. While you're still in the Variable dialog box, you may want to enter a definition for the Author variable. The template uses it in the footer.

Choose View > Master Pages and change the header and footer content as needed.

## Quick reference card (Qrefcard.fm)

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This template creates a quick reference card that is meant to be printed in landscape orientation on legal-size (14 by 8.5 inch) paper. It can then be folded in thirds, making an economical six-panel card.



Produce a  
quick  
reference  
card  
quickly

The template provides a complete layout that uses tables extensively to display keyboard shortcuts, tools, and tips so users can have this vital information at their fingertips. Simply add your own graphics and text. You can produce a quick reference card with this template in record time. The card is currently set up as if for a software product, but could easily be modified for other purposes.

## Nuts & bolts

You won't have to fiddle much with formats in this template. The layout of tables is in place and only awaits your content—most of which will go into table cells rather than as body text.

The Copyright format used at the end of the card relies upon the contents of a frame on one of the reference pages.

## Making it your own

Work through the card panel by panel, replacing your text and graphics for the placeholder examples. Although the tables and layout are already in place, you will probably have to insert or delete rows as you work through the panels that make up the quick reference card. You may also have to fiddle with page breaks on the spots where the table anchors are so that tables do not break across columns (unless you don't care if they break).

Print the card on heavy or coated stock for durability. Another possibility is to laminate lighter stock.

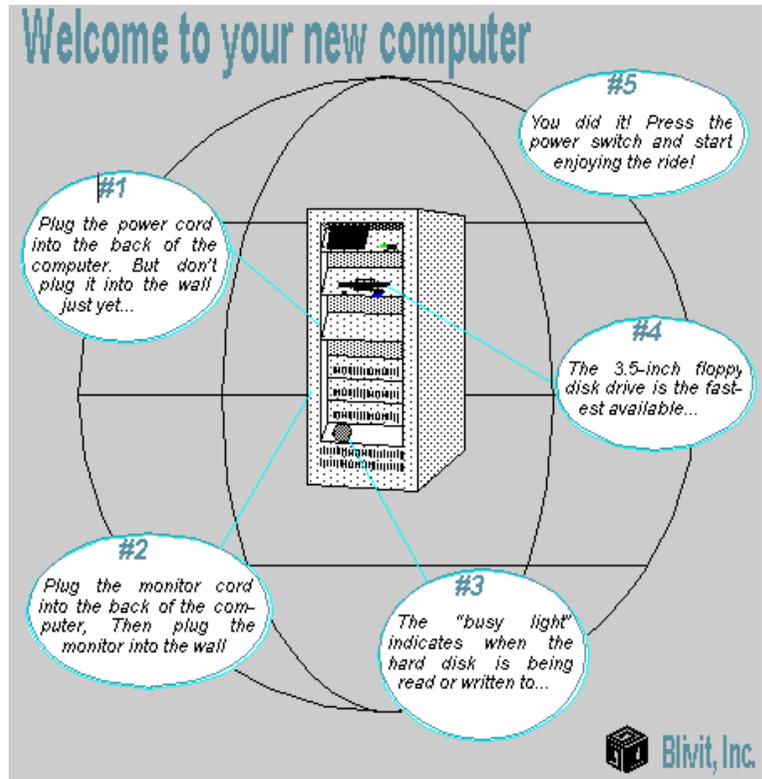
We used a specific Pantone color to add interest to the card. Feel free to change it if you prefer a different color scheme or are limited to monochrome printing.

Change the copyright information by going to View > Reference Pages and editing the frame containing the sample copyright text and graphic. The universal FrameMaker keystroke for the copyright symbol is to press Control+q and then press the right-parenthesis symbol [)].

You may want to change the fonts used. Try to stick to compact, even condensed, faces in order to include all the information you need to insert within the relatively limited space of this layout. With wider faces you could possibly try fiddling with the Default Font Stretch setting in the Paragraph Designer for the appropriate formats. Any value under 100% will “condense” the font so more text can fit in the same area. Print some samples to make sure the type remains legible.

## Graphical set-up guide (Roadmap.fm)

This template produces a graphical set-up guide (also known as a “road map”) that can be used to illustrate virtually any kind of process or procedure with a series of steps or as a high-level overview of any complex process. This example is set up to print as a 19 by 19 inch sheet—the format often seen in hardware purchases.



Highly  
graphical  
and concise

This template takes a highly graphical approach to a common kind of document: the set-up guide. It's meant to illustrate a single procedure on a single sheet. The template uses some sly graphics tricks to have text wrap around *inside* a shape (and you thought this couldn't be done in FrameMaker!).

### Nuts & bolts

The template's format structure is extremely basic and doesn't require any explanation. The distinctive aspect of this template lies in the text balloons that encircle the main graphic: the text inside

those balloons is wrapping inside the shape! How did we do it? Simple, sort of. The balloon shapes aren't what they appear. Instead of being single geometric shapes, the balloons are actually each composed of four arcs that have been grouped together. The text wrap setting (Graphics > Runaround Properties) for each arc is set to Run Around Contour. After the grouping, we drew a text frame inside the balloon shape and entered our text. The text seemingly wraps inside the balloon shape. In reality, it is wrapping to the contour of the four arcs. Clever, *n'est pas?*

### **Making it your own**

The current template is designed for a computer set-up procedure. You can easily change the graphics and text to illustrate virtually any product or service.

The technique we developed for doing text wraparound inside a shape involves some nudging, tweaking, and fiddling. In other words, you'll have to experiment to get the text frame sized and positioned correctly so the inner repel works its magic. The technique works best with arcs, but you can also use the Polyline tool to create open polygon shapes if you want to try your hand at text wrap inside triangles, rectangles, and other polygons. Have fun with it!

