



Seller Instructions & Documentation

Table of Contents

Getting Started.....	3
Setting Up Listings.....	7
Managing Orders.....	9
Sample Instructions for Customers.....	10
Troubleshooting Customer Questions.....	12

Get Started

Set Up a New Design

1. **Set Up an Artboard** - Start by adding the design name and tags (image 1). Choose a page layout, then scroll down to choose an artboard size or create a custom one (image 2). To create a custom artboard, select *Custom*, then enter the artboard details below. You can switch from landscape to portrait size, or visa-versa, by clicking on the arrows between the measurements. If you want to save the artboard size for future use, enter the name in the *Page Setting Name* box, then save. You'll be able to choose the artboard from *Load Page Setting* in the drop down box next time you create a design.

IMAGE 1

IMAGE 2

2. **Upload Images** - Bulk upload elements (up to 20 at a time) using the formats PNG, JPG, SVG or GIF (supports animated GIFs). If you're uploading text as an SVG, be sure to outline or convert it to a shape before uploading. Maximum image size is 20MB. Once uploaded, tag or rename items. You can provide images for your customers to choose from by adding them to *Additional Design Images* (right click>Add to additional design images).
3. **Add Fonts** - Upload your own fonts, or add them from the Font Gallery (includes over 600 free fonts and includes hundreds of server-licensed fonts provided by *Creative Fabrica* for an additional fee). The fonts you add or upload will show up under both *My Fonts* and *Design Fonts*. To tag fonts, right click and select *Edit Properties*. Rename fonts for your own use (customers will see real names of fonts). To delete a font from *My Fonts*, right click, then select *Delete*. To remove a font from *Design Fonts*, right click, then select *Remove From Design*. Check the *Select All* box to quickly select your desired fonts.
4. **Design Info**
 - a. **Upon Customer Completion** - Choose how an item is processed once customers have finished completed personalizing:
 1. **Digital Items** - If your customer will be downloading and printing the item, select *Customer Prints Design*. Choose the formats that your customers can download (JPG, PDF, PNG). Customers will be able to edit the design until they mark as complete. Once marked, they will be able to download as many times as needed, but will not be able to make changes to the design. If you want customers to be able to make changes without restrictions, select both *Customer Prints Design* and *Allow Customer to Edit Design*. Your customers will be able to change, save and download their designs as many times as needed.
 2. **Physical Items** - If you will be making and shipping the item after your customer has completed personalizing their item, select *I Process The Order*. Once your customer has

marked their item *Complete*, they will no longer be able to make changes to their item and you will be able to see that the item is ready to process in *View Orders*. If you want your customer to be able to continue making changes after marking *Complete*, select both *I Process The Order* and *Allow Customer to Edit Design*. The customer will be able to make and save changes, if needed.

b. **Design Information** -

1. **Properties, Tags and Etsy ID's** - Change the design name, add or delete tags, change the artboard size, PPI, units and add or delete Etsy ID's.
2. **Etsy ID** - This is where you where you'll be placing your Etsy ID when connecting the design to a listing in your shop.
3. **Customer Instructions** - Create your instructions as a design in Corjl (or use the ones provided in your *Welcome Packet*). When finished, go to the *Info* tab and make sure that ALL of the checkboxes under *Upon Customer Completion* are unchecked (image 3). At the end of the URL, you will see an ID number. This is the ID number you will need to add in the *Instructions* section in the info tab or in *Design Settings* (image 4).

IMAGE 3

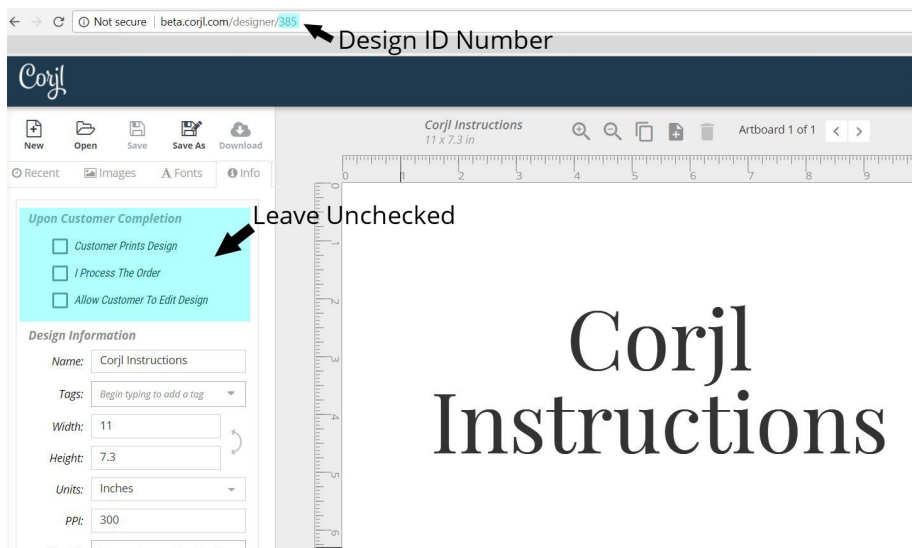
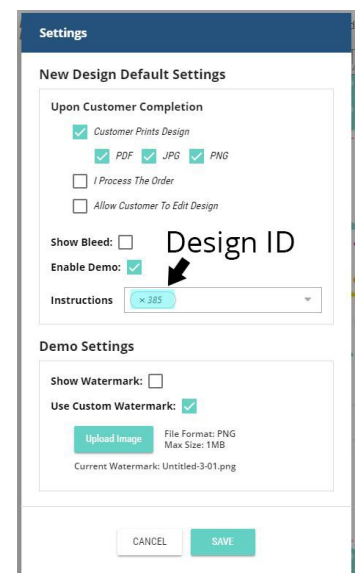


IMAGE 4



4. **Demos** - Copy the link and place it in your listings. If you want to include more than one design for customers to demo, you can add demo IDs at the end of the link by separating the ID's with a forward slash. If you want to include a watermark on your designs in the demo mode, enable it in *Design Settings* (upper RH side of page, under seller profile).
5. **Direct Link** - Provide a link to a design for customers outside of Etsy (for example, a Freebie). Check the *Direct Link* box, then copy. Customers will have access to the design without needing an Etsy Order ID. Please note that per transaction fees still apply to these types of orders.
6. **Show Bleed** - Select *Show Bleed* if you want customers to have the option of including a bleed when downloading.
7. **Customer Can Add Artboards** - Choose to allow customers to duplicate artboards. Please note that customers will not be able to add blank artboards.
8. **Order Expires** - Choose if and when your orders expire. Please note that once an item has expired, it cannot be retrieved and will need to be manually added by you if a customer requests.
9. **Max Downloads** - Control how many times a design can be downloaded. Customers will see a number next to the download icon, showing how many times they have left to download.

To add downloads to a purchased item, go to *View Orders*, open up the customer order and select from the drop-down box, located in the *Items Ordered* section.

5. **Settings** - Find *Settings* under your seller profile (top RH side of the page).

a. **Design Settings**

- i. **New Design Default Settings** - Manage your settings for *Upon Customer Completion* and setup *Bleed*, *Artboard*, *Order Expiration* and *Download* preferences. Add a default instruction ID number. See *Customer Instructions* above for more info.
- ii. **Demo Settings** - Scroll down to see *Demo Settings*. You can enable a default watermark, or upload your own.

b. **Account Settings**

- i. **Change Password or Etsy Shop** - Change your Corjl password or connect your Corjl account to another Etsy shop using this section.
- ii. **Additional Options** - Download your customer email list.
- c. **Billing Settings** - Manage your payment information and subscription plans here.
- d. **Billing History** - See transaction history here.

Create a Design

1. **Choose Design Fonts** - Pick the fonts you want for each design by selecting from *My Fonts* (image 5), or choose all by clicking on *Select All*. The selected fonts will automatically be added to *Design Fonts* (Image 6). You can use the fonts from this list in your design. Please note that your customers will only have access the fonts you include in this list.

IMAGE 5

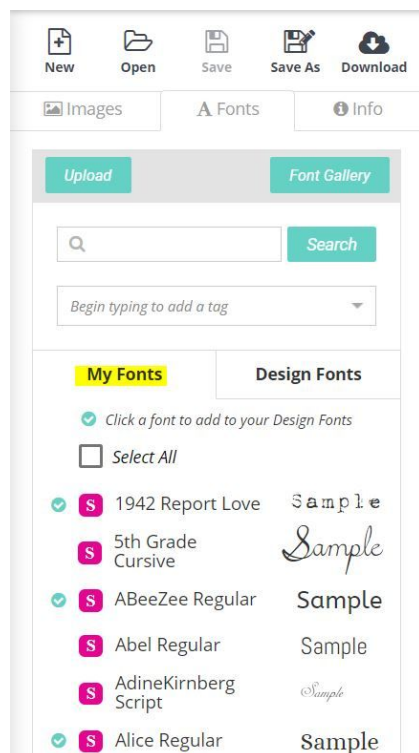
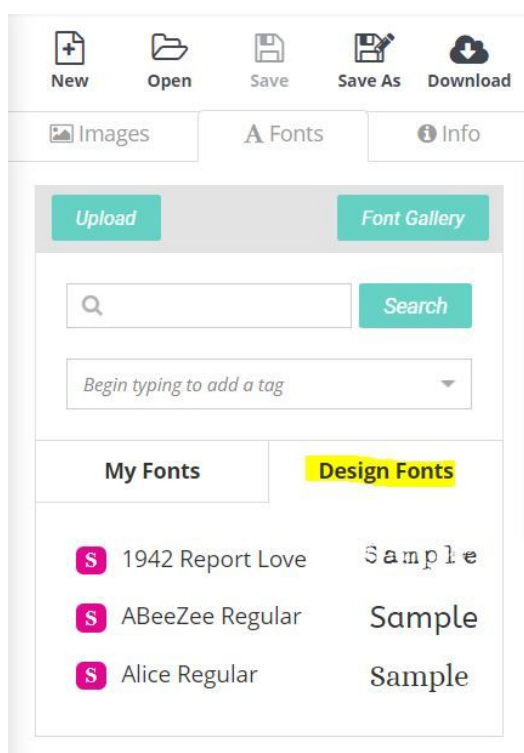


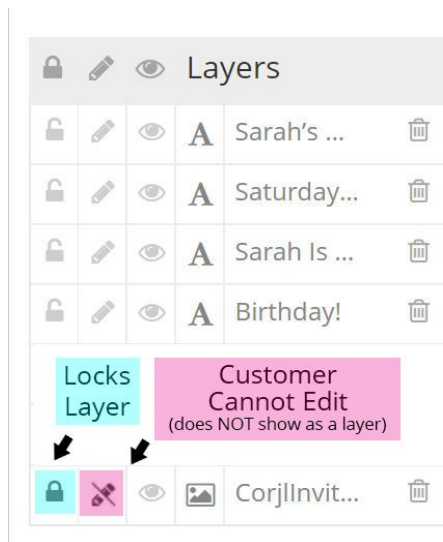
IMAGE 6



2. **Add Images** - Double click or drag an element onto the artboard. If your image is larger than the artboard, you can check the box that says *Fit to Shrink* and the image will be resized to fit onto the artboard. Please note that when customers upload an image, it will automatically shrink to fit.
3. **Add Text** - Double click or drag a font style from *Design Fonts* onto the artboard.
4. **Personalize** - Change text directly on the design by double clicking into the text box. You can also change text using the text box located in the tools panel.

5. **Change Font Style** - Change font style using the drop down box in the tools panel.
6. **Character Map** - Click on the character map icon next to the font style drop-down box to access font glyphs. Only the glyphs that have been assigned a unicode by the font creator will show.
7. **Change Text Color** - Change text color by clicking on the color rectangle in the tools panel. Choose a color or use Hex, RGB or HSL. You can also create a color palette for you and your customers by selecting *Add Color*.
8. **Change Font Size** - Change text size using the drop-down box in the tools panel. You can also change the text size by dragging the corners of a text box in or out.
9. **Freeze Text Boxes** - Freeze the location of a text box, while still allowing customers to change the text. To freeze a text box, select it, then right click and click *Freeze>Frozen*.
10. **Hide Elements in Download** - Keep items from showing when downloaded (great if you need to add a boundary layer or instructions directly onto the artboard). To hide an item in the download, click on it, the right click and select *Download Options>Hide in Download*.
11. **Character and Line Spacing** - Adjust the letter and line spacing using sliders or by entering a number manually in the tools panel.
12. **Add Stroke, Drop Shadow, Outer Glow and Opacity** - Under *Style Text* in the tools panel, add stroke, drop shadow, outer glow or opacity to your text.
13. **Alignment Tool** - Select the *Snap* icon (horseshoe-shaped magnet) to turn on the snapping alignment tool.
14. **Change Objects** - Objects can be rotated, flipped, aligned, duplicated, distributed and more, using either/both the tools panel or by right clicking on an object/objects and selecting from the popup menu.
15. **Duplicate Pages and Add Artboards** - Add, duplicate or delete artboards/pages using the tools above the artboard. Use the arrows above the artboard and scroll left or right to view different artboards.
16. **Layers panel** -
 - a. **Lock** - Lock and unlock elements in the layers panel with the *Lock* icon. If an object is locked, customers will see it as a layer in layers panel and can arrange objects in front of or behind the layer (they cannot unlock the object).
 - b. **Disable Layer** - Control which elements can be edited with the *Pencil* icon. If you disable an element, customers will not be able to select the object on the artboard and the element will not show up in the layers panel (image 7).
 - c. Please note that you will be able to unlock ALL layers when logging into your customer's orders.

IMAGE 7



- d. **Hide/Unhide** - Hide elements when designing by clicking on the *Eye* icon.

Save and Download a Design

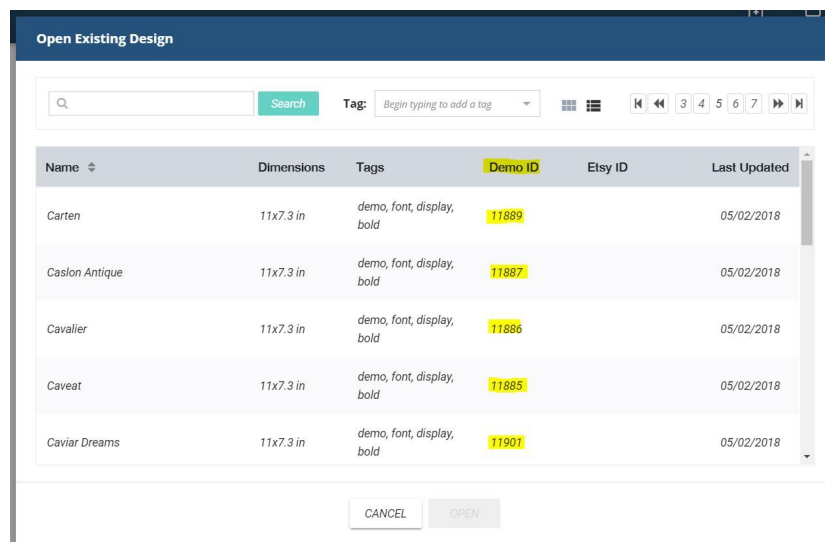
1. **Saving** - Save or Save As in the top LH side of the menu. You will see a pink star next to the design name (above the artboard) if changes have been made to the design that have not been saved.
2. **Downloading** -
 - a. **Choose a Format** - Designs can be downloaded in 3 different formats, including JPG, PDF and PNG. If your customers will be downloading their own designs, you can control which formats they can download in the *Info* tab.
 - b. **Include Bleed/Trim Marks** - If customers will be downloading their own items, and if you include the bleed in your design (see *Design Info*), your customers will have the option to add the bleed when downloading. Customers have the option to include trim marks when downloading as a PDF.
 - c. **Choose Paper Size** - If a design is downloaded as a PDF, customers can download the design alone (*Design Default Size*) or select a paper size to download onto. The included paper sizes are letter (8.5x11 inches), legal (8.5x14 inches), ledger (11x17 inches) and A4 (21x29.7 Centimeters). If the design is larger than any of the available paper sizes, customers will not see any of the paper options and the design will download as it's designated size.
 - d. **Allow Multiples Per Page** - Customers can choose to download multiple copies per page when downloading as a PDF, if the design will fit onto the designated paper size multiple times. Please note that designs (including the artboard) will fit up to .25-inch of the outer edges of the paper size selected.
 - e. **Choose Page/Pages to Print** - Customers can choose to download individual pages (any format) or all pages, if downloading as a PDF.

Set Up Listings

Setting Up Demos - If you want customers to demo their items before purchasing, you can provide a link your Etsy listing details.

- a. **Single Item** - To access the demo link for an item, open the design in Corjl and select the *Info* tab. Copy the link in the *Demo* section and paste it in your Etsy listing (image 6).
- b. **Multiple Items** - If you want to include several items in one demo link, you can do this by adding additional demo ID numbers to the end of the first demo URL, separated by a forward slash: (e.g. <https://www.corjl.com/orders/demo/12345/56789/65432>). Items will be shown in the order listed. To find the demo ID for items, go to *Open Existing Design* and click on the list view. You will see a section that includes the Demo ID number, which you can use in your demos (image 7).

IMAGE 7



Name	Dimensions	Tags	Demo ID	Etsy ID	Last Updated
Carten	11x7.3 in	demo, font, display, bold	11889		05/02/2018
Caslon Antique	11x7.3 in	demo, font, display, bold	11887		05/02/2018
Cavalier	11x7.3 in	demo, font, display, bold	11886		05/02/2018
Caveat	11x7.3 in	demo, font, display, bold	11885		05/02/2018
Caviar Dreams	11x7.3 in	demo, font, display, bold	11901		05/02/2018

Connecting Items to Listings - To connect a design to an Etsy listing, you will first need the Etsy listing ID number. To find the ID number, go to *Shop Manager > Listings* and open up a listing in *Edit* view. You will see a number at the end of the URL (image 8). This is the ID number. Copy the ID number and paste it into the *Etsy ID* section in the info tab (image 9). You can connect as many Etsy ID Numbers as you need to one Corjl design and can attach an Etsy ID to as many designs as you need. Please note that the designs will display in alphabetical order for customers.

IMAGE 8

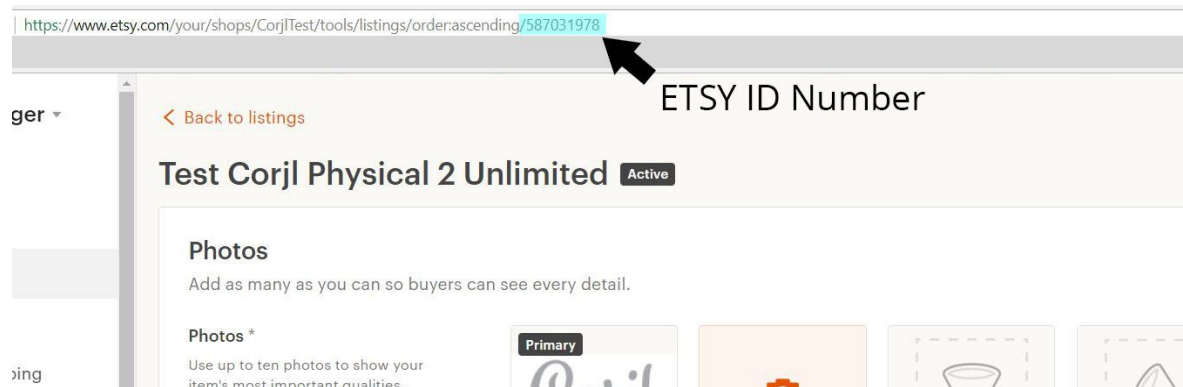
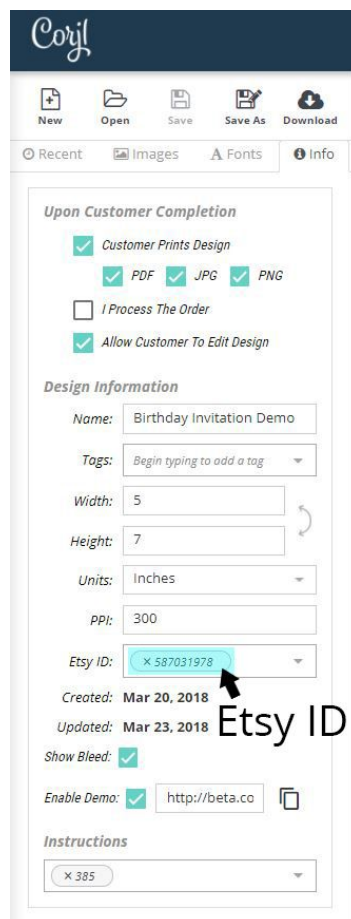


IMAGE 9



Attachments for digital items: Etsy requires that sellers include an attachment to a digital listing. Since customers will not be downloading their items on Etsy, we recommend attaching instructions that direct them to access their items in Corjl. Use the one provided in your *Welcome Packet*, or create your own (use the following copy as a guide):

Access your item NOW by doing one of the following:

1. CHECK YOUR EMAIL: A message from Corjl has been sent to the email address associated with your Etsy account. Click on the provided link, then create an account to access your items.

If you do not see the link, make sure you are checking the email address associated with your Etsy account. Also, If you need the link sent to a different email address, please contact your seller.

OR

2. GO TO CORJL.COM: Go to Corjl.com and click on *Edit My Item*. Enter the email OR username that is associated with your Etsy account & the order number (not transaction number) of your purchased item. Next, create an account to access your items.

Your order number can be found on Etsy by going to *You>Purchases and Reviews* and by clicking on *View Receipt*. The order number will be on the upper left-hand side of the receipt.

Manage Orders

Accessing Items After Purchasing-

There are two ways customers can access their purchased designs:

1. Corjl will immediately send an email with a link to the address associated with your customer's Etsy account.
2. Customers can go directly to Corjl.com and enter their **Etsy Email Address** and **Order Number** (not transaction number) of the purchased item. They will then be prompted to create a *Corjl* account (they can use ANY email address and will need to create a password). Their purchased items can then be accessed.

Managing Orders - Search for customer transactions in the search bar by using the Etsy Order ID number or Etsy email address.

1. **Resending Email Links** - If a customer cannot find the email from Corjl, or if their Etsy email is outdated, you can resend the link or email it to the correct address.
2. **Changing Order Status** - You can change the status of an item to the following: *Mark All Items As Incomplete*, *Mark As Ready To Process*, *Mark As Complete* or *Cancel Order*.
3. **Logging in as a Customer** - If you need to assist a customer with personalizing their item, login to the order as a buyer.
4. **Adding and Removing Items** - Add or delete items in your customer's account.
5. **Downloading Completed Items** - Once a customer has completed personalizing their design, you can download the file, if needed.
6. **Add Downloads to Orders** - If you have a set a limit as to how many times an item can be downloaded and need to add more, you can do that here.

Delivering Custom Orders - Custom orders will not be connected to an Etsy transaction, so you will need to add the order in Corjl. Set up custom listings in Etsy, then do one of the following:

1. Create the item in Corjl. When an item is ready to send to your customer for personalizing, open up *View Orders* in Corjl and select *Create New Order* (top RH side). Enter the customer email, check the *Send Email* box, then add the item and save. An email will be sent to your customer with a link for them to access and personalize their item.
2. If you already have the item created and just need to personalize it for your customer, go to *View Orders* and select *Create New Order*. Enter the customer email and add the item, but don't check the *Send Email* box. Click Save and then open up the order and login as a customer. You can personalize your customer's item, then download it for them or save and process. If you'd like your customer to access the item in Corjl after

you're finished personalizing, click *Resend Order Email*. Your customer will receive the email link and can then follow the link to login and access their personalized item.

Sample Customer Instructions

Create instructions as a design in Corjl. These instructions are provided as a reference and for your convenience.

Edit Text

***PLEASE NOTE** - If customers personalize their items on a mobile device, they are limited to only replacing the text and adding images. They will need to use a desktop or laptop computer to access the following features:

Personalize - Double click directly onto the text you want to personalize to change/delete it. You can also personalize text by selecting it, then typing in the text box located in the tools panel (upper RH side of the page). To add a new text box, click on *Add Text Box* in the tools panel.

Font Style - Select the text you want to change and choose a different font style from the drop-down box in the tools panel.

Color - Select the text you want to change and click on the color rectangle in the tools panel to choose a new color or select a color from the provide color palette (if provided).

Size - Select the text you want to resize, then choose a number or enter it in the drop-down box in the tools panel.

Drop Shadow - Select the text you want to add a drop shadow to, then click on *Style Text* in the tools panel and select *Drop Shadow* from the drop-down menu. Change the color, offsets and blur of the shadow.

Stroke (outline) - Select the text you want to add an outline to, then click on *Style Text* in the tools panel and select *Stroke* from the drop-down menu. Change the color, distance (thickness) and opacity of the outline.

Outer Glow - Select the text you want to add a glow to, then click on *Style Text* in the tools panel and select *Outer Glow* from the drop-down menu. Change the color and distance (thickness) of the glow.

Opacity - Select the text you want to make transparent, then click on *Style Text* in the tools panel and select *Opacity* from the drop-down menu. Enter a number or use the slide bar adjust the opacity.

Character and Line Spacing - Adjust the spacing between letters/lines. Select the text you want to change, then click on the line or height spacing icons (RH side of the color rectangle) and adjust using the sliding bars or by manually entering a number.

Change Objects

Resize - If graphics can be edited, click on any of the corner anchors (gray circles) of the object and drag it inward or outward.

Rotate and Flip - Select the object you want to tilt or rotate and hover your arrow on the white circle above it until you see a rotation icon, then click and rotate left or right. You can also rotate an object 90, 180 or 270 degrees by right clicking on the object, then selecting *Rotate* from the popup menu. Objects can also be flipped (mirrored) by right clicking on the object and selecting *Flip*.

Arrange - Use the layers panel (bottom of the tools panel) to arrange items. Select an object, then click and drag the highlighted bar in the layers panel up or down (up brings in front and down sends behind).

Align - Align objects vertically, horizontally or by sides. Select an object, then hold *SHIFT* on the keyboard while selecting another object. Right click, then select *Align* in the popup menu and make your selection.

Duplicate - Duplicate an object by clicking on the *Duplicate* icon in the tools panel. Duplicate an artboard (if option is provided) by clicking on the *Duplicate* icon above the artboard.

Upload Images

Prepare - If your image needs to be cropped, please do so before uploading. Crop an image for free using an online photo editor, such as picresize.com, fotor.com or befunky.com.

Add Images - Upload an image by clicking on *Add Image* in the tools panel. You can adjust the size and rotate the image (see above).

Replace - To replace an image, click on it and you will see a button in the tools panel that says *Replace Image*. Upload your image and it will replace the existing image. Your seller may have provided extra images you can choose from to replace.

DIGITAL ITEMS (sample instructions)

Save, Download and Print your Design

1. **Saving** -

- a. **Items that have unlimited revisions** - Edit and save your design before downloading as the downloaded file cannot be edited. If there is a red star next to the title of the design, it means that there are changes that have not been saved. If you need to make additional changes, do so in Corjl and then save and download again.
- b. **Items that cannot be edited once marked 'Complete'** - When you are finished personalizing your design, mark it *Complete*. Please proofread your details, because once the item is completed, changes can no longer be made. If you do need to make changes to your completed design, please contact us.

1. **Downloading & Printing** -

- a. **PDF** -
 1. **Choose Paper Size** - If downloading as a PDF, select the paper size. The size of the design will remain the same regardless of the paper size chosen.
 2. **Add Bleed/Trim Marks** - Your design may include a bleed (.125 extra edge around the design). Choose to include the bleed and trim marks allow for easier trimming, if desired.
 3. **Enable Multiples Per Page** - Select *Print Multiples Per Page If Possible* and the design will download with multiple copies onto the designated paper, if possible.
 4. **Choose Page/Pages to Print** - Download individual pages or all pages at once.
 5. **Download and Print** - After downloading, find the file in your *Downloads* folder. If you are printing at home, be sure that the file prints at 100% or *Actual Size* in the print settings (Scale to Fit). If you are printing at a print shop, save the file to a USB flash drive, SD card or email, if available.
- b. **JPG** -
 1. If printing an item (such as an invitation) at a photo center, download the item as a JPG. A JPG is an image, so it can also be used to email, text or post. After downloading, find the file in your *Downloads* folder. If ordering prints online, upload the image directly from your computer. You can also save the image to a USB flash drive or SD card and take it into a photo center to print. Be sure that the prints ordered are the same dimensions as the design.
- c. **PNG** - PNGs can also be posted online. Geofilters must be downloaded as PNGs. After downloading, find the file in your *Downloads* folder and upload as needed.

PHYSICAL PRODUCTS (sample instructions)

Save and Complete your Design

2. **Saving** -

- a. **Items that have unlimited revisions** - Edit and save your design as many times as needed. When finished, mark it *Complete*. Be sure to proofread your details, because once an item is marked as complete, we will be notified that your item is ready to process. If you decide to make changes after

your item has been marked as complete, please alert us that changes have been made, in case we have already begun to process the item.

- c. **Items that cannot be edited once marked 'Complete'** - Edit and save your design as many times as needed. When finished, mark it *Complete*. Be sure to proofread your details, because once an item is marked as complete, changes can no longer be made. We will be notified that the item is complete and ready to process. If you need to make changes, please contact us.

Troubleshoot Customer Questions

When customers contact you and need help, or have encountered a problem, their questions will usually fall into 1 of 3 categories: Logging in, Personalizing or Downloading. If you are unable to assist a customer using the information below, please contact us for support via email (Jodi@corjl.com).

Logging In (can't find email, can't login)

- a. Go to *View Orders* and look up their order. If you cannot find their order, make sure that your design is connected to your Etsy listing (if not, create a new order and send it directly to them). If they cannot find the email, make sure sure that they are checking the email address associated with their Etsy account. You can send it again or send it to another address, if needed.
- b. If customers aren't able to login via Corjl.com (saying it's not accepting their login info), confirm that they are using the correct email and order number (not transaction number) to initially login (see IMAGE 1). Customers will need to create a Corjl account and accept the TOS (see IMAGE 2). They can use any email address and will need to create a password if it's their first time using Corjl. Confirm that they are using their Corjl info and not their Etsy order info at this point.

IMAGE 1 (Login from Corjl.com homepage)

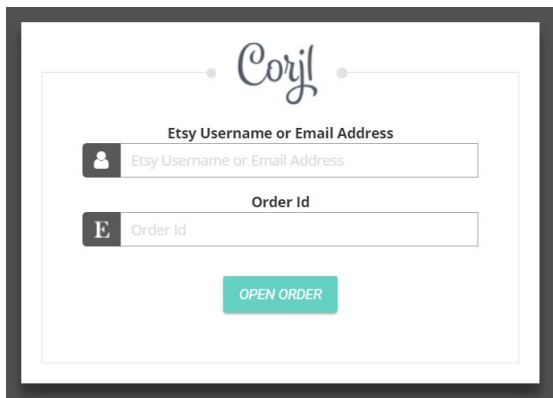
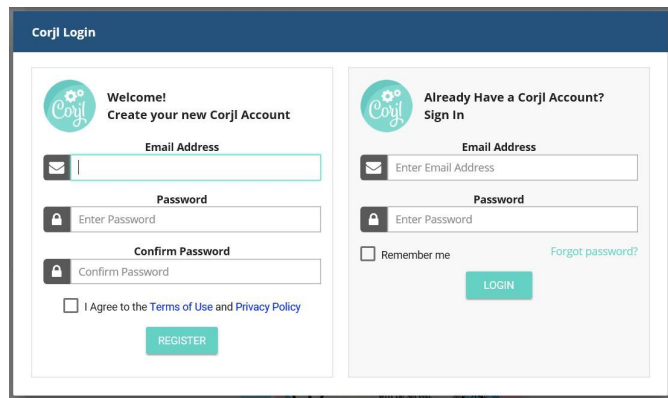


IMAGE 2 (Corjl customer account)



Editing (trouble with fonts or graphics)

- a. Go to *View Orders* and look up their order. Click on *View Log* to see if they've been able to login and which kind of computer or device they are using, plus which browser they are using. If your customers are using Internet Explorer, please instruct them to use a different browser (we recommend Chrome).
- b. If customers are using a phone or mobile device and are having problems, please instruct them to use a computer. Customers can change text and add images with a mobile device, but will need to use a computer if they need to make additional changes, such as adjusting the text size.

- c. Rarely, a customer may try to make changes to the downloaded file (PDF, JPG or PNG) or may try to make and save their changes in the demo after they've purchased. Make sure they have logged into their own account and are personalizing online before downloading.

Downloading

- a. Go to *View Orders* and look up their order. Make sure your customer has saved their changes, as the download option will only appear once changes have been saved. Also, if the customer is using a phone, make sure they know how to access the menu to download (click on upper LH side of the screen).
- b. Login to the order as a buyer and test to see if you are able download.