

DesignStudio™  
ColorStudio™  
ImageStudio™  
LetraStudio™  
FontStudio™  
LetraFont™  
*Ready, Set, Go!*™

## Letraset

*Graphic Design Software from  
the Graphic Design Company*

This catalog was created using  
Letraset Graphic Design Software.

Letraset USA  
40 Eisenhower Drive  
Paramus, N.J. 07653

### Letraset International Subsidiaries

Australia Letraset Australia Pty Ltd. Tel 61 (0)2 975 1033	Norway Essette Letraset AS Tel 47 (0)2 25 73 50
Austria Letraset Vertriebs mbH Tel 43 (0)2 22 921 449	Spain Letraset España Tel 34 (9)1 270 30 38
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Netherlands  
Letraset Nederland bv  
Tel 31 (0)2 907 5641

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# Letraset<sup>®</sup>



GRAPHIC DESIGN SOFTWARE FROM THE GRAPHIC DESIGN COMPANY



## Letraset Software. Graphic Design First.

Have you ever asked yourself what it takes to develop software that

lets your creativity run wild and keep pace with your imagination?

Software that gives you the power and flexibility you need to

experiment, to turn a good idea into a great one?

Maybe it's time you did. Particularly if you're in the market for

software that can help you create incredible layouts. Develop type

solutions that you thought you could get only by hand.

Create custom halftones and effects without ever calling the lab.

What it takes is more than a company that specializes in just software.

It takes a company that understands graphic design and software.

A company with 30 years experience in graphic design, with the

software expertise to put together tools that understand the way you

work. Software that puts graphic design first.

# The Letraset Studio Line

**From concept to reality with an integrated set of tools for professional design and production.**

Letraset's new Studio Line of software products is the first portfolio of electronic tools created to meet the exacting demands of the graphic arts professional. This portfolio offers a complete toolkit for page design, true color and grayscale image creation and enhancement, display typography, and custom typeface and logo design.

### The total toolkit

With Letraset's new Studio tools, all graphic arts professionals have the ability to generate more ideas quickly as well as reduce both the time and cost of taking virtually any concept from design to finished product. Letraset is the first to deliver to the desktop the powerful new tools needed for professional quality design, production and prepress. Studio tools offer a new level of personal control over the design and production process by putting the power of high-end design and production systems directly in the hands of the user.

### Letraset Studio Software

#### DesignStudio

The "power" page design tool for the creative professional.

#### ColorStudio

The ultimate tool for true color image creation, enhancement, and production.

#### LetraStudio

The unique creative tool for display type, headline and special type effects.

#### LetraFonts

Popular display typefaces from the Letraset range including the exclusive Premier series.

#### FontStudio

The perfect new tool for custom typeface, logo and symbol design.

#### ImageStudio

The tool that set the standard in B&W image creation and manipulation.





# DesignStudio™

**Graphic Artist**  
**Designer**  
**Production Artist**  
**Typesetter**  
**Publisher**

**The perfect tool for creating professional page designs.**

It's like conducting a visual symphony. Words flowing into patterns of text, heads counterpointing the theme. Visuals - illustrations and photos - orchestrated into harmony with the whole. That's what working with DesignStudio feels like.

## The design perspective

DesignStudio is built with the designer in mind. Created specifically for graphic arts professionals, DesignStudio brings electronic page design and layout into the designer's natural work environment.

## Design flexibility

Create your pages on DesignStudio's electronic drawing board. Experiment with design elements on or off your page and choose the system



you like best to structure your designs - guidelines, grids or freestyle. Once layouts are complete, editable

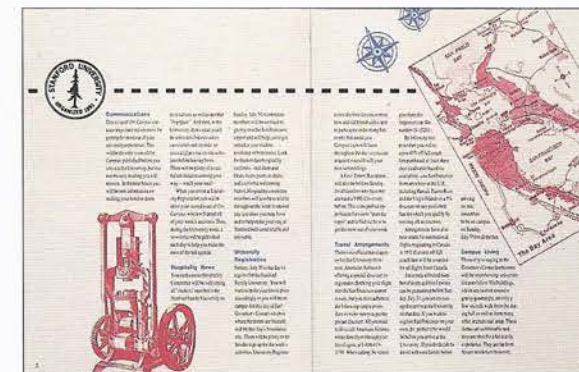
thumbnails provide an overview of the design and the freedom to make changes easily and quickly.

## Powerful design tools

DesignStudio features powerful new tools such as rotation, grouping, auto picture frames, and editable polygons, as well as extensive drawing and graphics tools such as rules, borders, arrows, Letraline, and pen patterns.

## Typographical controls

Power combines with ease of use in DesignStudio's text



rotation, shaped text, tracking, kerning, fractional point size, and auto run-around capabilities. A full-featured word processor and spelling checker lets you develop copy or make changes anytime - even at the last minute.

From concept to mechanicals, DesignStudio gives you the comfort of your own environment with all the power of electronic design.

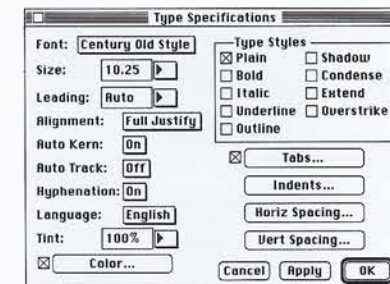
## DesignScript

This optional DesignStudio module is a command language for translating just about any text or wordprocessing file into a beautifully laid out DesignStudio document. The page designs you can create

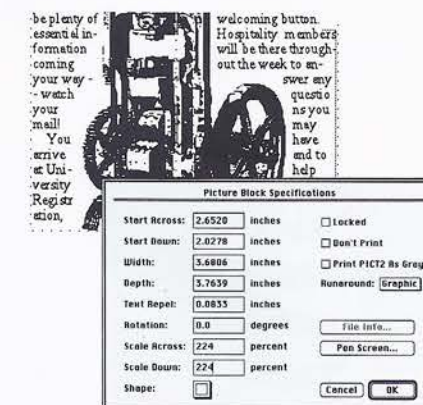
with DesignScript can be as sophisticated or as simple as you like. Define all kinds of text blocks, picture blocks, and layouts. The power of DesignScript is only limited by your imagination.

## Expand the power of DesignStudio

DesignScript is just one of the optional modules available for extending the capabilities of DesignStudio. Other modules include full multiple language environments to expand your potential around the globe, advanced color capabilities such as links to preprocess systems and color separations, plus links to other professional text and graphics systems.

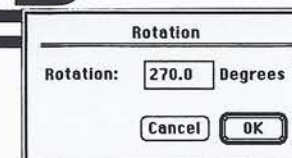


**Precise control of type at your fingertips with detailed management of all the key typographic variables.**



**Irregular type runarounds are easy to create and can be precisely controlled for maximum effect.**

# DESIGN



**Both text and picture blocks can be rotated in DesignStudio in increments as precise as 1 degree. The design element is displayed dynamically so you can see exactly where it should be placed.**





# ColorStudio™

**Graphic Artist**

**Designer**

**Illustrator**

**Retoucher**

**Photographer**

**Production Artist**

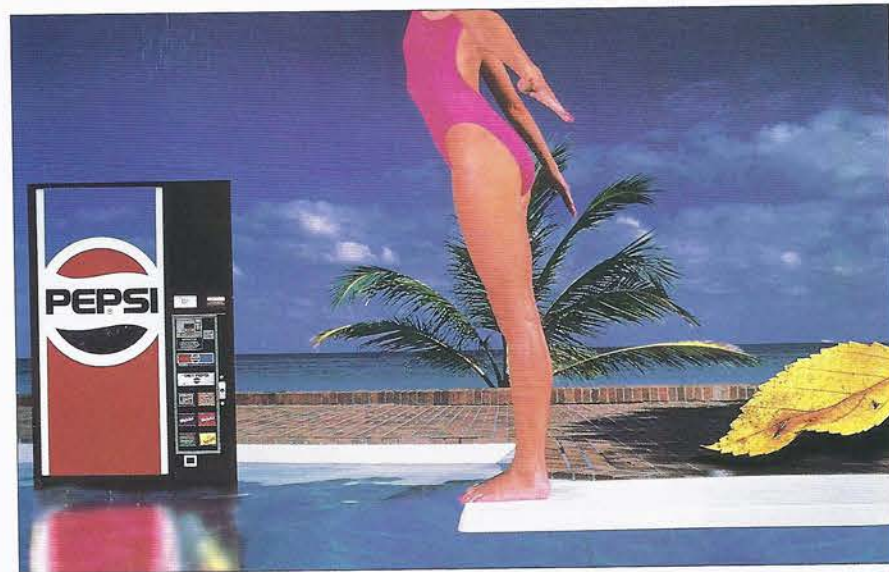
**Printer**

**Publisher**

**Pre-press Specialist**

**The perfect tool for professional true color image creation, enhancement, and production.**

Imagine painting a wash of delicate color right on your screen. Capturing the image of a perfect rose from a dewy bouquet. Then transparently blending these separate images into a unique visual that goes beyond what you've ever seen before. That's ColorStudio.



## **Powerful color on the desktop**

ColorStudio is a comprehensive creative tool which gives you the capabilities of the most powerful image processing and prepress systems in your own studio.

## **Take a concept to final art**

With ColorStudio, you can create, scan, enhance, and composite complex true color images, and then take them through the production process to final art.

## **Flexible design tools**

ColorStudio features a full density grayscale mask which gives you all the creative

power and flexibility you need for rendering incredible images, achieving realistic photo-composition and outstanding special effects. Customizable airbrush, drawing and painting tools, textures and filters, color correction and a custom color palette are just a few of the other features that make ColorStudio unquestionably the best true color imaging program available for creative professionals. ColorStudio's unique customizable interface allows you to set up your working environment to suit your particular needs. You decide exactly the mix of tools you want available at your fingertips to do the job.



## **Production power**

Open multiple images simultaneously for easy assembly, photocompositing or correction.

The combined power of ColorStudio's masking, filtering and color controls allow you to achieve effects which, till now, you could only imagine.



**The two original transparencies were scanned to disk and then blended using the transparent mask layer.**



**The photo of the woman's face was scaled and rotated to match the image of the doll's face.**

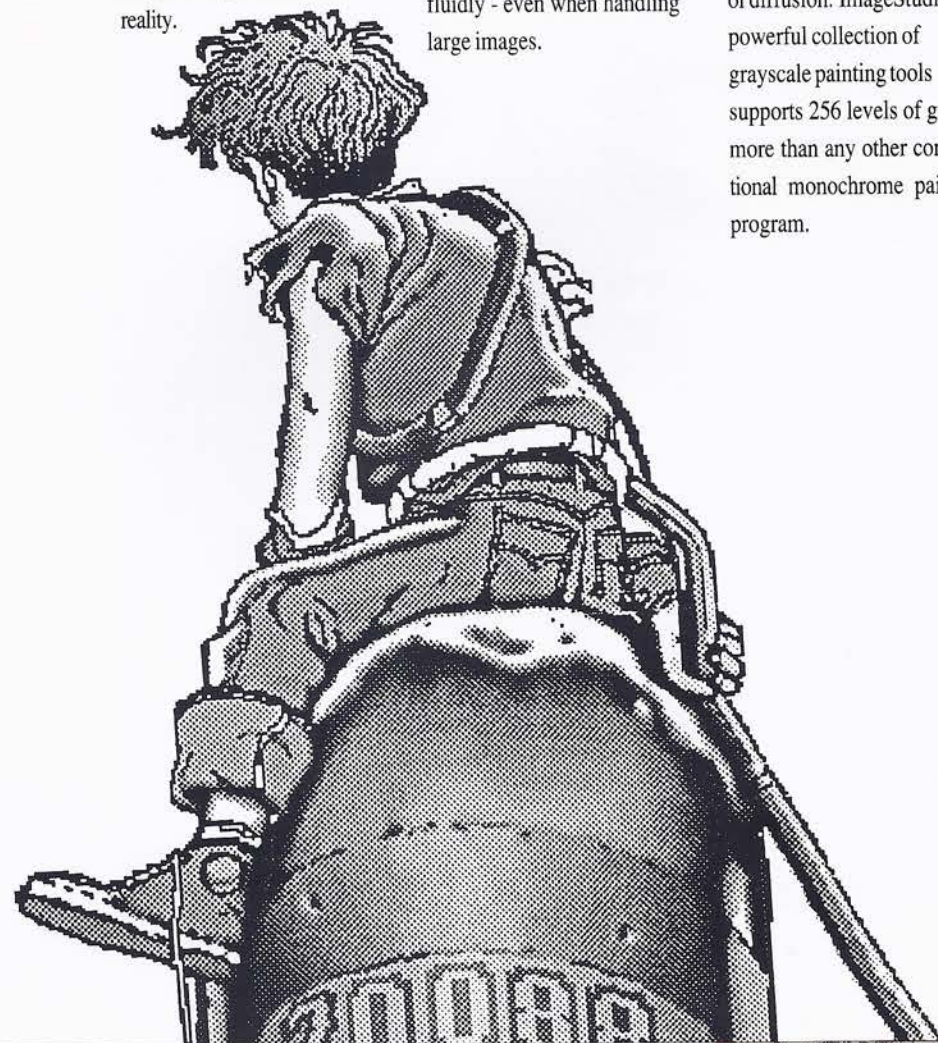


# ImageStudio®

**Graphic Artist**  
**Designer**  
**Illustrator**  
**Retoucher**  
**Photographer**  
**Production Artist**  
**Printer**  
**Publisher**  
**Pre-press Specialist**

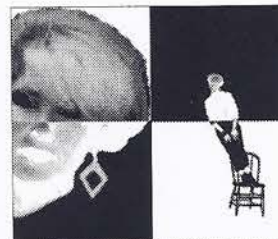
## The perfect tool for image creation and enhancement.

Visual reality is never the way you want it. It has to be pushed, rearranged, sometimes even re-created. It has to bend to the creative vision to be successful as a unique image. ImageStudio fixes reality.



## A creative vision realized

ImageStudio sets the standard in B&W image creation and manipulation. Whether you wish to create art from scratch, scan and retouch a photograph, or assemble a photocomposite, ImageStudio has the right tools to produce the image exactly as you envisioned. And with virtual memory, you can work fluidly - even when handling large images.



## Grayscale painting

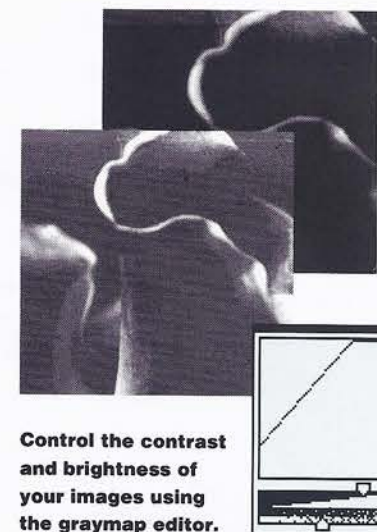
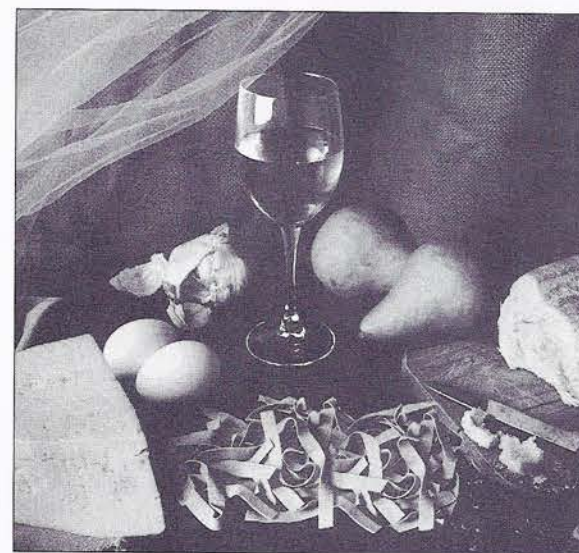
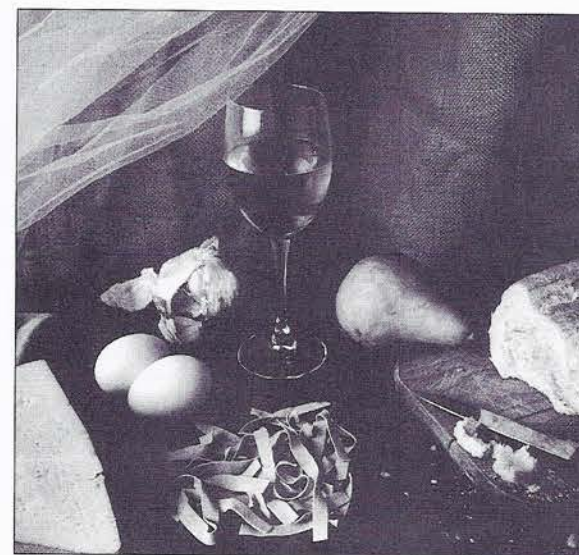
Use blending and smearing tools just like you would a mechanical airbrush. Use various filters to create new effects such as blurring or diffusion. ImageStudio's powerful collection of grayscale painting tools supports 256 levels of gray - more than any other conventional monochrome paint program.

## Traditional retouching

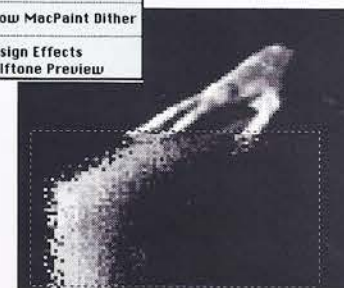
For photo and artwork retouching, ImageStudio offers more options and greater controls than traditional methods. You can specify the brightness and contrast, create negatives, and produce special effects such as posterization and solarization. Images can be cropped, rotated, flipped or scaled.

## From comps to final art

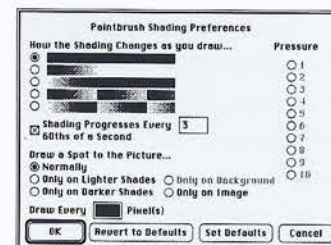
ImageStudio gives you the most flexibility for both input and output. It supports all leading Macintosh scanners. Output as camera-ready art or film can be obtained from any Postscript® compatible printer.



Control the contrast and brightness of your images using the graymap editor.



Special effects - such as diffusion - expand your creative possibilities.



ImageStudio lets you customize your tool box to create an infinite palette of options.

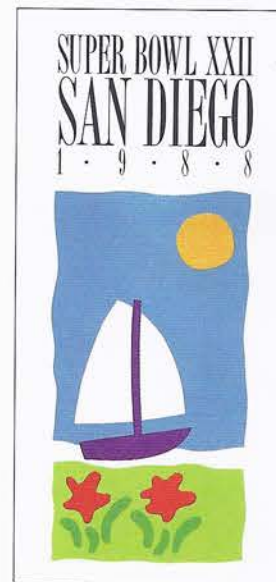


# LetraStudio™

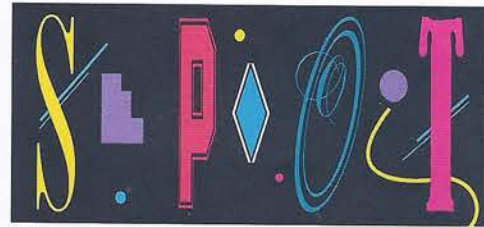
**Graphic Artist**  
**Designer**  
**Type Designer**  
**Illustrator**  
**Production Artist**  
**Typesetter**  
**Publisher**

**The perfect tool  
 for custom display  
 typography and type  
 effects.**

Making letters fit, you know, really fit - like this typeface was designed just so your headline would look great - is one of the great pleasures in a designer's day. LetraStudio let's you experience that - all day long.



LetraStudio brings to your electronic studio complete functionality for headline and display lettering treatments. You can use the popular LetraSet display typeface library to develop precision distortions



**ON CAMPUS**

and effects for truly unique typographic art.

**Multi-media  
 professional display  
 typography**

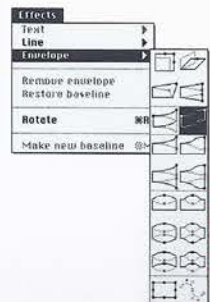
LetraStudio is a headlining tool which can be used to create custom display type treatments for page designs to produce ultra-high quality video titling. Use it for signage, multi-media, video, package design, or any imaginative print media application.

**New realm of  
 type effects**

LetraStudio lets you take type beyond the limits of a stat camera. An easy-to-use, interactive environment lets you dynamically shape and distort type and immediately see the results of your creative manipulations.

**Design tools**

Professional design tools such as layout grids, drawing tools, and guidelines give you the precision you need to condense, stretch, slant, scale, rotate, and distort type. You can set type along shaped baselines or layer type for multiple effects. And no matter how you manipulate type, you retain precise control over kerning, letterspacing, sizing and placement.



Chose from a variety of envelopes to distort letters, words or entire lines of type.

*Font is a studio's paradise for the designer.*

# FontStudio™

**Graphic Artist**  
**Designer**  
**Type Designer**  
**Production Artist**  
**Typesetter**

**The perfect tool for  
 typeface and logo  
 design.**

You've figured out another way to handle the type. But you know the job needs a custom typeface. No more buts. Now you can have it. No more compromises. FontStudio makes custom typeface and logo design a real, practical alternative.

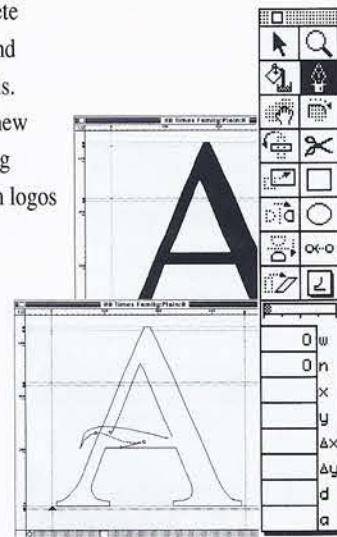


ABCDEFGFG  
 abcdefg

FontStudio is the complete type tool for designers and typographic professionals. With it, you can create new faces and modify existing designs as well as design logos and symbols.

**Add custom  
 typefaces to  
 your work**

The heart of the program is a powerful font creation capability that generates both bit maps and outlines for screen and printer fonts respectively. You control the shape of the letter and add hints to ensure consistent stem weights, diagonal strokes and other design elements. Kerning tables enable you to specify font metrics, side bearings and kerning pairs. Your new



**Manipulate any part of a  
 character using the bezier  
 curve.**

designs can be used like any other downloadable font to set type on Postscript® printers.

**Create logos with  
 autotrace**

The creation of logos and symbols is simple with FontStudio's autotrace tool. Art in MacPaint, TIFF and PICT formats can be scanned into FontStudio as bitmaps and then autotraced to create scaleable outlines. The outlines ensure high resolution at any size. FontStudio lets you improve your designs by raising your typographic capabilities to new levels.