

Normal Text

Text with a Shadow

Hollow Text

Slanted one way or another

Bold, Bolder and Bolder Still!

Color filled

Pattern Filled

Text that you

extend to whatever

Underlined or ~~Struck out~~

super^{scripted} or sub_{scripted}

ANY TRUETYPE or *OpenType font*
can be used

We can print text FORWARDS

or BACKWARDS or

Take your choice.

Pretty much

anything goes!

BOTH for that matter!

or UPSIDE DOWN

Big circles and little circles! We can print them in text.

[illegible]

of spiral such as this one comes to mind, so let's do it!

Let's consider the idea of printing a message on some interesting sort of curve.

This is a nice smooth curve. It is called a sinusoid. Put's me to sleep just looking at it.

it around the outside of an ellipse. We can print text on pretty much any curve, variable data included. Here we are printing it around the outside of an ellipse.

The actual form of the curve does not matter. Curves are only data after all, and like everything else in PSL we like it best when it's VARIABLE!

Consider this lumpy looking LOOP THE LOOP thing. Curves we can print on anything.

If you were to look up the name Vivien Leigh on line, you would find a brief biography beginning with the words:

Vivien Leigh, Lady Olivier (5 November 1913 - 7 July 1967) was an English actress. She won two Best Actress Academy Awards for playing southern belles: Scarlett O'Hara in *Gone with the Wind* (1939) and Blanche DuBois in *A Streetcar Named Desire* (1951), a role she had also played on stage in London's West End.

Vivien Leigh

It is interesting to note that although the shape of the space in which this is printed is a little unusual, no matter how much or how little text we find in the data, it always seems to squeeze in anyway.
That's what automatic font scaling does for you.

If you were to look up the name Judy Garland on line, you would find a brief biography beginning with the words:

Judy Garland (June 10, 1922 - June 22, 1969) was an American actress and singer. Through a career that spanned 45 of her 47 years, Garland attained international stardom as an actress in musical and dramatic roles, as a recording artist, and on the concert stage. Respected for her versatility, she received a Juvenile Academy Award, won a Golden Globe Award, received the Cecil B. DeMille Award for her work in films, as well as Grammy Awards and a Special Tony Award. She had a contralto singing range. After appearing in vaudeville with her sisters, Garland was signed to Metro-Goldwyn-Mayer as a teenager. There she made more than two dozen films, including nine with Mickey Rooney and the 1939 film with which she would be most identified, *The Wizard of Oz*. After 15 years, Garland was released from the studio but gained renewed success through record-breaking concert appearances, including a critically acclaimed Carnegie Hall concert, a well-regarded but short-lived television series and a return to acting beginning with a critically acclaimed performance in *A Star Is Born* (1954).

Judy Garland

It is interesting to note that although the shape of the space in which this is printed is a little unusual, no matter how much or how little text we find in the data, it always seems to squeeze in anyway. That's what automatic font scaling does for you.



Packard Eight Station Sedan

Using color shading to give text a metallic look:



BROOKLIN

WELCOME

XYZ

KENNELS

ADD VARIABLE
TEXT TO A
PHOTO

ALWAYS READ
THE WRITING ON
THE FLOOR!



Your Friendly 'Phone Company

Pacific Telephone Co.
123 W. 32d St.
P.O. Box 145
Los Angeles, CA
12345

Long Distance Services:
Itemized Calls.



Call To	Number Called	Date and Time	Duration	Rate	Charge
Perth Amboy, NJ	848-555-4600	10/09/09 04:20	35.2	\$0.19	\$6.69
Nettie, WV	681-555-5747	10/07/09 07:26	16.7	\$0.16	\$2.67
Plainview, TX	832-555-8450	10/04/09 06:18	56.5	\$0.14	\$7.91
Roxbury, KS	913-555-3279	10/12/09 05:58	16.4	\$0.11	\$1.80
Austin, TX	832-555-1375	09/19/09 05:48	44.5	\$0.13	\$5.79
Piney Creek, NC	980-555-7866	10/07/09 06:10	31.3	\$0.16	\$5.01
Loretto, MN	218-555-7079	09/20/09 11:13	49.1	\$0.19	\$9.33
Kendall, KS	913-555-9283	09/20/09 11:43	9.1	\$0.20	\$1.82
Hearne, TX	832-555-8939	09/28/09 11:36	3.2	\$0.20	\$0.64
Albuquerque, NM	575-555-8600	10/14/09 09:38	5.1	\$0.14	\$0.71
Roberts, MT	406-555-6351	10/07/09 03:01	19.8	\$0.18	\$3.56
Winfield, TX	832-555-6450	09/29/09 10:08	24.5	\$0.14	\$3.43
Parsons, TN	423-555-1873	10/09/09 02:08	45.2	\$0.15	\$6.78
Henderson, NV	775-555-9164	10/07/09 11:41	6	\$0.11	\$0.66
Hay, WA	509-555-2808	10/14/09 02:26	36.9	\$0.15	\$5.54
Vancouver, WA	509-555-6146	09/26/09 02:07	14.7	\$0.15	\$2.21
Dallas, TX	832-555-3789	09/26/09 07:21	34.4	\$0.11	\$3.78
White Sulphur Springs, WV	681-555-8679	10/11/09 05:01	40.8	\$0.13	\$5.30
Warba, MN	218-555-6753	10/11/09 02:45	22.3	\$0.17	\$3.79
Fresno, CA	213-555-1611	09/20/09 01:48	43.7	\$0.16	\$6.99
Wentworth, NC	980-555-2791	10/12/09 07:10	36.5	\$0.14	\$5.11
Sacramento, CA	213-555-9688	09/23/09 06:52	13.7	\$0.19	\$2.60
Tillatoba, MS	769-555-7183	10/02/09 08:55	37.1	\$0.19	\$7.05
Houston, TX	832-555-4735	09/25/09 10:13	30.9	\$0.12	\$3.71
Shamokin Dam, PA	267-555-9155	10/08/09 02:10	17	\$0.16	\$2.72
Bellefontaine, MS	769-555-6522	10/13/09 08:50	40	\$0.18	\$7.20
Tafton, PA	267-555-9644	09/23/09 06:05	1.8	\$0.17	\$0.31



Call To	Number Called	Date and Time	Duration	Rate	Charge
Taylor, MI	947-555-5850	09/18/09 05:40	11.7	\$0.19	\$2.22
Wahkon, MN	218-555-3589	10/08/09 11:38	18.6	\$0.12	\$2.23
Stanhope, NJ	848-555-1730	10/13/09 09:13	14	\$0.14	\$1.96
Lazbuddie, TX	832-555-1199	10/10/09 11:48	19.5	\$0.15	\$2.93
Pinson, TN	423-555-4230	09/21/09 08:11	51.3	\$0.16	\$8.21
Woodlawn, TN	423-555-7942	09/28/09 12:50	3.6	\$0.17	\$0.61
Corpus Christi, TX	832-555-7946	09/19/09 04:22	37.8	\$0.20	\$7.56
Saratoga, NC	980-555-3140	09/25/09 09:33	56.5	\$0.12	\$6.78
Fort Wayne, IN	317-555-8829	10/13/09 02:48	33.2	\$0.14	\$4.65
Mount Pleasant, MS	769-555-9071	09/28/09 05:59	47.2	\$0.18	\$8.50
Wheeling, MO	660-555-8898	10/10/09 07:37	18.8	\$0.11	\$2.07
Saint Anthony, ND	701-555-7363	10/10/09 03:20	37.8	\$0.13	\$4.91
Indian Mound, TN	423-555-5703	09/19/09 04:33	55.4	\$0.14	\$7.76

Tear Off Here - Enclose in #9 Envelope



Pacific Telephone Co.
123 W. 32d St.
Los Angeles, CA 12345

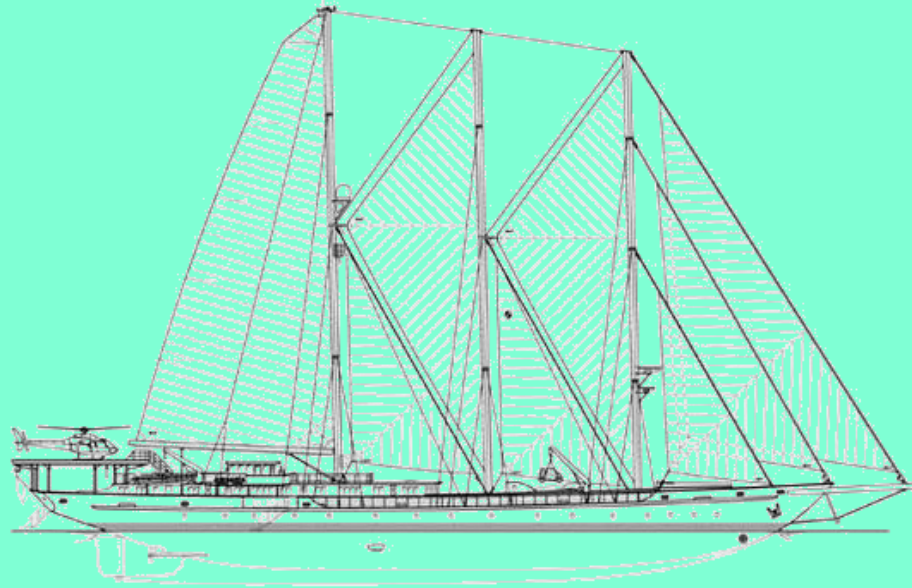


Timothy Corely
706 Catalpa Ct
Scott City, KS
67871

Total Long Distance Charges: \$173.50

Payment Enclosed: _____

Dave Williams
Roy's Boat Yard
123 Lafayette Dr.
Buffalo, NY



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PERMIT 12345



Mike Miller
Victory Liquors
39 W. 32d St.
New York, NY

FIRST CLASS
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U.S. POSTAGE
PAID
PERMIT 12345

Mr. John Doe
413 S. Mary St
Apt. 601
Allentown, NY



Ms. Jane Doe
413 S. Mary St.
Apt. 601
Allentown, NY

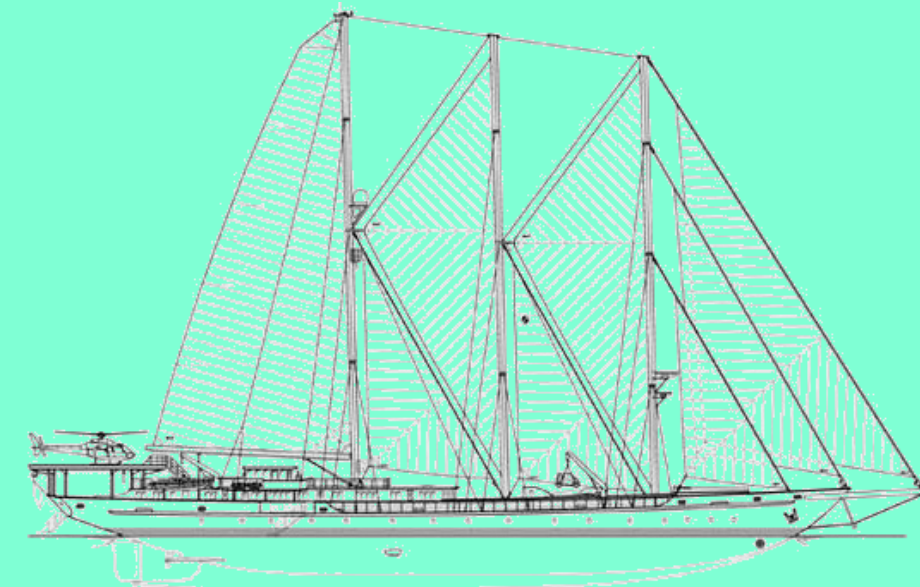


Mary White
Sunny Times Travel
49 Scotia Ave.
Unit 34
Garden City, CA

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U.S. POSTAGE
PAID
PERMIT 12345

Dave Williams
Roy's Boat Yard
123 Lafayette Dr.
Buffalo, NY

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BARCODED
U.S. POSTAGE
PAID
PERMIT 12345



Mr. Harry Adams
12 Treeview lane
Atlanta, Georgia



Mr. Dave Wilkins
321 Manvers/Scugog Townline Rd
RR2
Johnsville, Maine

Jane,
There is nothing like a glass of fine whiskey.
Introducing this year's:

Crown Royal Collection



Tasting next Wednesday.

Mike Miller

John: **That little boat we were talking about?**

I think I may have found her. A goodly size, and seaworthy as they come.
I believe this ought to reflect your station in lifewithout undue ostentation.
Just came from the yards. Price to be discussed over drinks



Viewing by appointment only. Call Dave: 555-8034

Dave: **Check these previously owned babies out!**



Previously owned 100 HP fast inboard/outboard beauty. Like new, owned by a little old sailor. \$17,000.00 or best offer.



What a party! Come and join us. Perfect for the cottage. Starcraft 40 HP party raft, clean as a whistle. Asking \$9,500.00

Dave Williams

*Peace and serenity. Let us take you there.
Cancun, all inclusive from \$2,999.99.*





Mike Miller
Victory Liquors
39 W. 32d St.
New York, NY

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PAID
PERMIT 12345



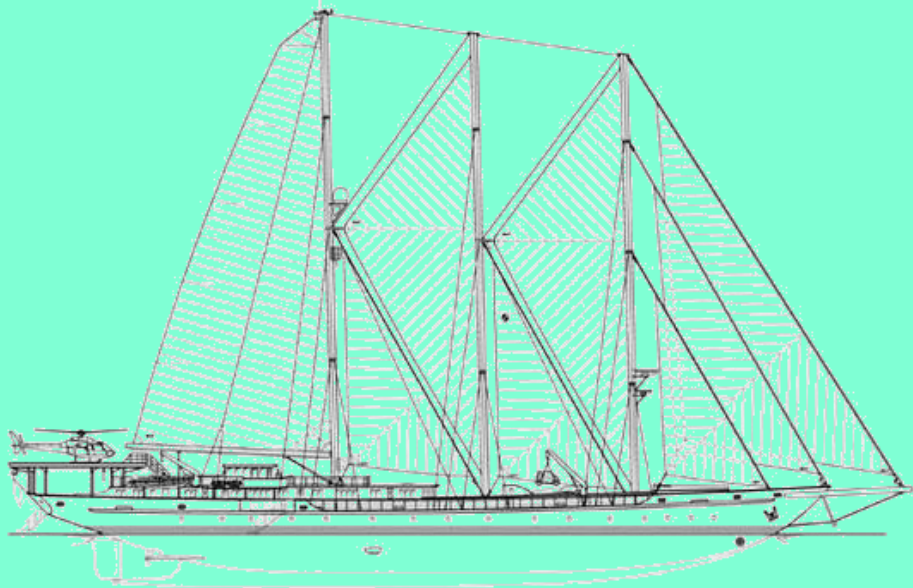
Mike Miller
Victory Liquors
39 W. 32d St.
New York, NY

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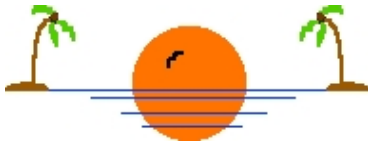
Mr. Joe Atkins
2016 Malibu Dr
Garden, Alabama
[Barcode]

Ms. Linda Arden
123 Linden Dr.
Apt. 13
Larchville, NY
[Barcode]

Dave Williams
Roy's Boat Yard
123 Lafayette Dr.
Buffalo, NY



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Mary White
Sunny Times Travel
49 Scotia Ave.
Unit 34
Garden City, CA

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Mr. Harold Oberstien
49 Albert St.
Streetsville, Alabama
[Barcode]

Mr. Norm Anderson
4213 Very Long Street Name Around the Corner From Main St.
Atlanta, Georgia
[Barcode]

Dear Linda,
Have we got a boatload of selections for you! Check these out:

Jack Daniels	129.99
Jack Daniels Special Old	\$259.99
Early Times	\$132.95
Jim Crow	\$49.99
Old Kentucky Sour Mash	\$97.99
Old Sailor Corn	\$82.87
Razzle Dazzle Rot Gut	\$45.67

(Prices are per case, delivery extra, taxes where applicable)

Why not come down and pick up a case or two while supplies last?
Have yourself a party!

Mike Miller

Interested in a little camping Norm? Nothing like the great outdoors! Sunny times is a member of "Discount Camping". See out website at:

"www.discountcamping.com"

Why pay to see your own planet?



We can arrange everything.

Cary White

Dear Joe,

We have just received two very attractive shipments from France. Knowing your interest in fine wines, we thought you would like to hear about them.

The first is a hundred bottles of Alsace Rhineside Vineyards Gewurztraminer, 1986. This little known grower has produced some of the finest examples of this spicy wine that we have ever tasted. The 1986 vintage was particularly fine, with a lovely orchid like bouquet. At \$314.00 a bottle, we know you will be pleased with this find.

The second is a large shipment of a new Pinot Noir from Bien Nacido Vineyards. Although a young wine, this promises to be a rare treat after a few years in the rack. We expect a full bodied taste with a subtle hint of oak. The rich ruby color will complement any table. A fine investment at \$99.00 a case.

Mike Miller



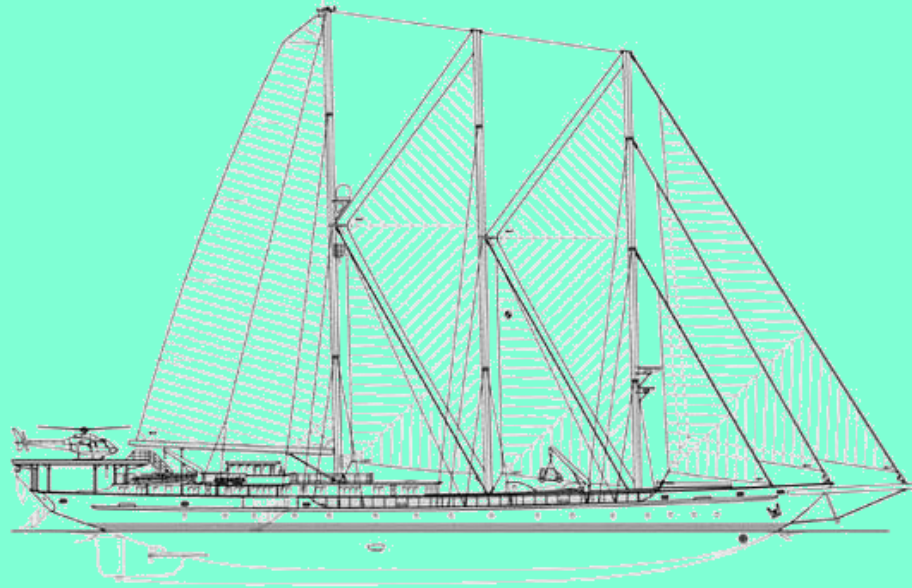
Harold: Get a load of this!
Lovely little bass boats
at only \$2,999.99.



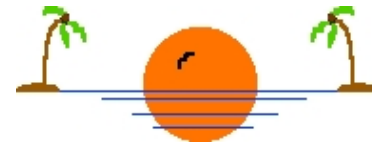
Get'em while they last!

Dave Williams

Dave Williams
Roy's Boat Yard
123 Lafayette Dr.
Buffalo, NY



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Mary White
Sunny Times Travel
49 Scotia Ave.
Unit 34
Garden City, CA

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Ms. Anne Gables
67A Wimpole St.
Newlondon, Maine

A standard linear barcode consisting of vertical black bars of varying widths on a white background.

Mike Miller
Victory Liquors
39 W. 32d St.
New York, NY

FIRST CLASS
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Mr. George Brown
94 Wimherst Dr.
Georgetown, NY


Enjoy the excitement of Montecarlo!

21 Day Mediterranean Cruises From \$18,999.99



Susan: Check these previously owned babies out!



Previously owned 100 HP fast inboard/outboard beauty. Like new, owned by a little old sailor. \$17,000.00 or best offer.



What a party! Come and join us. Perfect for the cottage. Starcraft 40 HP party raft, clean as a whistle. Asking \$9,500.00

Dan Williams

George,
There is nothing like a glass of fine whiskey.
Introducing this year's:

Crown Royal Collection



Tasting next Wednesday.

Mike Miller



Fastman

Real Estate LLC.
123 W. 32d St.
Flyby, Fl.
12345

First Class
Bar Coded
U.S.
Postage Paid
Permit
123456



Fastman

Real Estate LLC.
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Flyby, Fl.
12345

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U.S.
Postage Paid
Permit
123456



Fastman

Real Estate LLC.
123 W. 32d St.
Flyby, Fl.
12345

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123456

Jane Doe
134 South St.
Streetsville NY
12354



Jack Benny
64 Swan Lane
Beverly Hills CA
76837



John Doe
134 South St.
Streetsville NY
12354



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U.S.
Postage Paid
Permit
123456



Fastman

Real Estate LLC.
123 W. 32d St.
Flyby, Fl.
12345

Walter Astor
649 W 36th
Apt. 49
New York NY
12367



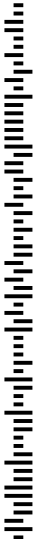
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Postage Paid
Permit
123456



Fastman

Real Estate LLC.
123 W. 32d St.
Flyby, Fl.
12345

M. Mouse
12 Trapper Cres.
Hollywood CA
76527



First Class
Bar Coded
U.S.
Postage Paid
Permit
123456



Fastman

Real Estate LLC.
123 W. 32d St.
Flyby, Fl.
12345

B. Parker
398 Upper Swandon
Sunnyville FL
34878



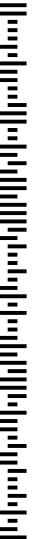
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U.S.
Postage Paid
Permit
123456



Fastman

Real Estate LLC.
123 W. 32d St.
Flyby, Fl.
12345

C.W. Moss
5 Manly Manors
Apt. 12B
Beltway CA
67856



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Sample any graphic and use it to fill text or any shape



If it's
NO Scottish
it's NO

GIUD!

Common Bar Codes

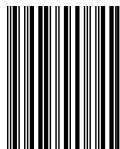
Intelligent Mail:



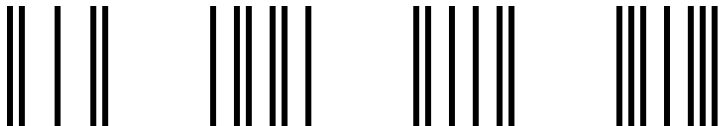
3 of 9:



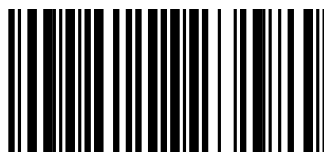
2 of 5:



Facing Id:



GS1:

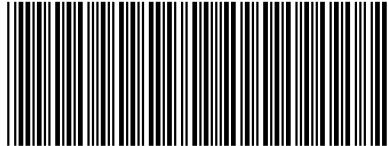


General Purpose Bar Codes

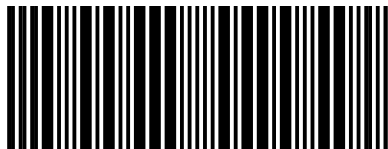
UPC A and E
EAN 13 and 8:



Code 3 of 9:



Code 2 of 5:
Code 2 of 5 I:



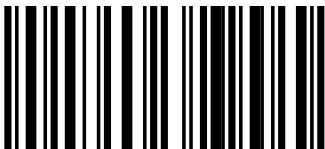
Code 128 A:



Code 128 B:



Code 128 C:



Code 128 A,B and C encodings
can be mixed in any required
combination.

Most bar codes can be sized as needed:



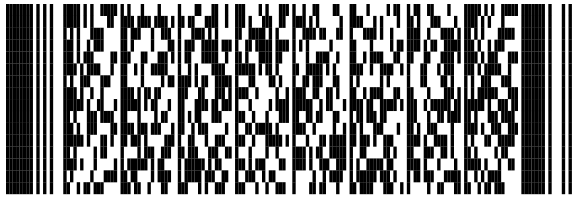
or



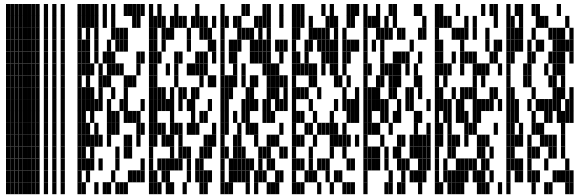
These are both the same, just sized differently.

Two Dimensional Bar Codes

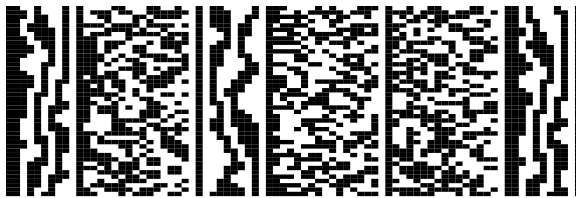
PDF417:



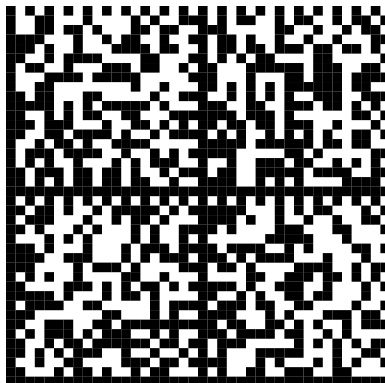
Compact PDF417:



Micro PDF417:



Data Matrix

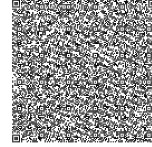
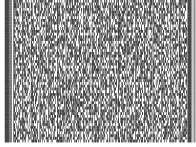


Quick Response



Just How Much Can I Jam Into A Postage Stamp Anyway?

(You may want to zoom in a bit)



Four score and seven years ago, our fathers brought forth upon this continent a new nation: conceived in liberty, and dedicated to the proposition that all men are created equal.

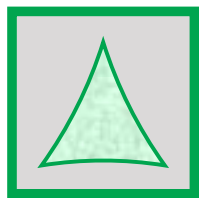
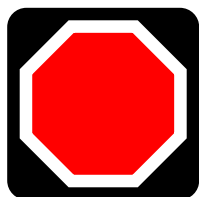
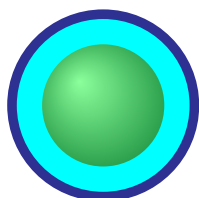
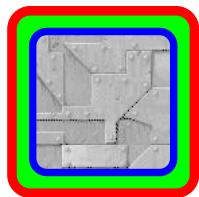
Now we are engaged in a great civil war... testing whether that nation, or any nation so conceived and so dedicated... can long endure. We are met on a great battlefield of that war.

We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate... we cannot consecrate... we cannot hallow this ground. The brave men, living and dead, who struggled here have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember, what we say here, but it can never forget what they did here.

It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us... that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion... that we here highly resolve that these dead shall not have died in vain... that this nation, under God, shall have a new birth of freedom... and that government of the people... by the people... for the people... shall not perish from the earth.

Custom shapes and fills



Here is a bunch of totally uninteresting text. In fact, it looks pretty much totally boring.

However, it is a well understood fact even the most inane message can be made to look interesting if we add a little colorfull pizzazz!

Overlaying Images

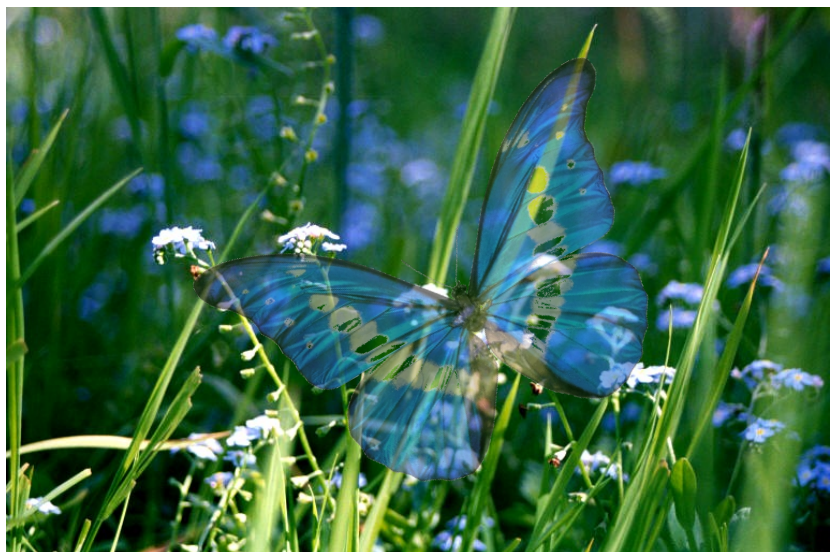
PDF has a transparent image model. This means that we can overlay images, text etc. and control the way in which the overlays combine. For instance:



PLUS



EQUALS...



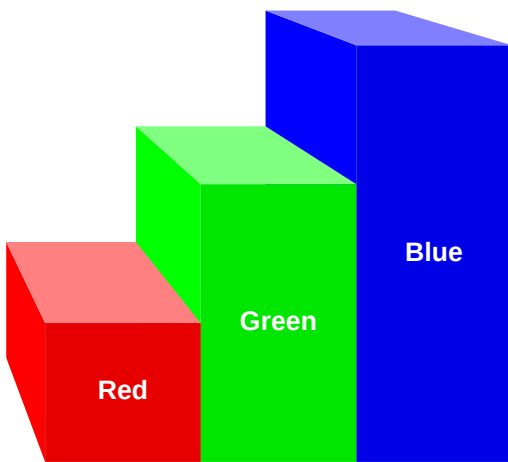
Did Georgia have a Betsy Ross too?



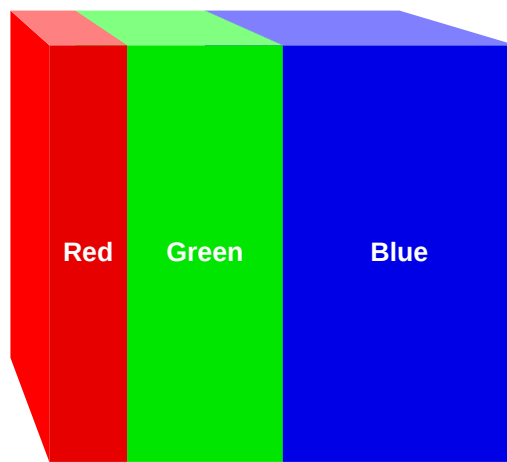
Text and graphics can always be made transparent too



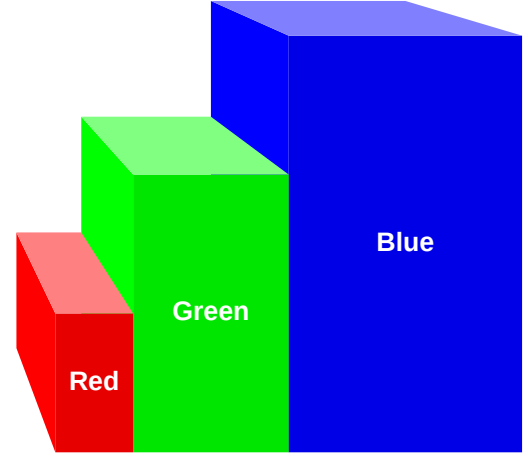
Bar Chart Modes



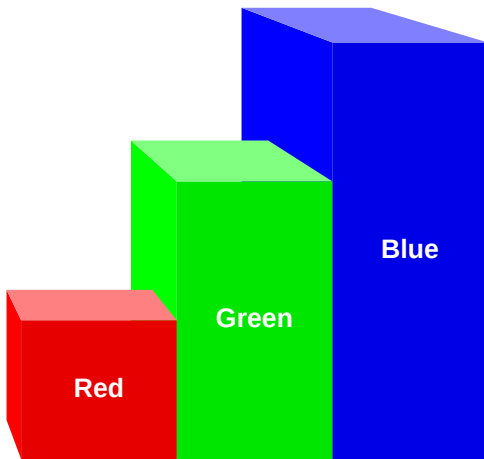
mode: height
depthMode: none



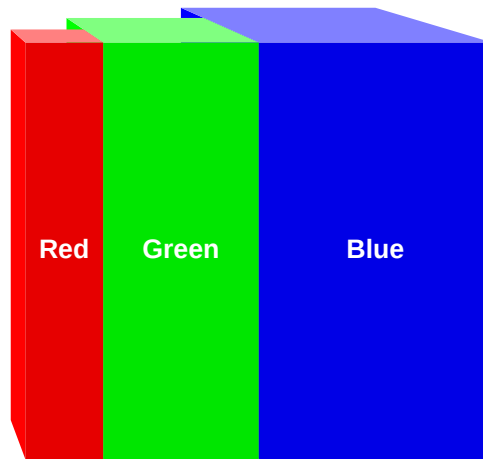
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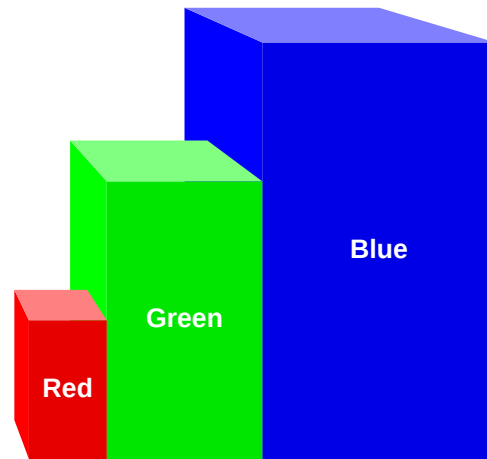
mode: both
depthMode: none



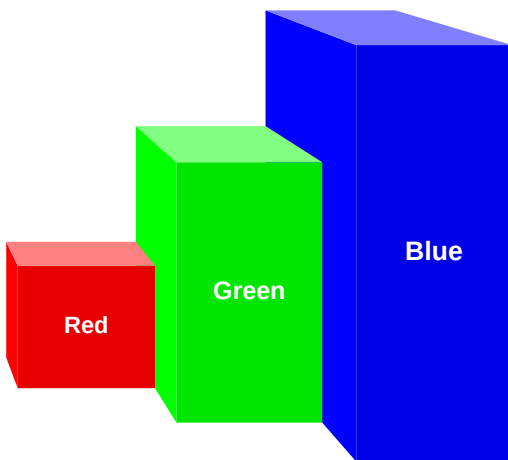
mode: height
depthMode: front



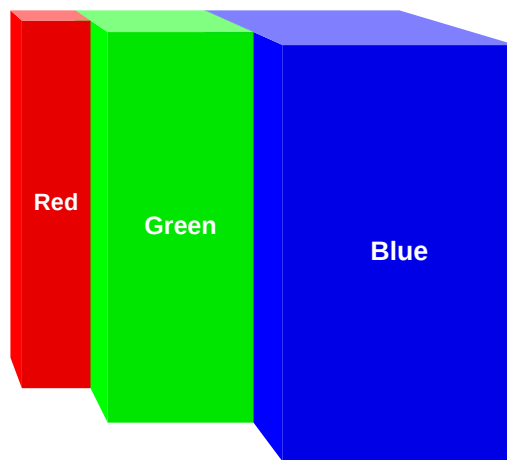
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depthMode: front



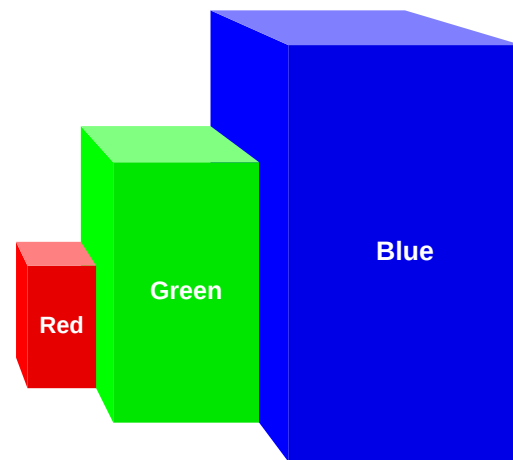
mode: both
depthMode: front



mode: height
depthMode: back

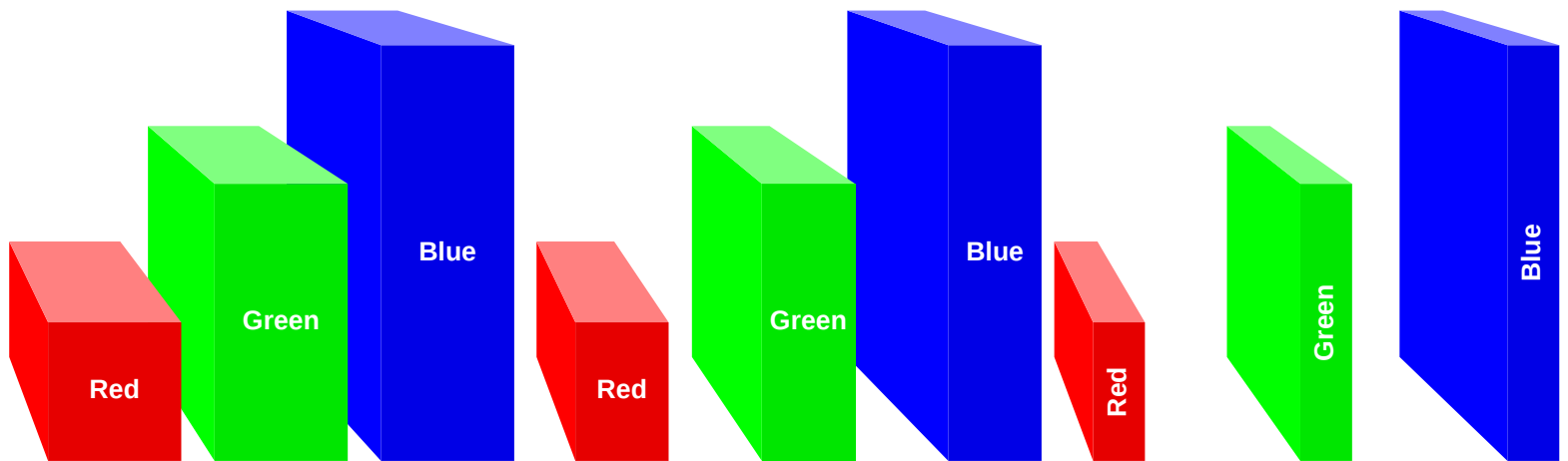


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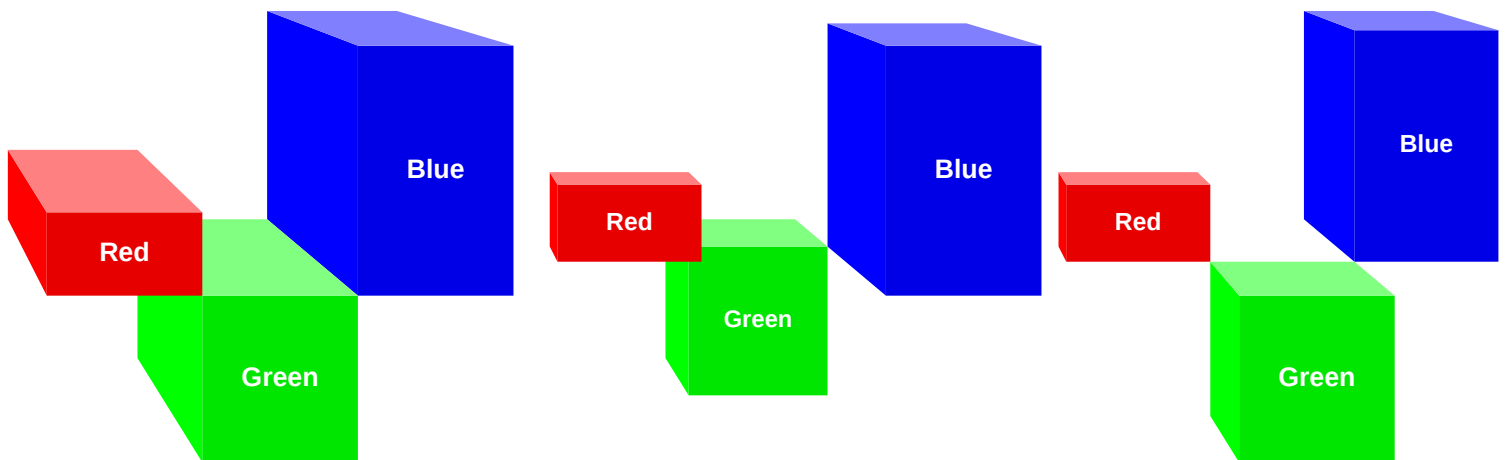


mode: both
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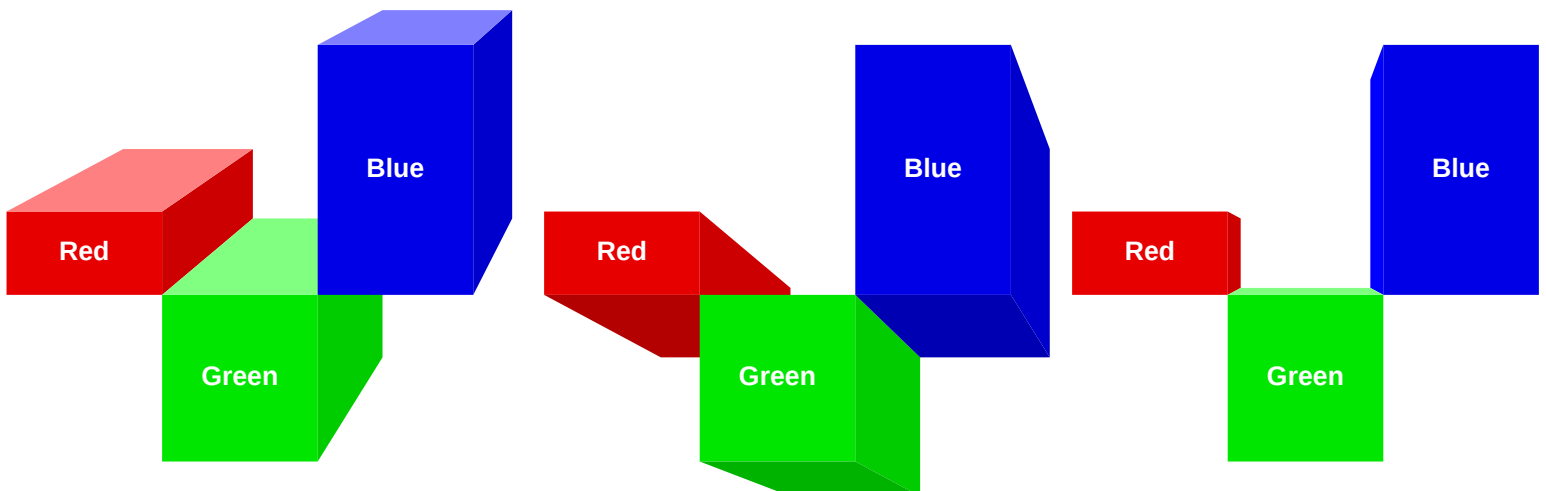
Variations



Bar Spacing

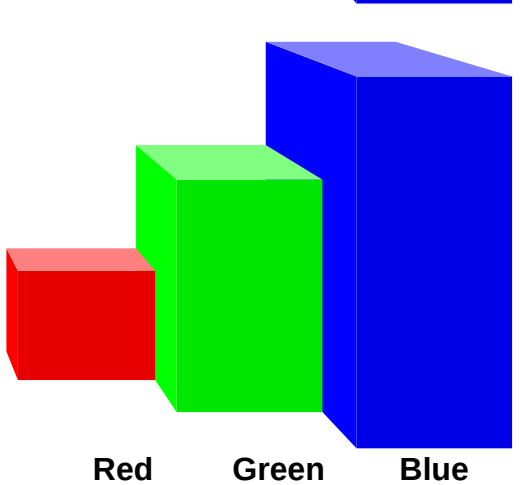
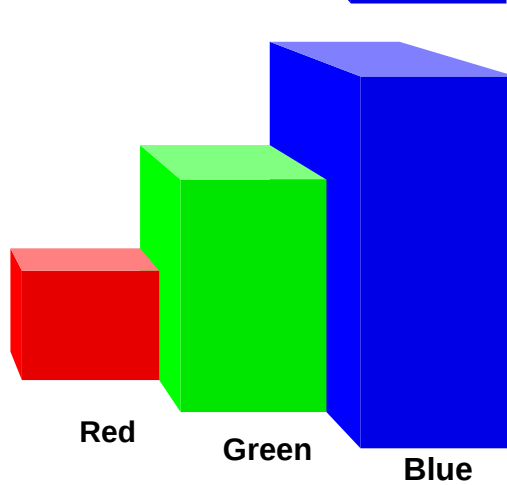
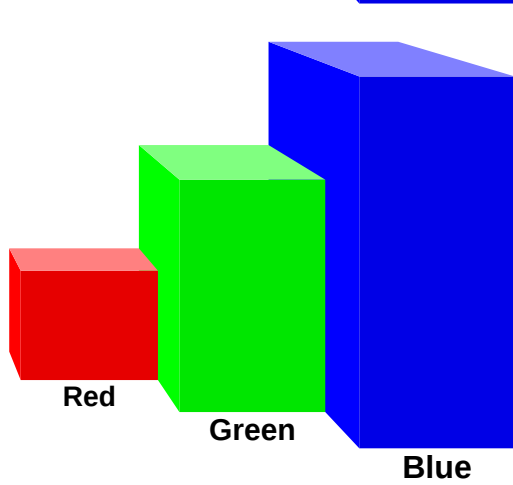
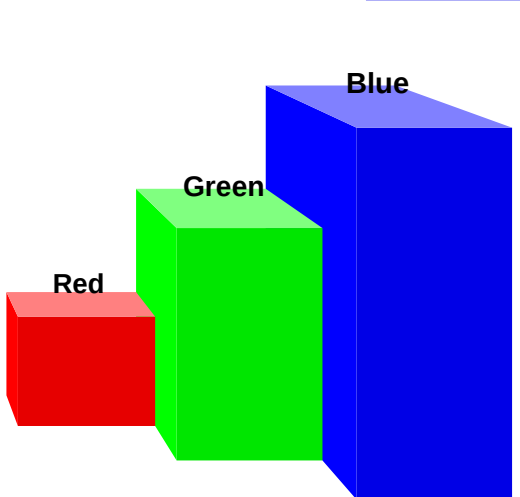
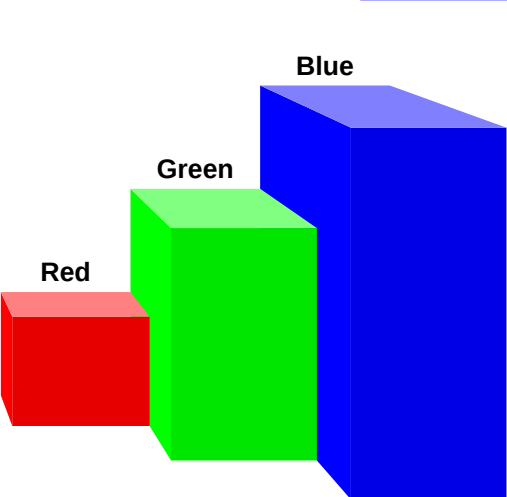
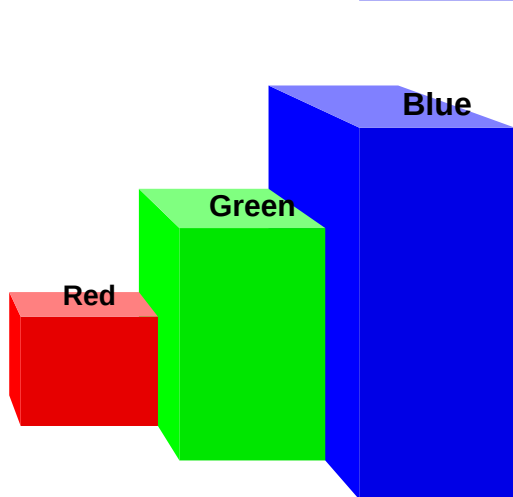
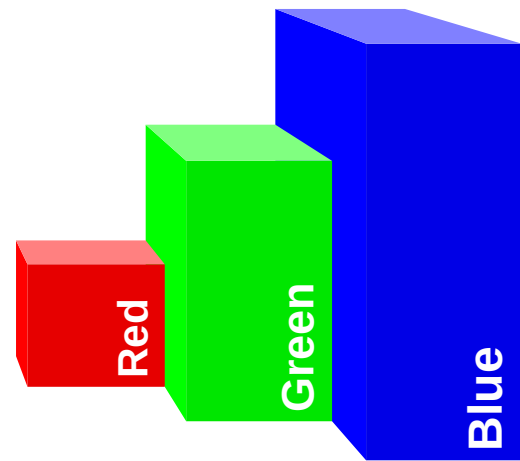
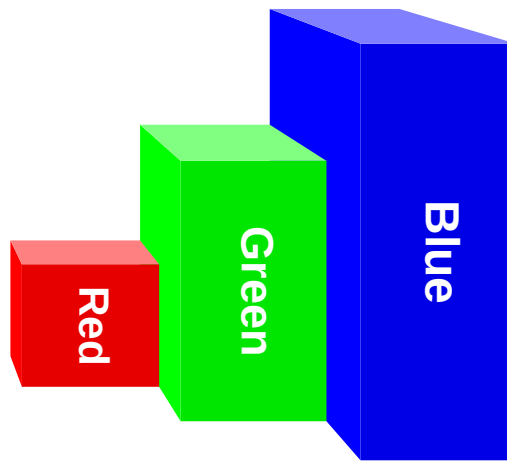
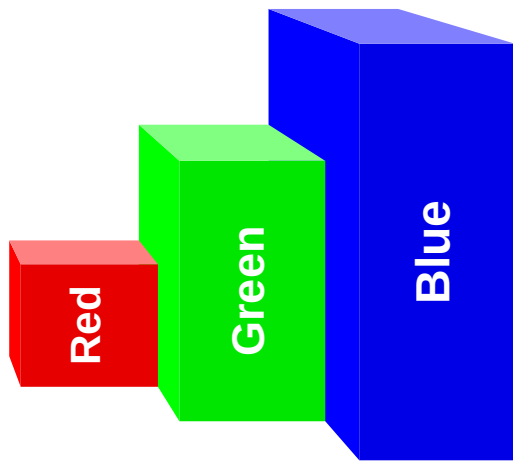
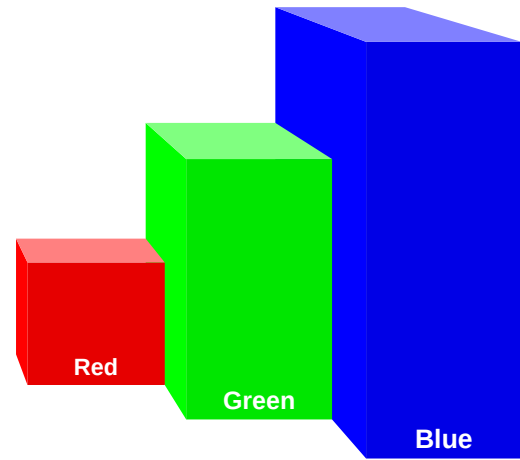
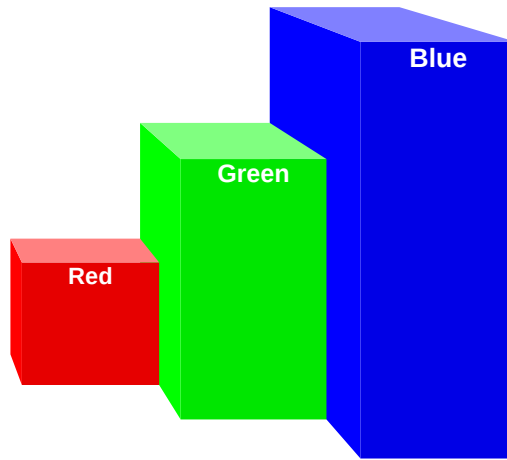
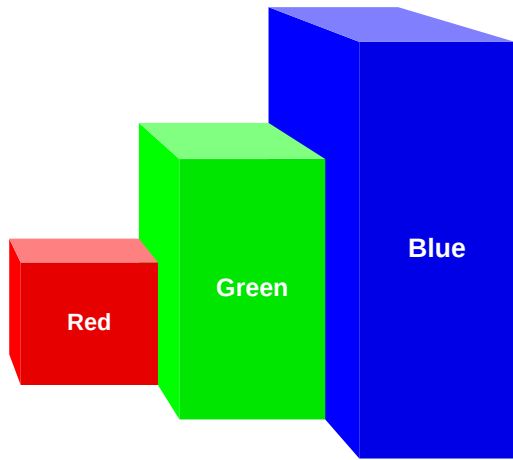


Negative Values

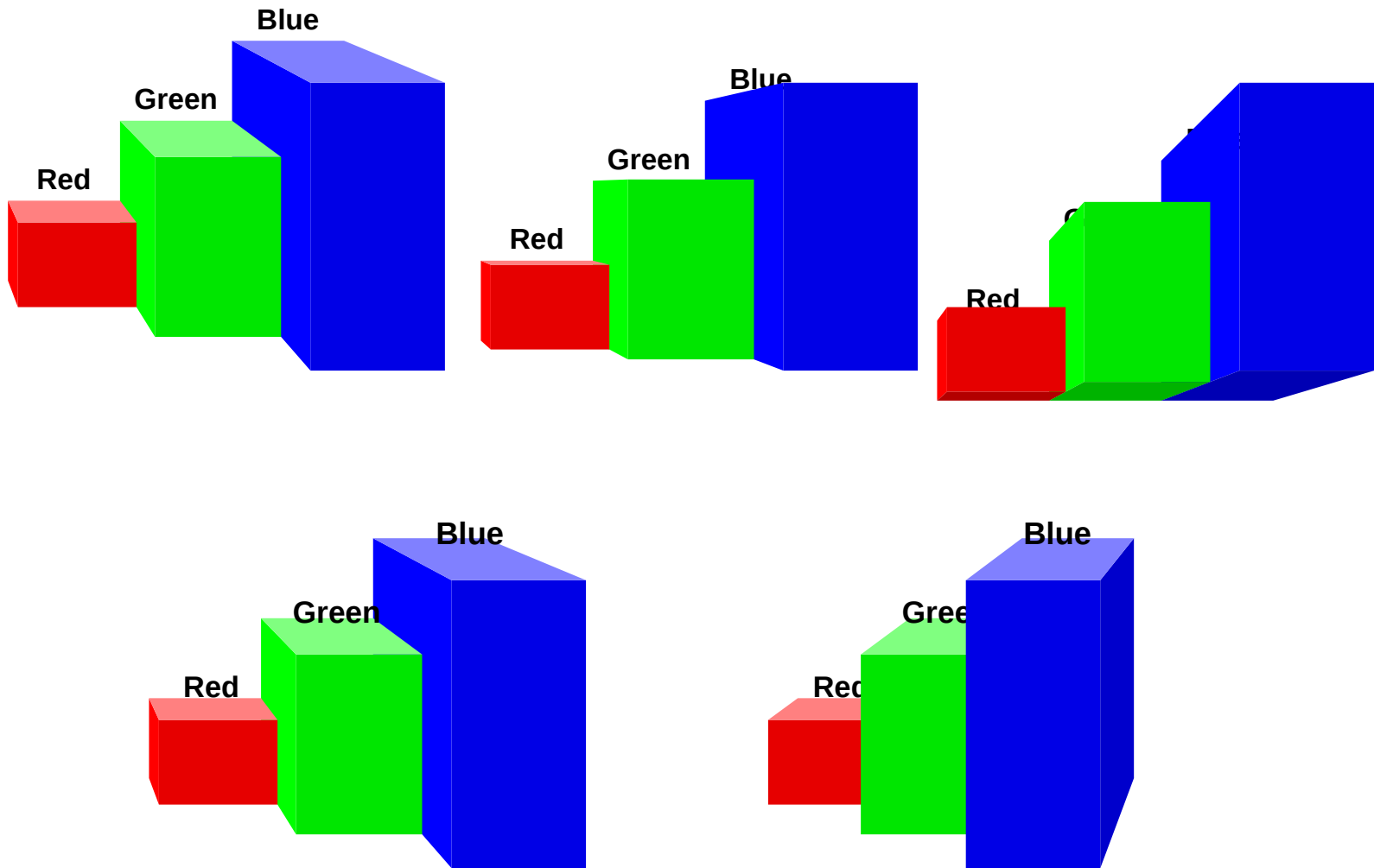


Viewpoint

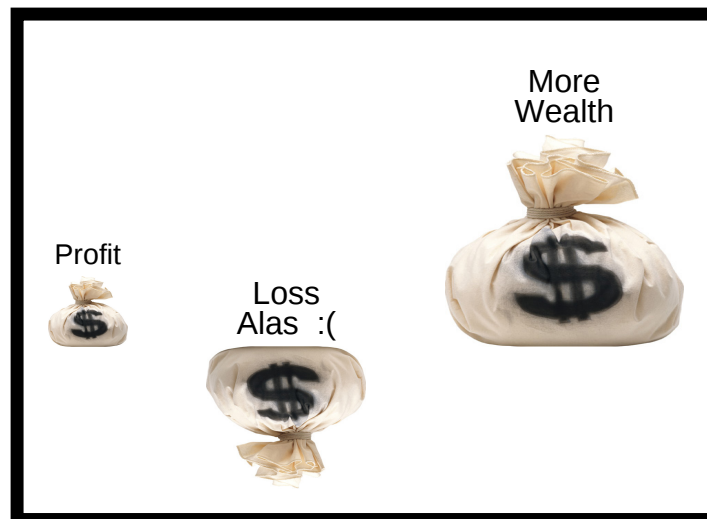
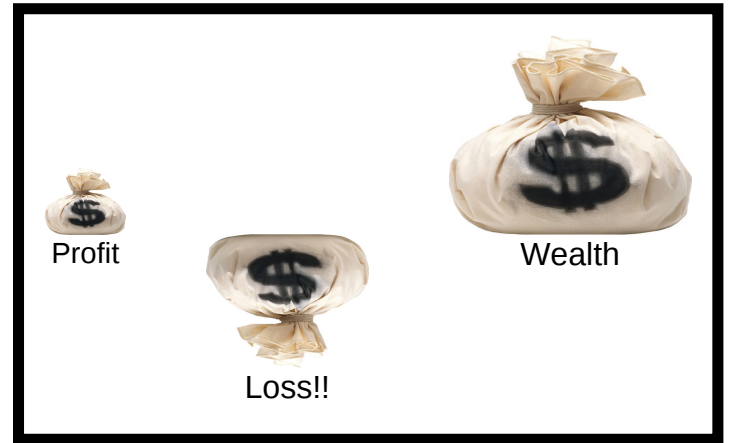
A Few Labeling Options



Perspective Changes Things

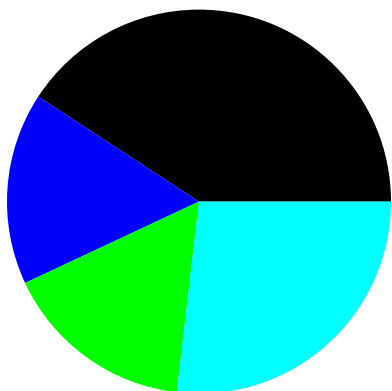


The Old Reliables

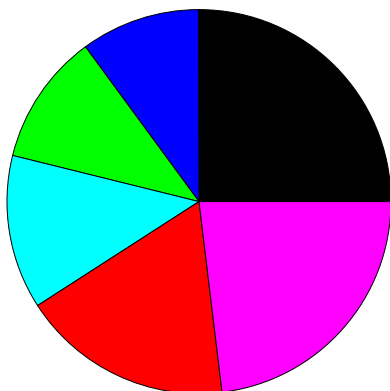


Some Pie Chart Examples

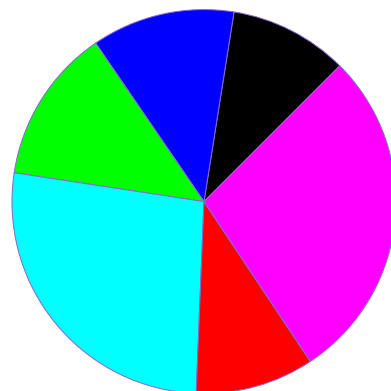
Default Colors, no outline



Default Colors, black outline



Default Colors, start at 45

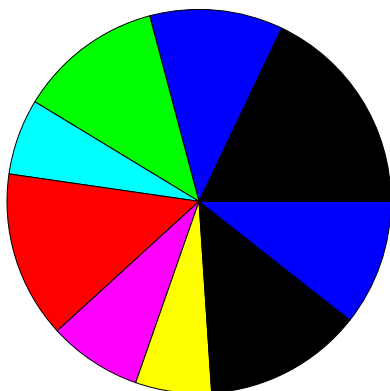


There are only seven default colors:
black, blue, green, cyan, red, magenta and yellow,
if there are more wedges than colors, they will simply be reused:

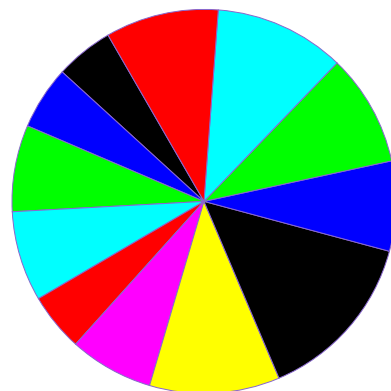
Default Colors, no outline



Default Colors, black outline

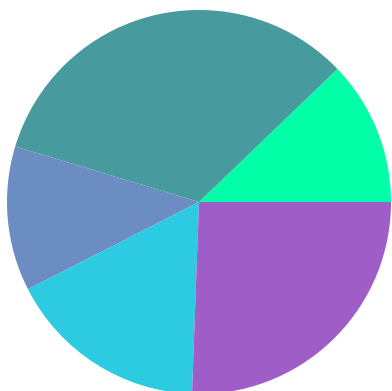


Default Colors, start at 120



You can define your own colors by supplying them in a list:

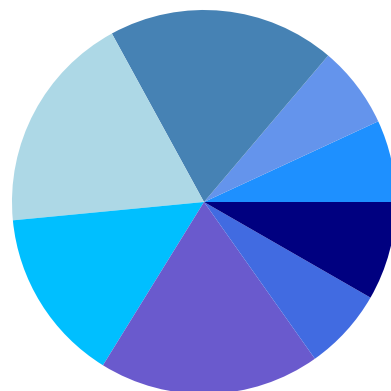
Random Colors



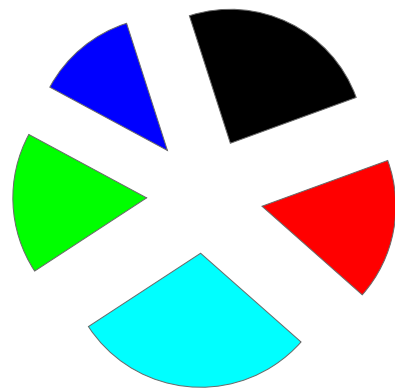
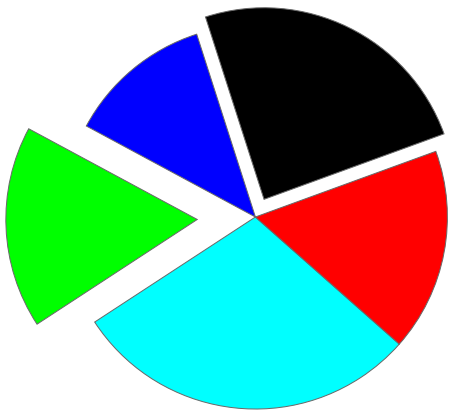
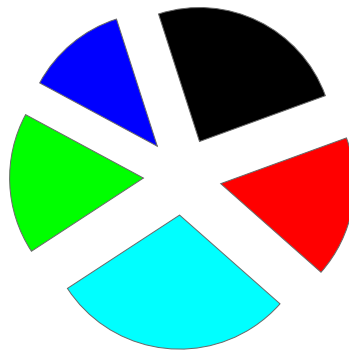
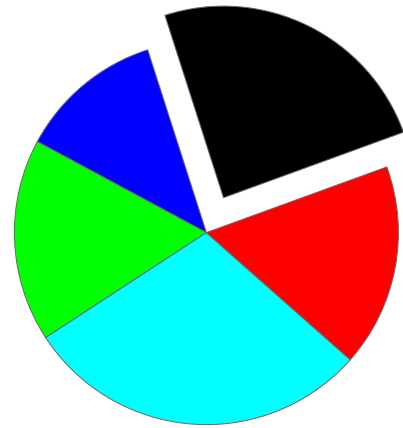
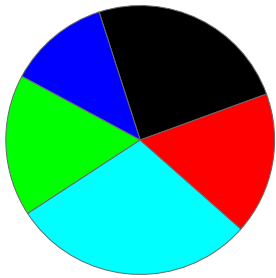
Random Colors With Holes



Shades of blue



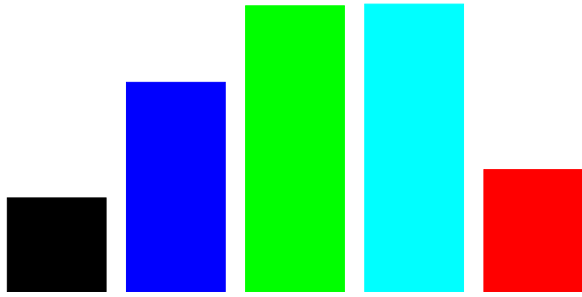
We can also **"EXPLODE"** a pie chart in various ways:



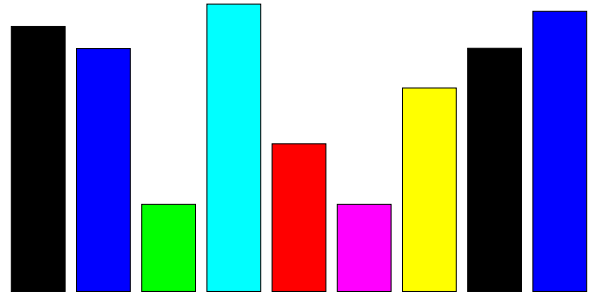
Bar Charts

Bar charts have the same options as pie charts with respect to colors and outlines:

Default Colors, no outline



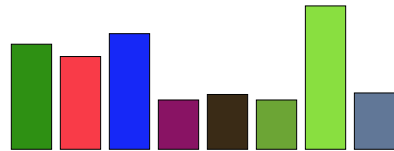
Default Colors, black outline



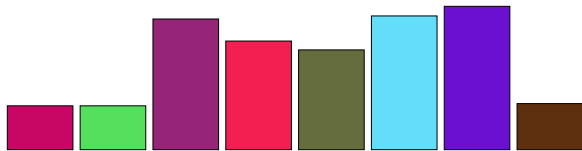
You can set the height



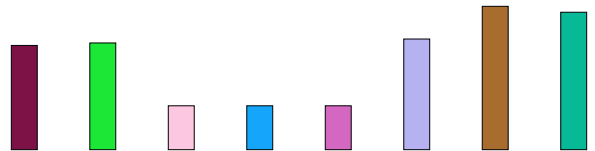
And the width



As well as the bar spacing, 10% of bar width



or perhaps 200%



In addition, they have three modes allowing use of bar height, width or both to display the data:

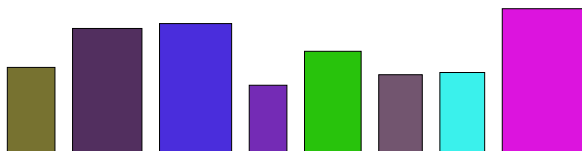
Here we vary the width instead



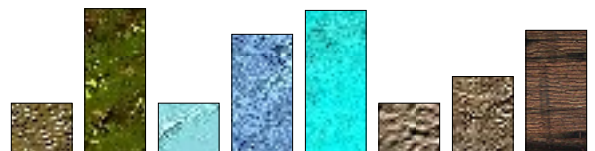
Running the spacing down to zero



And finally, both at once



Interesting colors



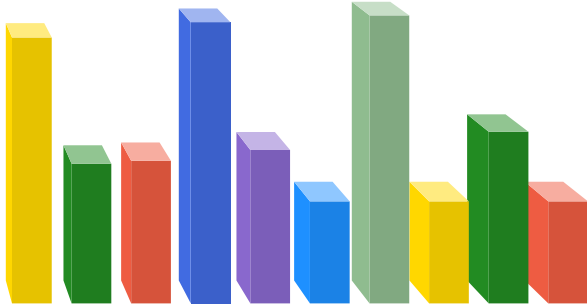
And of course, we can always use images to make interesting charts.
We just use one image here:



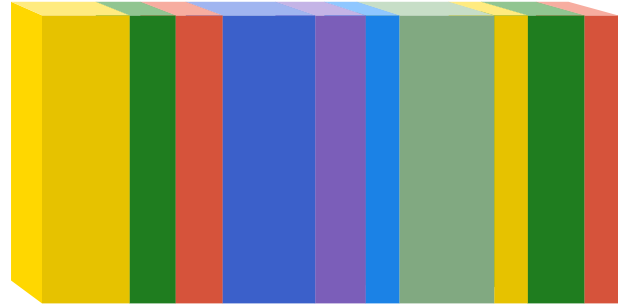
Three Dimensional Bar Charts

We can make perspective drawings of three dimensional charts.
These work pretty much the same as regular bar charts, except
that there are a few more options available to play with:
(These all plot the same data)

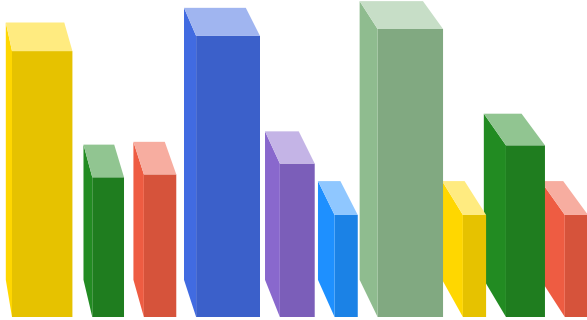
Height



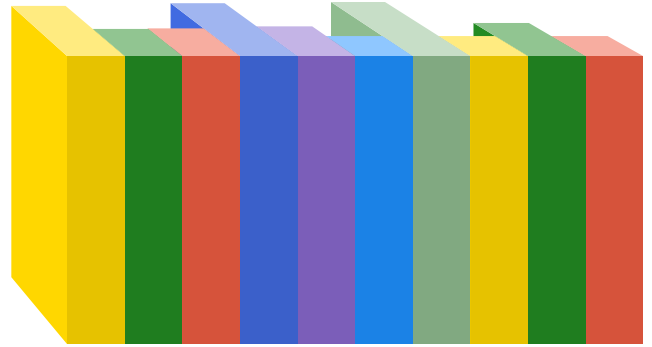
Width



Both



Depth Instead



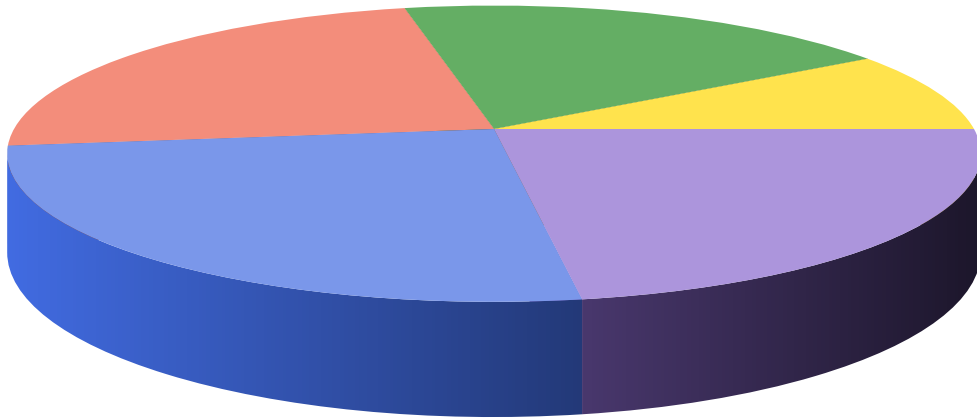
Or Perhaps The "Other" Depth



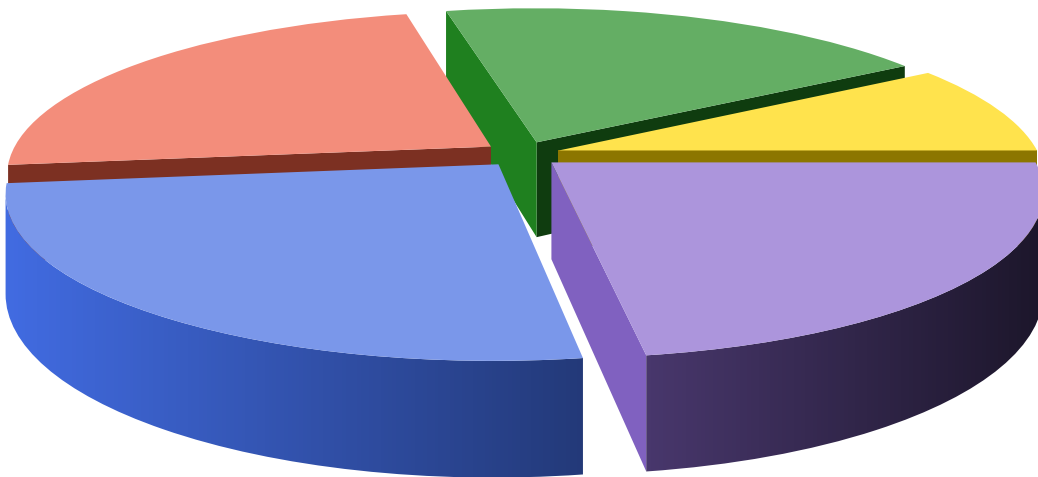
And Pie Charts

These have the same options as the two dimensional ones.

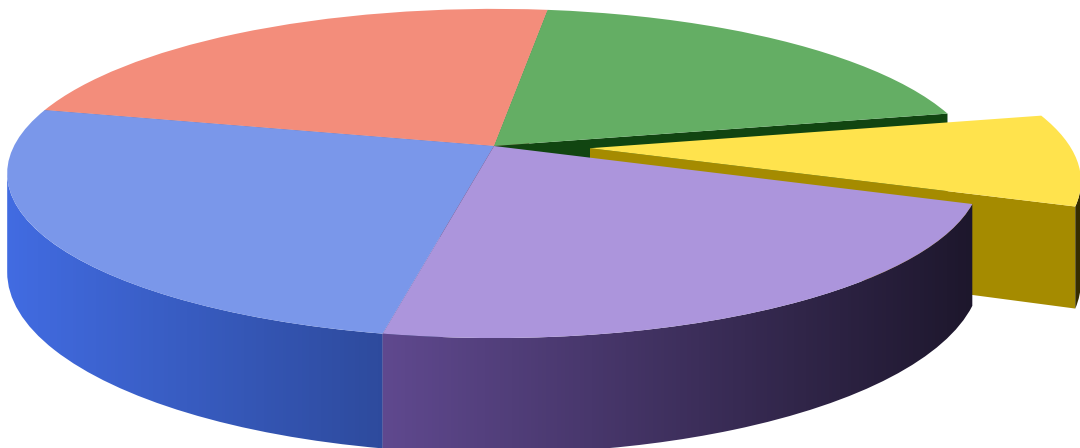
Normal



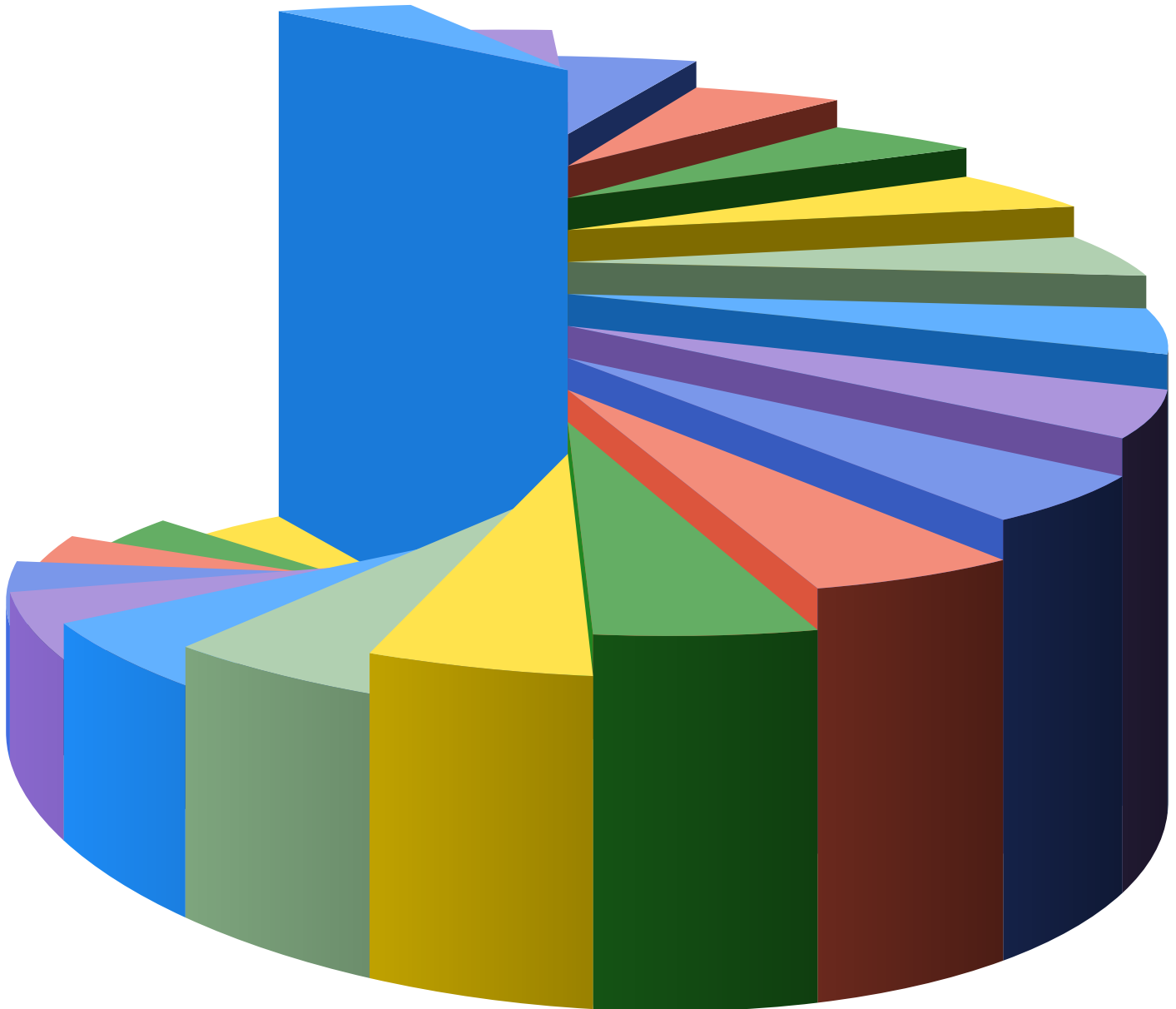
Exploded a Little



Or Just The Important One



Of Course Gaps and Colors Are
Not the Only Things We Can Vary



It All Depends on Your Point of View

We can change the point of view by changing the viewpoint coordinates.
Try paging the PDF down from here and then back up when we change them for each page.

