

Virtual shapes are defined that are referenced to one or more actual, printable sheets for printing. The virtual shapes are referenced to the actual sheet using a rotation and x-axis (left-to-right) and y-axis (top-down) coordinates. The coordinates are typically specified with respect to the top-left corner of the sheet. For example, an end-user views a shape on a display, such as a computer monitor, a kiosk screen, the screen of a personal data assistant or other digital device. The shape may correspond, for example, to a complex label shape. After the user has input customized and/or personalized text, graphics or other information to be printed, the software may apply a rotation to the virtual shape as it is referenced onto the actual page to be printed. A product identification table may be provided in order to correlate proper rotations and/or coordinates to particular types of commercial sheets. A single virtual shape may be referenced multiple times onto a single sheet. The virtual shape may be complex, such as a complex polygon and/or ellipse, and may include such features as cut-outs, blank areas to be kept free of text and/or graphics, multiple areas for printing text and/or graphics, as well as other complex features.