

Marketing Templates

TIPS & TRICKS

LAST UPDATED: APRIL 8, 2013

This handy reference outlines software tips and design secrets that will help you publish your Memorial University work like a pro.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

BEFORE YOU BEGIN

I don't know where to start!

Well, if you are reading this document, you are on the right track! Start with reviewing this Tips & Tricks guide for technical and creative insights to help make the process a little easier. If you want further support, try reviewing the list of resources provided, or contact [Marketing & Communications](#) for assistance.

Are you a Mac or a PC?

The templates have been developed by experienced designers for use in the most recent versions of Microsoft Office for both PC and Mac. If you are working on a version of Microsoft Word (Word) or Microsoft PowerPoint (PowerPoint) that is not 2007 or newer, you should install all current updates.

For PC users: get the Microsoft Compatibility Pack available through the Microsoft site at: www.microsoft.com/en-us/download/details.aspx?id=3 that will allow you to open documents created in later versions of Word.

For Mac users: Go to the menu bar: Help > Check for Updates to see if your software is up-to-date.

What do you want to say?

You should know what you need to say before selecting templates. You should have (at a minimum) a rough version of your content, including images, word count and contact information. This content will help as a reference in selecting a poster, brochure or screen file with similar content structure.

Say more with less is the approach you should take when compiling your content. This is particularly true of posters and screen files, for which you may only have seconds to grab the attention of your viewer. Be brief but bold with your [headlines](#) and key points.

For [collateral](#) such as event programs, newsletters and brochures, try to organize your content in small, manageable sections with meaningful subheads.

Be sure to take advantage of subheads, bullet points and quotes to highlight interesting or important facts.

If you have more to say than can reasonably fit in the template provided — point your reader to a website for further information, instead of trying to fit more copy in a single layout.

How are you going to say it?

So, you have an event, program or organization you need to promote. You should identify which templates or combination of templates would best meet your needs. This will depend on a number of factors including the nature of the event, audience, content, budget and timing. Whether it's a series of posters promoting upcoming lectures, or a campaign of posters, screen displays and a follow-up brochure for a new on-campus organization — you should consider selecting matching templates for maximum impact.

BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)**Don't be a rule breaker!**

Memorial's Publication Policy states that all communications must be reviewed for appropriate visual and writing style. The Division of Marketing & Communications handles all requests for review of on-brand materials. Before printing your poster — ensure you work with *Marketing & Communications* to finesse your final layout.

All print templates have been developed for standard-sized sheets — either *letter* (8.5 x 11 inches) or *tabloid* (11 x 17 inches). Though they can be printed on any office printer that can accommodate those sheet sizes, it is always recommended to send a final PDF of your poster to Printing Services (PS) for professional printing. All printed communications from the university should be processed through PS.

SO, WHAT DO WE HAVE HERE?**Microsoft Word templates****Posters**

We have provided both *letter-* and *tabloid-size* posters in a variety of layouts and colours. All posters should print with ease on an office printer that can

accommodate standard sheet sizes. Different options for organizing and presenting your content have been provided, including options with large photo *placeholders* in both horizontal and vertical formats, callout text, biographies, and longer descriptive copy. You should select a layout that best represents the amount of content you are trying to fit.

Text styles for a variety of content *hierarchy* have been provided, including *headlines*, subheads, *body copy* and contact information. Use the formatting provided for text whenever possible. If you have any concerns about how to modify styles, or clear formatting on text — look to the *Text Styles* section of this document.

Tri-fold brochures

There are four different tri-fold brochure templates, available in up to 30 different colour combinations. Some layouts include photo *placeholders* in both horizontal and vertical formats, and all the templates include a wide variety of text styles with appropriate *font* sizes, colours and weights applied. This document outlines how and when to use *Text Styles* to ensure consistency and proper colour application in your materials.

Each of these two-page templates should be printed double-sided on a standard letter sheet with no *bleed*. It should fold to a final size of approximately 3.67 x 8.5 inches. Blocks of colour and photos have been placed on panels to make it easy to fold your final brochure.

Multi-page newsletters

A two-column, three-page newsletter is provided as a sample, but you may insert as many pages as necessary. The first page in the layout has a primary *masthead*, while the second and third (and any additional pages inserted) share a common secondary header. Footers have been applied to include automatic page numbering. Photo *placeholders*, as well as captions, story separators and a short *In This Issue* section has been included for your convenience. You may include as many stories or sections as you like.

This newsletter may be printed as single- or double-sided pages and stapled; or emailed as a pdf.

BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

Event programs

The sample layout is two pages with a variety of content options and styles, including a table of entries, biography section and horizontal as well as vertical photo *placeholders*.

Output your final layout as double-sided, *letter-sized* sheet, and fold it to create a four-page 5.5 x 8.5 inch event program.

Certificates

Three different versions have been provided — certificates of thanks, appreciation and completion. The templates include fields for the recipient name, description of activity or course, and dates, as applicable.

Email signatures

Sample email signatures, including long and short examples, have been provided. These .doc files have standard *font*, size, structure and punctuation included for your reference. You can copy and paste the desired format into your preferred email application and substitute your individual contact information where necessary.

Microsoft PowerPoint templates

PowerPoint presentations

There are two categories of PowerPoint presentations provided:

The **Main PowerPoint** template has been designed for widespread use by all university faculty and staff for internal or external audiences. It is available in seven colour combinations, and each provides slide options with both dark and light background. There are a variety of slide layouts, including section starts, multi-column content, one, two, three or four images on a slide, graphic and chart slides and text-only quote slides.

The **Pop PowerPoint** template has been designed for a presentation with less content, more images and a stronger use of pop colours. This type of template would be appropriate for certain internal audiences or a younger demographic. There are eight different pop colours that you can combine in interesting ways to achieve a bold and vibrant presentation. There are fewer content slides, more full-colour, large text highlights and quote slides.

To learn how to change and apply different options to your slide layouts in either the main or pop template, review the *Slide Layouts* section of this document.

Screen displays

We have provided PowerPoint slides that may be used to export screen-ready JPGs for use across a selection of the university's digital display screens including those operated by: *Student Affairs & Services, Science, and Marketing & Communications*: 1024 x 768px; *Grenfell Campus*: 1920 x 953px; *QEII Library*: 1080 x 1920px. There are more than 400 single screen file templates available in a range of layouts and colour options.

The design of the screen files is consistent with the other templates, and can be used to create a campaign of materials for your event or organization.

BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

I NEED HELP WITH WORD

Working with text

Placeholder text included in the templates uses the font Arial in a variety of sizes, colours and weights, in accordance with the Brand Standards. This typeface is the only approved font for print and screen marketing collateral. **You should not use any other fonts.**

Effective page layouts are based on a distinctive hierarchy of text that creates contrast through varying the size and colour of type. A basic system of hierarchy would be: headline; subhead; body and call-to action. These templates use a similar set of base styles and additional styles as needed.

Most type styles have been programmed into the templates using Word styles. Word styles are accessible on both Macs and PCs in versions 2007 and newer.

How do I find Word styles?

To access the list of styles available in your template selection:

Mac [Figure 1A](#) ▼

1. Reveal the Styles panel (or Formatting Palette)
2. With type highlighted or cursor active, find the Styles panel on the HOME tab of the Ribbon at the top of the workspace

PC [Figure 1B](#) ▼

1. With type highlighted or cursor active, find the Styles panel on the HOME tab of the Ribbon at the top of the workspace

How do I add my own content?

The most foolproof way to import content into a Word template is to type your content over the existing pre-formatted text. For example highlighting and typing over, "Here is a multiple line headline" in a poster template will ensure that the formatting remains intact. For headlines or small amounts of copy this should be manageable. However, this approach is probably not efficient for longer copy such as that of a tri-fold brochure.

If you copy and paste content from

another source, such as a website or a pdf, you may find that it will overwrite the styles of the templates and maintain the formatting from the source. Don't panic! There are several ways to deal with this issue if it happens.

Mac

1. **Clear formatting.** Under the Styles palette there is an option called Clear Formatting. Highlight the text that is formatted and then select this button or option to eliminate all unwanted formatting and reset it to Normal. You can then select the style that you want to apply from the list.
2. **Paste unformatted.** To paste rich text (text that is formatted or styled) that you have copied from another source, select the placeholder text in the template, and go to Edit Menu > Paste Unformatted.
3. **Paste special.** To paste rich text (text that is formatted or styled) that you have copied from another source, select the placeholder text in the template, go to Edit Menu > Paste Special and choose Unformatted Text from the list in the pop-up window.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 1A [return](#) ▲

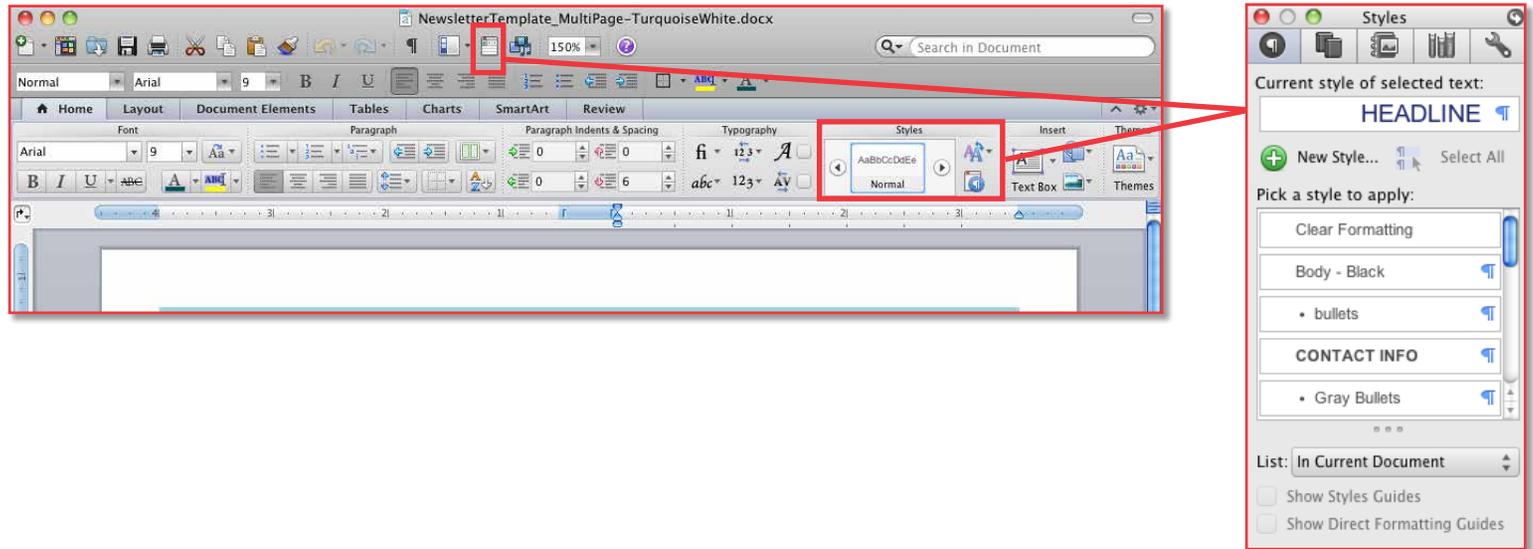
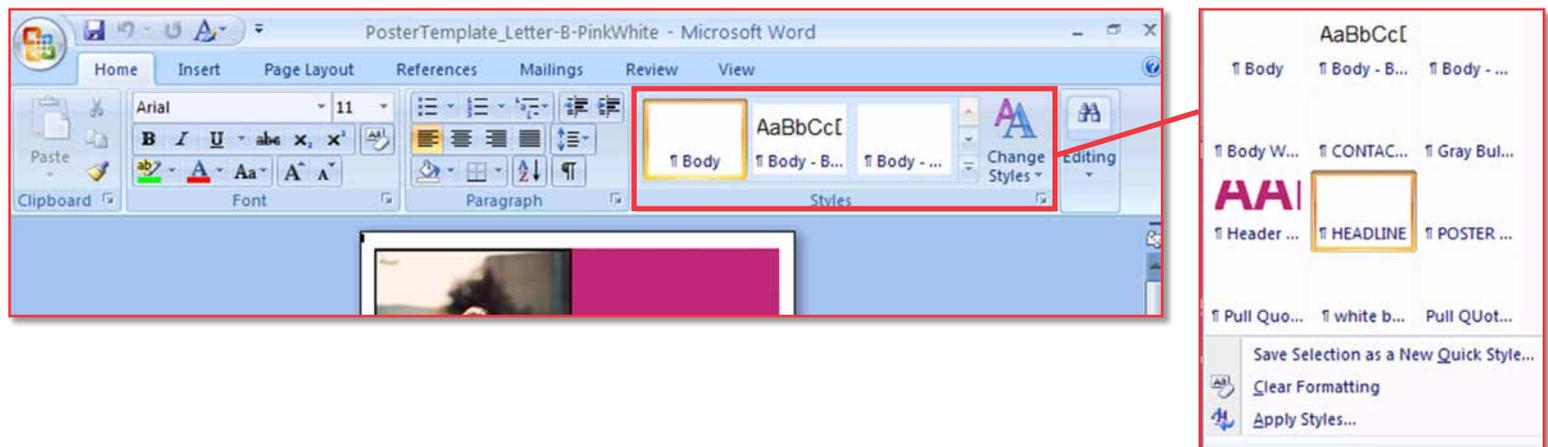


FIGURE 1B [return](#) ▲



BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

PC

1. Clear formatting. Under the Styles *palette* there is an option called Clear Formatting. Highlight the text that is formatted and then select this button or option to eliminate all unwanted formatting and reset it to Normal. You can then select the style that you want to apply from the list.

2. Paste special. To paste rich text (text that is formatted or styled) that you have copied from another source, select the *placeholder* text in the template, go to the Paste palette in the *Ribbon* > Paste Special > Unformatted Text.

How do I format text outside of Styles?

We encourage you to use the programmed Word styles whenever possible. However, if the need arises to format your type outside of these styles, then here are several helpful hints to working with type in Word.

For Mac and PC

1. Highlight text. To see the range of typographic tools available, highlight text or insert the cursor in your document. Word displays tools in the *Ribbon* based on whatever selection you have active in the document. If you have an image selected — it is unlikely you will see the text tools options for which you are looking. Highlight a text element, such as a sentence or word and watch the options change in the *Ribbon*.

2. Access the typographic panels in the *Ribbon*. Once you have the text highlighted, a wide variety of type option panels will appear in the Home tab of the *Ribbon*. With just a few clicks you can format your text frame, alignment, paragraph spacing or character styling. Try these options and explore other tabs (such as Format and Layout) to learn what kind of typographic control you can achieve in Word.

3. Right- or control-click on a text selection. Select Font, Paragraph or a number of other text menu options that appear in the secondary menu. Explore the formatting options that open in the pop-up window.

4. Access the text options in menus (Mac-only option). Go to Format > Font, Paragraph or a number of other text menu options. Explore the options that open in the text formatting pop-up window.

BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

Working with images

Photos, illustrations and graphics can help add visual interest to your template. We encourage you to select appropriate, licensed and on-brand images when compiling content for your marketing materials.

Is my image good enough quality for printing?

The best images for printing have a resolution of 300 dots per inch (*dpi*) and are CMYK colour-mode. But without photo-editing software, such as Photoshop, it may be hard to tell if your selected photo is of adequate quality for printing. Here are some guidelines for selecting images for your template:

- 1. Use photo software:** On a PC you can open the image in Paint. Go to Image > Attributes > Resolution. On a Mac you can open the image in Preview > Tools > Show Inspector.
- 2. Print a sample:** A high quality image you should print at 300 *dpi* (at 100 per cent size or smaller). However, images that are 220 dpi and above are adequate. A good way to determine if the quality is good enough is to print a sample of the document with the image in place. Is it sharp?

3. Images downloaded directly from **websites are rarely appropriate** — these images are 72 dpi. You often will get pixelated images when these are printed instead of displayed on screen.

4. **File size is a good indicator of the quality of the image:** less than 500 kb is likely a low-resolution image. The best quality images have very large file sizes. You probably couldn't email more than a couple of them at a time.

5. **For the best images, the following formats are recommended:** TIFF or EPS. The following format is exclusively reserved for lower resolution: GIF. Watch out for JPEG or PNG files, these can be either high- or low-resolution.

We recommend that you use the Web Gallery on [mun.ca](#), to find thumbnail images that are appropriate. Once you have made your selections, you can request high-resolution versions from [Marketing & Communications](#).

Inserting or changing a picture

Whether you are placing a new image into a Word document or changing an existing image in a template with your own on-brand photo, there are a few different ways to approach these tasks.

For Mac and PC [Figure 2A+B](#)▼

- 1. Insert image.** In the Word Ribbon go to Insert > Picture and navigate to the picture file you want to insert. In the next section we will outline how to format this picture using the Picture formatting palette.
- 2. Replace image.** Click on the placeholder image or photo you would like to change. Then Right- or Control-Click to bring up the secondary menu. Select Change Picture from the Menu and navigate to your preferred image. This will replace the content of the photo without repositioning its frame or altering your layout.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 2A [return](#) ▲

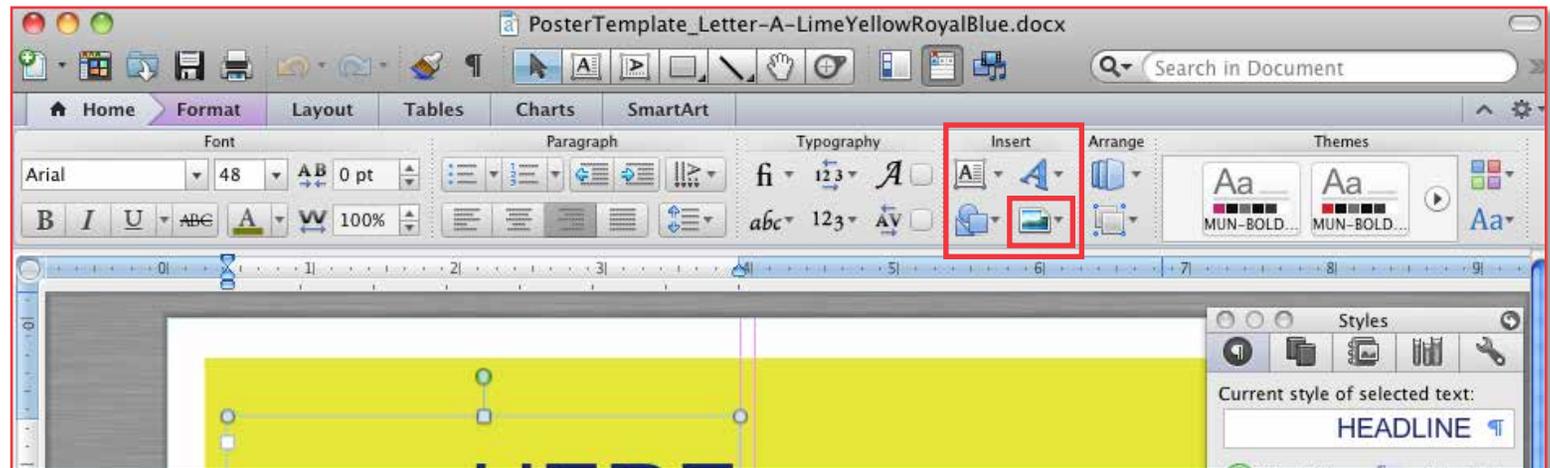
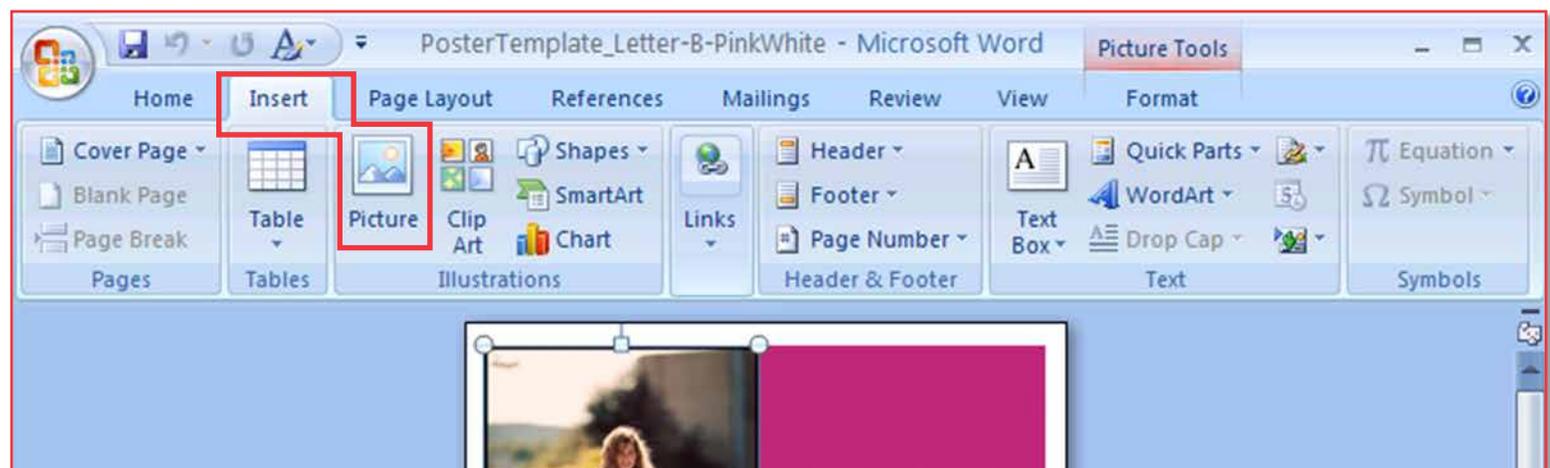


FIGURE 2B [return](#) ▲



BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)**Formatting a picture**

You may need to make adjustments to your images or photos once they have been placed into your selected template. Word offers a number of formatting options for your images. The formatting tools can be accessed in the same way as text tools.

For Mac and PC [Figure 3A+B](#) ▼

- 1. Format picture tab.** With the picture selected, in the *Ribbon* go to Format (Picture: Mac or Picture Tools: PC) and explore the formatting options available through icons; including fills, lines, size, position, *cropping* and rotation options.
- 2. Right- or control-click.** Click on the image or photo you would like to format. Then right- or control-click to bring up the secondary menu. Select Format Picture from the Menu to launch a complete picture formatting window with all the formatting options available for that image.

Rotate an image [Figure 4A+B](#) ▼

From the picture formatting pane in the *Ribbon*, select the Rotation icon, and you can choose from a menu of pre-determined rotation options. To do a custom rotation, double-click on the image so that knobs appear on the corners (called **nodes**). At the top of the graphic you can see a small line with a green node on the end — this is called the *Rotation Handle*. If you hover your cursor over the green node you will see a rotation symbol appear. Click and move the mouse right or left to rotate your image accordingly.

Crop an image [Figure 5A+B](#) ▼

From the picture formatting pane in the *Ribbon*, select the *Crop* icon, and you can choose from a menu of pre-determined Cropping and masking options. Practice with these tools to see what effects you can achieve.

Resize an image [Figure 6A+B](#) ▼

From the picture formatting pane in the *Ribbon*, select the Size icon. Check the small box to ensure the image scales in proportion — without getting distorted. To do a manual scale, double-click on the image so that the corner nodes appear. Click on one of the four corner nodes on the image and move the mouse to proportionally scale the image smaller or larger. If you select one of the nodes on the sides, top or bottom you must hold Shift while scaling, to ensure that the image does not lose its proportions.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 3A [return](#) ▲

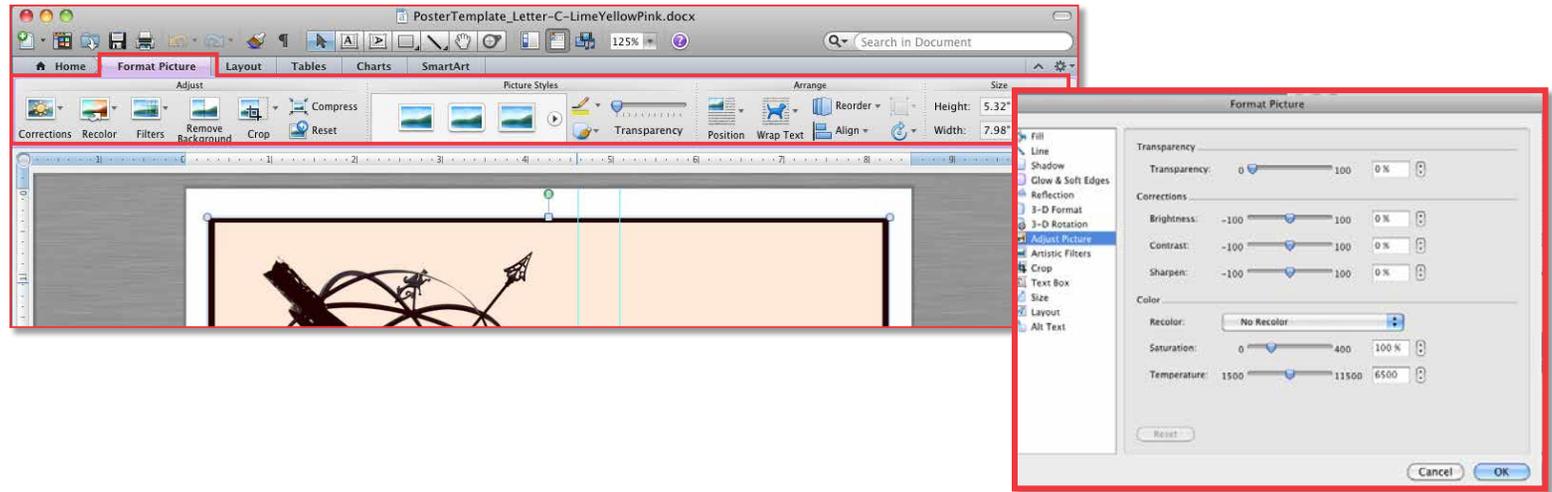
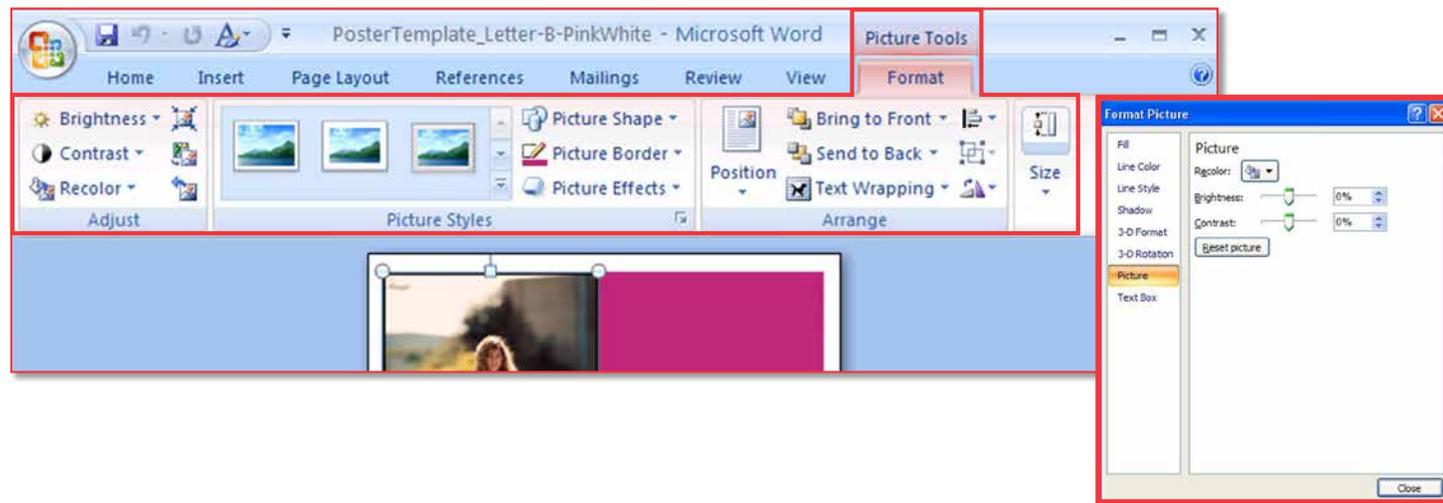


FIGURE 3B [return](#) ▲



BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

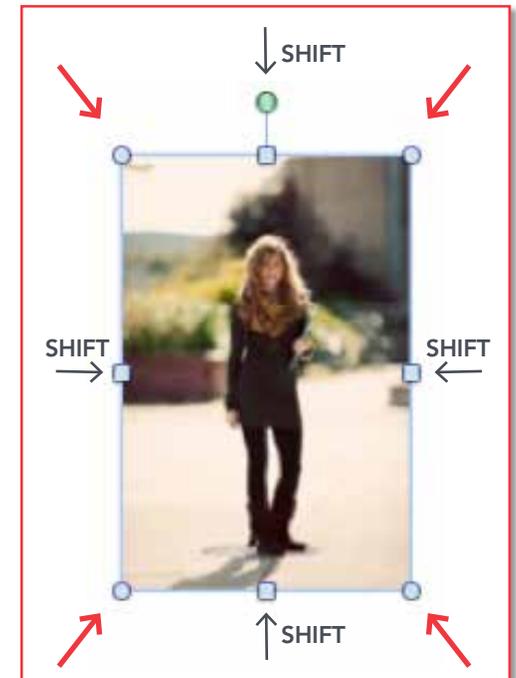
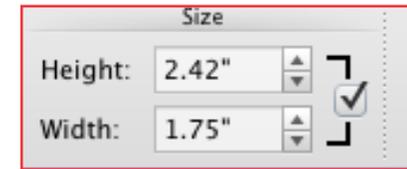
FIGURE 4A+B [return](#) ▲



FIGURE 5A+B [return](#) ▲



FIGURE 6A+B [return](#) ▲



BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

How to save a Word document as a PDF

If you plan on printing a small quantity of samples on your office printer, printing directly from Word is your best option.

However, if you are going to send files to Printing Services to print a larger quantity, then we recommend you send a high quality PDF.

There are a number of different ways to save your Word file as a PDF. Your solution depends on variables including: platform, version, and which updates and printers are installed on your local and network drives.

If you try all of the following options and you still cannot save your file as a PDF, contact [Printing Services](#) or [Marketing & Communications](#) for support.

1. Save As Menu. If you navigate to File (Office icon) > Save As > you will find Save as PDF or Save As Adobe PDF. Either of these options will work well — but by selecting Adobe PDF, you will be prompted with additional options to customize your PDF for quality and size. Selecting Adobe PDF > High Quality Settings is recommended.

2. Printer Menu. If you do not have the Save As PDF option available in your version of Word, it is more than likely that you will be able to use the printer dialogue to generate your PDF.

a. Mac [Figure 7A](#) ▼

Go to Print > and select from the drop down menu in the lower left PDF > Save As Adobe PDF. The next pop-up window will allow you to select your PDF settings. Choose a meaningful name and save your new PDF.

b. PC [Figure 7B](#) ▼

Go to Print > and select from the drop down menu — Adobe PDF. The next pop-up window will allow you to select your PDF settings. Choose a meaningful name and save your new PDF.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 7A [return](#) ▲

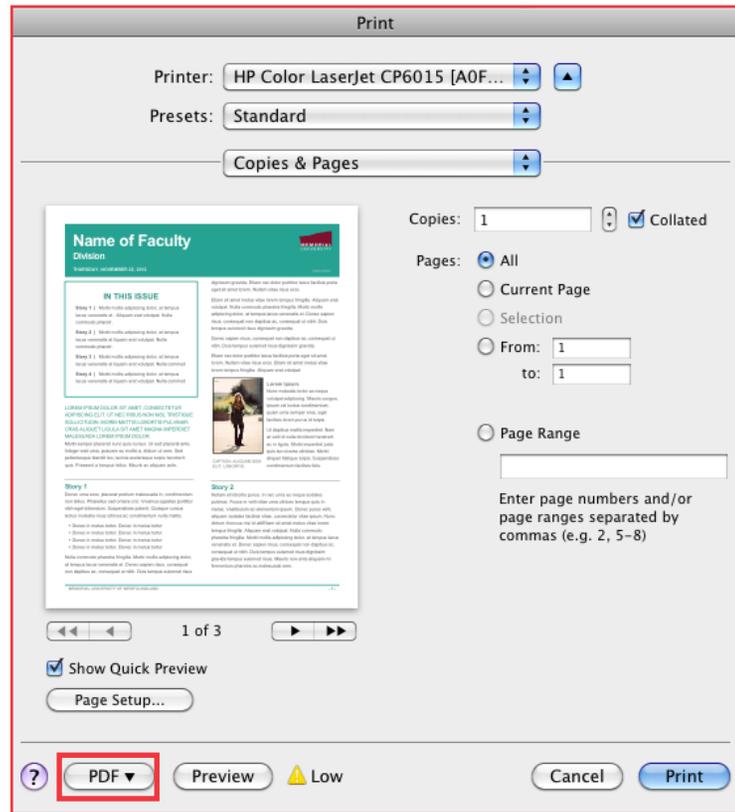
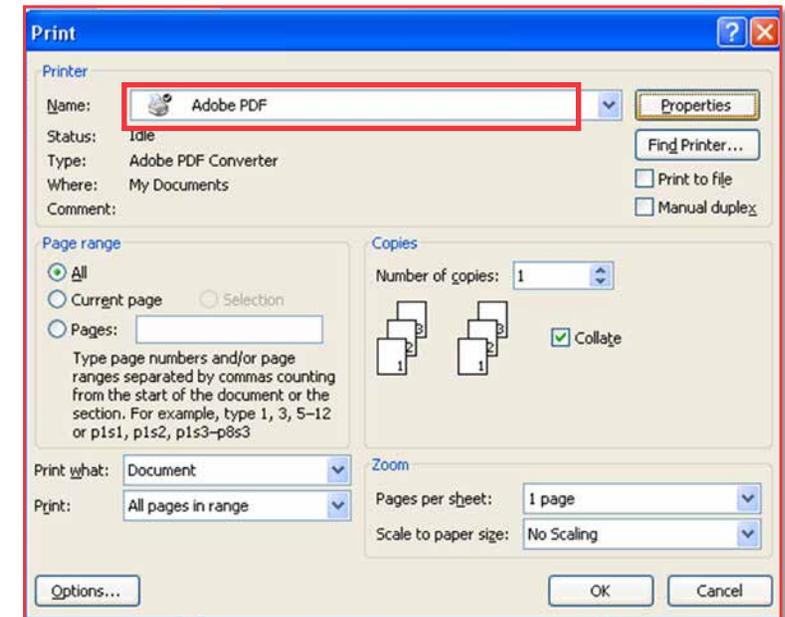


FIGURE 7B [return](#) ▲



BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

I NEED HELP WITH POWERPOINT

The PowerPoint presentation templates have been populated with *placeholder* text and imagery that is representative of an effective final presentation. You can choose to overwrite the existing slides with your own content and delete any unwanted slides, or insert new, blank layouts.

Working with slide layouts

There are a variety of text- and image-based content slides, as well as dark and light backgrounds available for each type of slide.

There are several ways to build your presentation slides from this template:

1. Overwrite existing template slides.

You can delete any unwanted slides from the presentation (to delete slides: highlight the slide *thumbnail* in the side panel and press Delete on your keyboard). On the remaining slides, you can highlight the *placeholder* text and replace with your own content; either by typing or copying and pasting.

Slide Layout Panel **Figure 8A+B** ▼

2. **Insert a new slide layout.** To insert a new blank slide, with a layout of your choosing, go to the *Ribbon* > Home > Slides > and chose the New Slide icon. In the pop-up window you can choose from a multitude of slide layouts, including light and dark backgrounds. Click on your desired layout, and PowerPoint will insert a new formatted slide with text boxes and image frames ready to populate.

3. **Change the slide layout of an existing slide.** If you would like to change your current slide layout, you can instantly change the layout by going to *Ribbon* > Home > Slides > Layout and clicking on the *thumbnail* of your preferred layout. This will automatically format your existing elements and content according to the new slide layout.

NOTE: If you choose a dramatically different layout, you may end up with unexpected results (such as unformatted text and floating content). This option works best for layouts that are similar in structure, and it can be very effective for certain updates, such as changing from a light to a dark background. If you are not satisfied with the result — just select your original layout from the slide layouts to revert to the previous layout, or choose undo (Mac: Command+Z ; PC: Control+Z).

4. Resetting the layout to its defaults.

If you feel you have made too many formatting changes to your slide; or find that you are not getting the results you want, it may be easier to restore the original layout setting for that slide and start again. Ensure that you have the proper slide selected and go to *Ribbon* > Home > Slides > Reset. You will see that the slide retains the content you have input, but will revert to the template's original formatting for that layout.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 8A [return](#) ▲

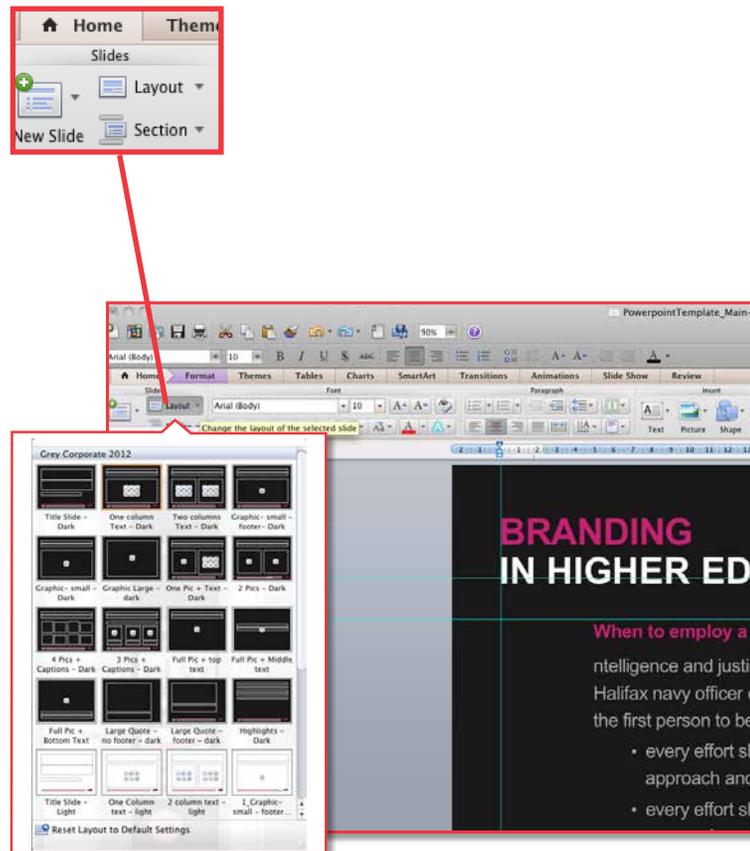
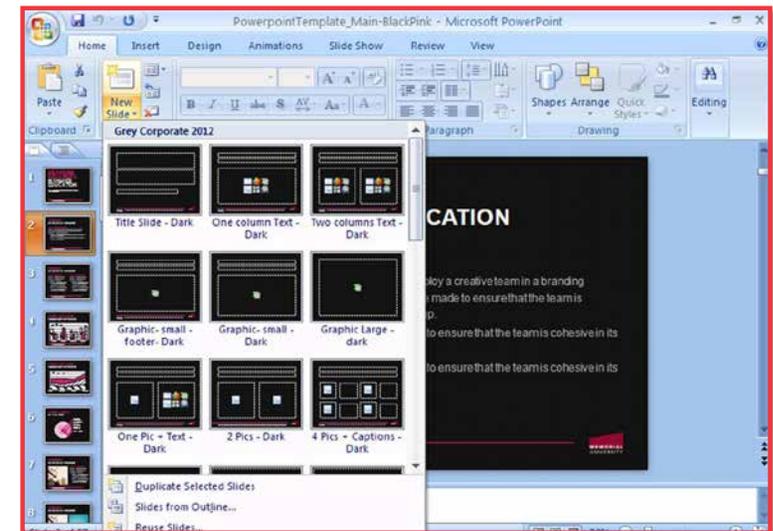


FIGURE 8B [return](#) ▲



BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

Working with text

Placeholder text included in the templates uses the *font Arial* in a variety of sizes, colours and weights, in accordance with the *Brand Standards*. This *typeface* is the only approved font for print and screen marketing *collateral*. **You should not use any other fonts.**

There will be times when additional text boxes are needed for references, captions or highlights that might not have been foreseeable in the development of the templates. Here are the recommendations for inserting additional text boxes:

1. To add additional text boxes not in the layout: do not use the text box tool to draw a new frame. Instead, find a text box sample in your presentation that has similarities to what you want and then copy it. If the text box is on the same slide, you can click on the frame and either Option and Drag (Mac) or Control and Drag (PC) to copy the frame. Or if the sample you want to copy is on a different slide than your destination slide, you can copy and paste the text box using the Command+C; Command+V on a Mac, or Control+C; Control+V function on a PC. Then you can make the necessary minor text adjustments to size, weight, or colour.
2. If you must insert a blank text box: adhere closely to the formatting that has been used in the template. The colour *palette* is limited to the Theme colours that appear automatically in the colour palette panel. Do not deviate from consistent use of the font (*Arial*) or the Theme colours (one or two pop colours plus grey, black and white).

BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

Working with images

Photos, illustrations and graphics can add visual interest to your template. We encourage you to select appropriate, licensed and on-brand images when compiling your content for marketing materials.

What makes a photo on-brand?

Many of these templates have examples of on-brand photos included as *placeholders*. These photos combine the dramatic use of lighting and colour, with unique surroundings. People and locations are captured from extreme angles and are *cropped* in unexpected ways.

If you would like to see more samples of on-brand photography, you can review the most recent *Brand Standards, President's Report, Luminus* magazine or contact the Division of Marketing & Communications. (See the section on *On-brand Imagery* or *Appendix 5: Support*)

We recommend that you also review the Web Gallery on *mun.ca*, to find *thumbnail* images that are appropriate. Once you have made your selections, you can request *high-resolution* versions from *Marketing & Communications*.

Inserting or changing a picture

Whether you are placing a new image into a PowerPoint presentation or exchanging an existing image in a template with your own on-brand photo, there are a few different ways to approach these tasks.

For Mac and PC [Figure 9A+B](#) ▼

- 1. Insert image.** In the *Ribbon* go to Insert > Picture and navigate to the picture file you want to insert. In the next section we will outline how to format this picture using the picture formatting *palette*.
- 2. Replace image.** Click on the *placeholder* image or photo you would like to change. Then right- or control click to bring up the secondary menu. Select Change Picture from the Menu and navigate to your preferred image. This will replace the content of the photo without repositioning its frame or altering your layout.

Formatting a picture

You may need to make adjustments to your images or photos once they have been placed into your selected template. PowerPoint offers a number of formatting options for your images. The formatting tools can be accessed in the same way as text tools.

For Mac and PC [Figure 10A+B](#) ▼

- 1. Format picture tab.** With the picture selected, in the *Ribbon* go to Format (Mac: Picture or PC: Picture Tools) and explore the formatting options depicted by icons; including fills, lines, size, position, *cropping* and rotation options.
- 2. Right- or control-click.** Click on the image or photo you would like to format. Then right- or control-click to bring up the secondary menu. Select Format Picture from the Menu to launch a complete picture formatting window with all the formatting options available for that image.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 9A [return](#) ▲

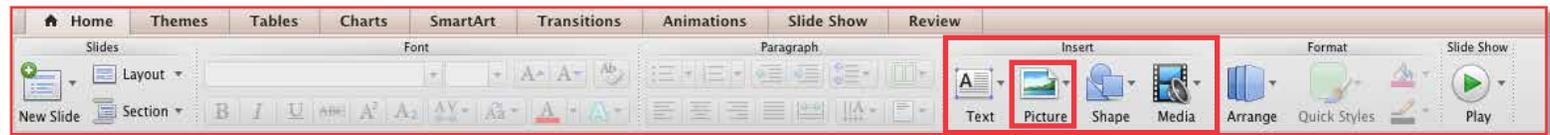
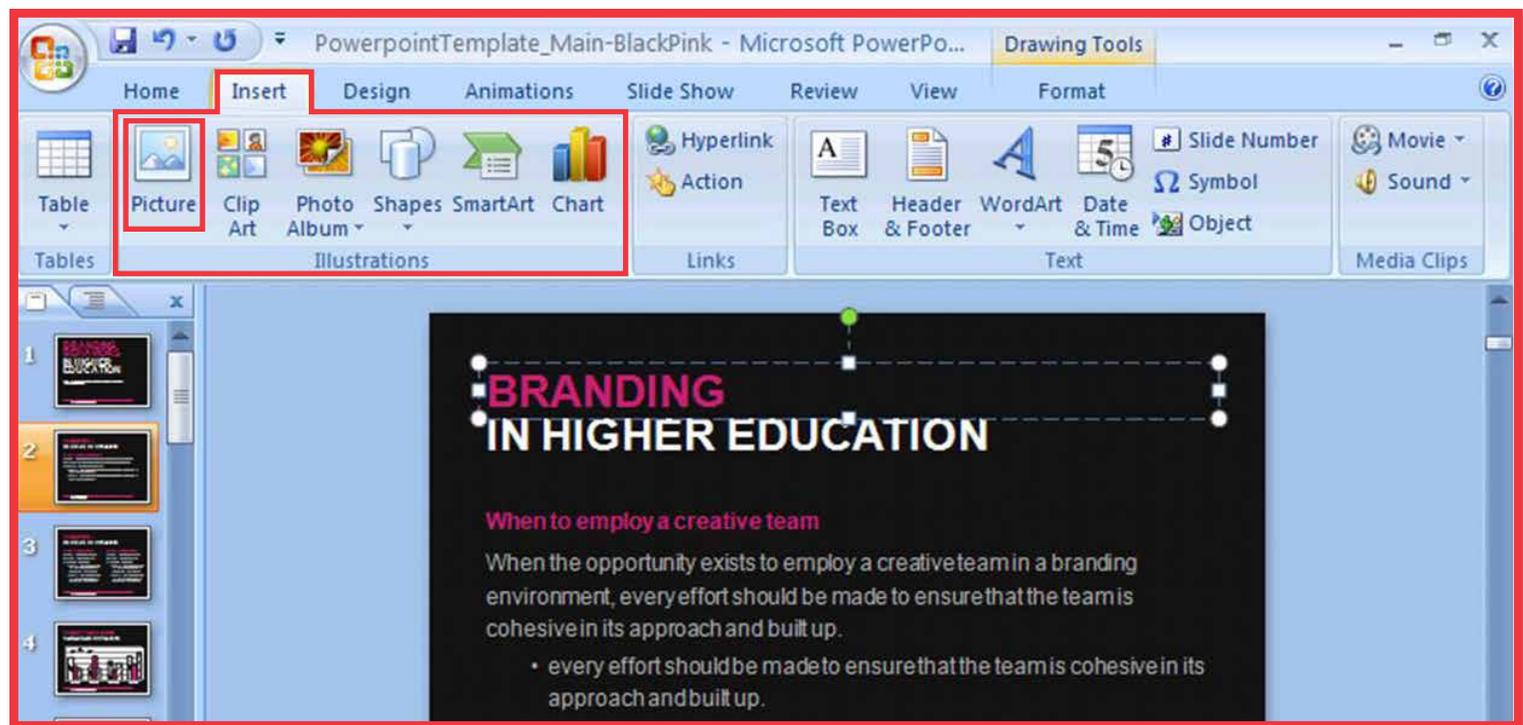


FIGURE 9B [return](#) ▲



BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

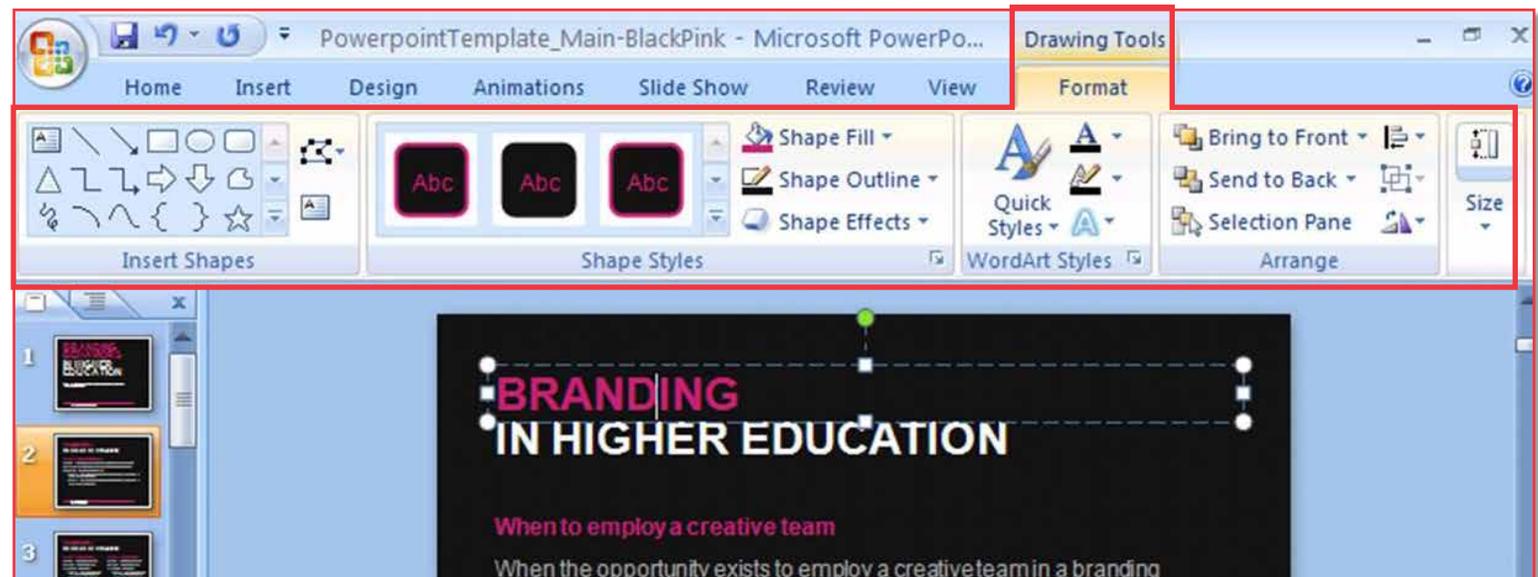
APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 10A [return](#) ▲



FIGURE 10B [return](#) ▲



BEFORE YOU BEGIN

[I don't know where to start!](#)

[Are you a Mac or a PC?](#)

[What do you want to say?](#)

[How do you want to say it?](#)

[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)

[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)

[Working with images](#)

[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)

[Working with text](#)

[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)

[On-brand photos
and imagery](#)

[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)

[Appendix 2: Colour nicknames &
colour combinations](#)

[Appendix 3: Glossary of terms](#)

[Appendix 4: Resources](#)

[Appendix 5: Support](#)

Rotate an image [Figure11A+B](#) ▼

From the picture formatting pane in the *Ribbon*, select the Rotation icon, and you can choose from a menu of pre-determined rotation options. To do a custom rotation, double-click on the image so that the corner nodes appear. At the top of the graphic you will see a small line with a green node on the end — this is called the Rotation Handle. If you hover your cursor over the green node you will see a rotation symbol appear. Click and move the mouse right or left to rotate your image accordingly.

Crop an image [Figure12A+B](#) ▼

From the picture formatting pane in the *Ribbon*, select the Crop icon, and you can choose from a menu of pre-determined cropping and masking options. Practice with these tools to see what effect you can achieve.

Resize an image [Figure13A+B](#) ▼

From the picture-formatting pane in the *Ribbon*, select the Size icon, and you can check the small box to ensure the image scales in proportion — without getting distorted. To do a manual scale, double-click on the image so that the corner nodes appear. Click on one of the four corner nodes on the image and move the mouse to scale the image smaller or larger. If you select one of the nodes on the sides, top or bottom, you must hold Shift while scaling, to ensure that the image does not lose its proportions.

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

FIGURE 11A+B [return](#) ▲



FIGURE 12A+B [return](#) ▲

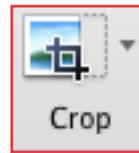
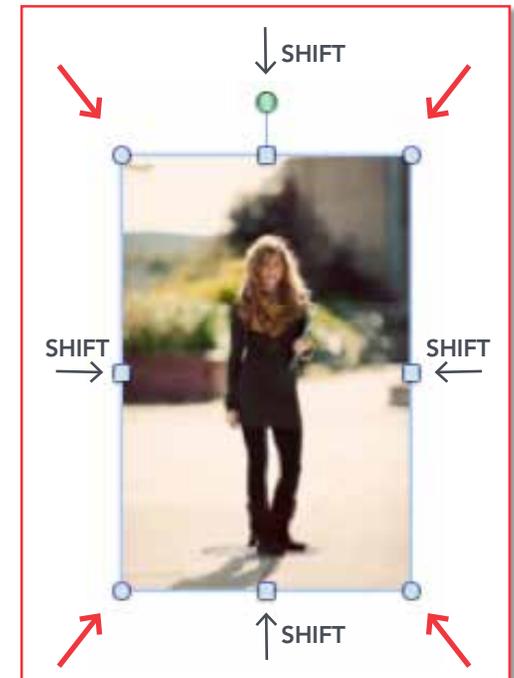
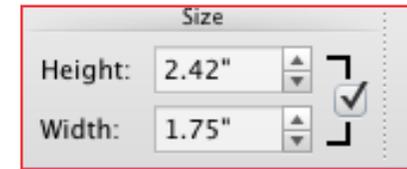


FIGURE 13A+B [return](#) ▲



BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

CREATIVE TIPS & TRICKS

Here are some creative tips that will help you finesse your layout like a pro.

Typography

Typography is the practical and artistic arrangement of type. It is important to understand that good typography is imperative to effective design. Proper type choices not only make for an esthetically-pleasing layout, but they also have a direct impact on how viewers read, interpret and engage with your message.

In fact, the better the typography, the less likely the audience is to notice it. But poor choices in type will definitely illicit a reaction — we have all had the experience of complaining about small type on menus or too much copy to read on a brochure.

Here are some typography basics:

DON'T put two spaces after a period. *No exceptions.*

DON'T use straight quotes or ticks marks — only use typographer's (curly) quotes.

DON'T stack letters vertically — like a motel sign. Type normally and then rotate the whole word instead.

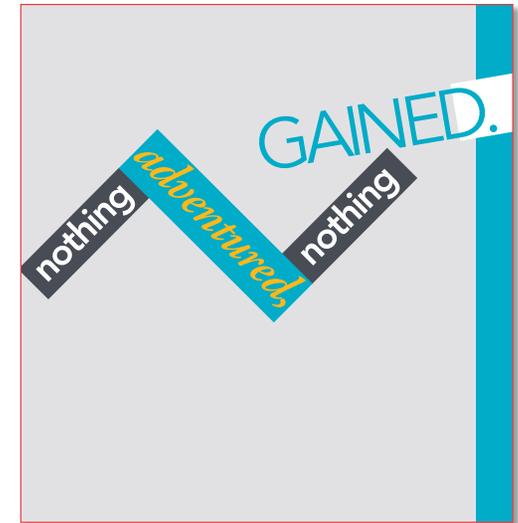
DON'T distort type. Never stretch your type horizontally or vertically. Not ever.

DON'T outline type. Not ever.

DON'T ignore how *headlines* break. Lines of type should be broken to be both esthetically and logically pleasing.

DON'T leave *widows* and *orphans* behind. These are single words on the last line of a paragraph, or first line of a column, all by their lonesome.

Typographic examples ▼



WALL ART FOR ARTS BUILDING

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

This sentence correctly has only one space at the end. ① Don't use two spaces after a period, like this. ①② Not ever.

This headline has line breaks that are balanced and pleasing.

This headline does not have line breaks that are balanced and pleasing.

A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. A widow is considered poor typography because it leaves too much white space between paragraphs or at the bottom of a page. This interrupts the reader's eye and diminishes readability. Fix them by reworking other line breaks or editing the copy. Can you see the widow?

"These" are not typographer's quotation marks. Proper quotes are angled or "curly."

Outlined Type
Outlined Type

Notice how letterforms lose their shape and spacing.

TELOW
MOTEL

Either of these is acceptable.

M
O
T
E
L

Never acceptable.

No distortion

Horizontal Scale @100% Vertical Scale @100%

Never distort

Horizontal Scale @75% Vertical Scale @100%

Never distort

Horizontal Scale @125% Vertical Scale @100%

Never distort

Horizontal Scale @100% Vertical Scale @75%

Never distort

Horizontal Scale @100% Vertical Scale @125%

A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. A widow is considered poor typography because it leaves too much white space between paragraphs or at the bottom of a page. This interrupts the reader's eye and diminishes readability. Fix them by reworking line breaks or editing the copy. So, where is

the orphan?

Like a widow, an orphan is a single word, part of a word or very short line, except it appears at the beginning of a column or a page. This results in poor horizontal alignment at the top of the column or page. The term "orphan" is not as commonly used as "widow," but the concept is the same, and so is the solution: fix it!

BEFORE YOU BEGIN

[I don't know where to start!](#)

[Are you a Mac or a PC?](#)

[What do you want to say?](#)

[How do you want to say it?](#)

[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)

[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)

[Working with images](#)

[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)

[Working with text](#)

[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)

[On-brand photos and imagery](#)

[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)

[Appendix 2: Colour nicknames & colour combinations](#)

[Appendix 3: Glossary of terms](#)

[Appendix 4: Resources](#)

[Appendix 5: Support](#)

Imagery

On-brand photos

Many of the templates have examples of on-brand photos included as *placeholders*. These photos combine the dramatic use of lighting and colour, with unique surroundings. People and locations are captured from extreme angles and *cropped* in unexpected ways.

If you would like to see more samples of on-brand photography, you can review the most recent *Brand Standards, President's Report, Luminus* magazine or contact the Division of Marketing & Communications. (See [Appendix 5: Support](#))

Can I use clip art in my layout?

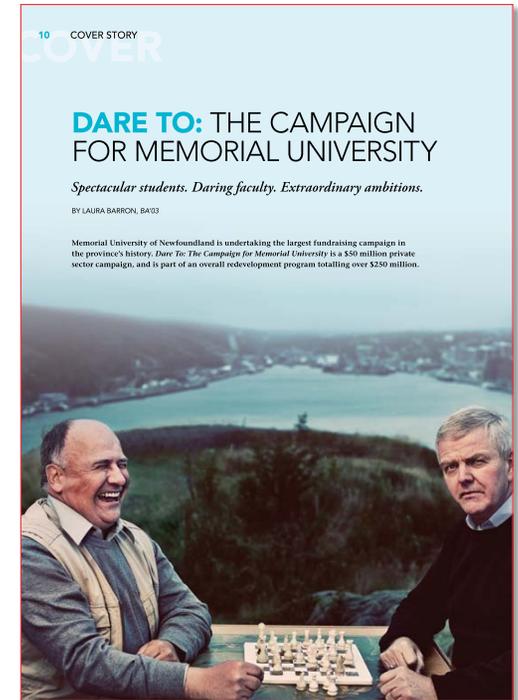
This is a quick one — NO.

Never. Not ever.

If you want a professional layout, do not use the free clip art that is available online or bundled with Office products. But vector, graphic, line art or custom illustrations are acceptable (see samples provided).

There are a wide variety of images that would be considered acceptable for inclusion in your layout. You should be looking for professionally-designed, polished and appropriate imagery whether it is computer-generated (vector), hand-drawn (line-art) or photography (raster).

[Imagery examples](#) ▼



LUMINUS, SPRING 2012

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

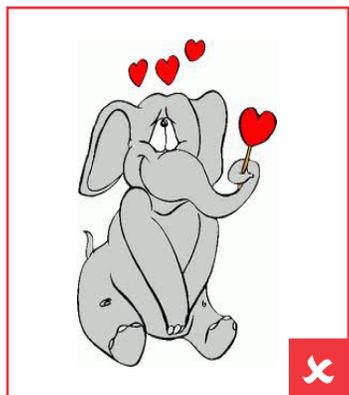
- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos and imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)



BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos
and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames &
colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)

Colour and Contrast

There are 15 on-brand colour formulas used in the marketing templates and are labelled: red, orange, tangerine, yellow, lime yellow, green, teal, turquoise, sky blue, royal blue, pink, purple, charcoal, grey, black and claret. These colour swatches have been pre-determined as best-matches to our standard brand colours. We have developed more than 30 different combinations of these colours to ensure a wide variety of options are available within Word and PowerPoint.

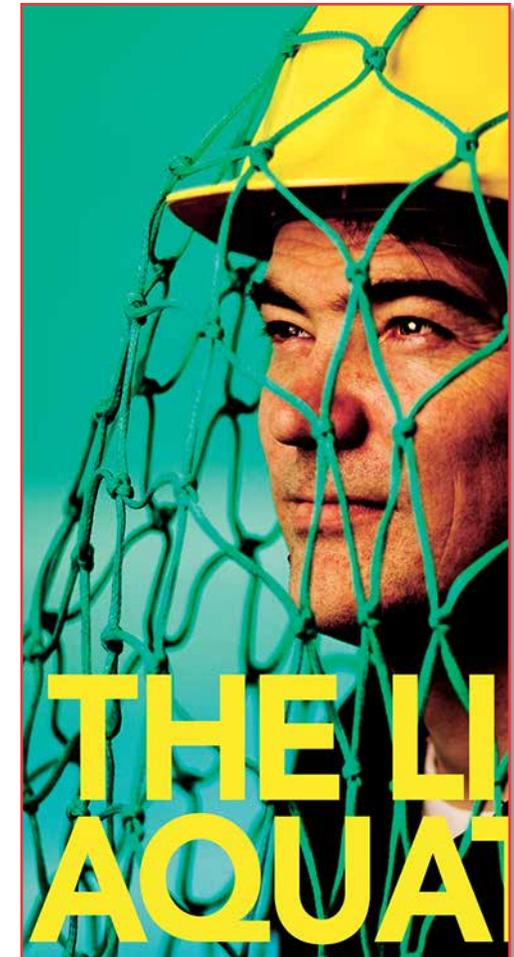
Please do not use any colours other than the selections available in the colour palette (one or two pop colours, plus white, grey and black).

To see colour equivalencies, see

[Appendix 2: Colour Nicknames & Colour Combinations.](#)

One of the most important principles of design is contrast. Contrast occurs when two elements are different. The greater the difference — the greater the contrast. Contrast adds visual interest and helps the viewer organize content by importance. Elements that are large or bright are important, while elements that are smaller or lighter become secondary.

Three common methods of creating contrast are by using differences in size, colour and type. This is how designers create visual and typographic *hierarchy* in layout and guide the viewer through the content in the order that was intended.



THE SHINING, RESEARCH REPORT 2010

BEFORE YOU BEGIN

- [I don't know where to start!](#)
- [Are you a Mac or a PC?](#)
- [What do you want to say?](#)
- [How do you want to say it?](#)
- [Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

- [Microsoft Word templates](#)
- [Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

- [Working with text](#)
- [Working with images](#)
- [How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

- [Working with slide layouts](#)
- [Working with text](#)
- [Working with images](#)

CREATIVE TIPS & TRICKS

- [Typography](#)
- [On-brand photos & imagery](#)
- [Colour and contrast](#)

APPENDICES

- [Appendix 1: Templates listing](#)
- [Appendix 2: Colour nicknames & colour combinations](#)
- [Appendix 3: Glossary of terms](#)
- [Appendix 4: Resources](#)
- [Appendix 5: Support](#)

APPENDIX 1 TEMPLATE LISTING

Tri-fold Brochure

- Four different designs

Certificates

- Thanks
- Appreciation
- Completion

Email Signature Templates

- Standard
- Short
- Long

Newsletter

- Multi-page format

Letter-sized Posters

- Six different designs

Tabloid-sized Posters

- Six different designs

PowerPoint Presentations

- Main; standard presentations
- Pop; bolder presentation

Program

- Event program

Screen Display Templates

1024 x 728px

1080 x 1920px

1920 x 953px

- Four different designs of each size

APPENDIX 2 COLOUR NICKNAMES & COLOUR COMBINATIONS

COLOUR NICKNAMES	→	SPOT COLOUR REFERENCE	COLOUR NICKNAMES	→	SPOT COLOUR REFERENCE	COLOUR NICKNAMES	→	SPOT COLOUR REFERENCE
RED	→	PMS 185	GREEN	→	PMS 368	PINK	→	RHODAMINE RED
ORANGE	→	PMS ORANGE 021	TEAL	→	3275	PURPLE	→	PMS PURPLE
TANGERINE	→	PMS 1235	TURQUOISE	→	PMS 3125	CHARCOAL	→	PMS COOL GREY 10
YELLOW	→	PMS YELLOW	SKY BLUE	→	PMS 2727	GREY	→	PMS WARM GREY 6
LIME YELLOW	→	PMS 396	ROYAL BLUE	→	PMS 2736	BLACK	→	PMS BLACK



RED+WHITE/YELLOW



GREEN+WHITE/TANGERINE



PINK+WHITE/ROYAL BLUE



ORANGE+WHITE/SKY BLUE



TEAL+WHITE/YELLOW



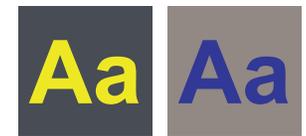
PURPLE+WHITE/LIME YELLOW



TANGERINE+WHITE/TEAL



TURQUOISE+WHITE/LIME YELLOW



CHARCOAL+LIME YELLOW GRAY+ROYAL BLUE



YELLOW+CHARCOAL/TURQ



SKY BLUE+WHITE/TANGERINE



*CLARET+WHITE BLACK+WHITE



LIME YELLOW+PINK/ROYAL BLUE



ROYAL BLUE+WHITE/RED



BLACK+TURQUOISE BLACK+PINK

BEFORE YOU BEGIN

[I don't know where to start!](#)[Are you a Mac or a PC?](#)[What do you want to say?](#)[How do you want to say it?](#)[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)[Working with images](#)[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)[Working with text](#)[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)[On-brand photos and imagery](#)[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)[Appendix 2: Colour nicknames & colour combinations](#)[Appendix 3: Glossary of terms](#)[Appendix 4: Resources](#)[Appendix 5: Support](#)APPENDIX 3
GLOSSARY OF TERMS(reference: [desktoppub.about.com](#))

BLEED When any image or element on a page touches the edge of the page and extends beyond the trim edge, leaving no margin. It may bleed (extend off) one or more sides. Photos, rules (lines), colour and text elements can bleed off a page.

BODY COPY The main text found in publications we read — body copy — is the text of the stories and articles. Body copy does not include headlines, subheads, captions or pull-quotes.

CMYK Process colour or 4-colour process printing, uses cyan (blue), magenta (red), yellow, and black to simulate thousands possible colours. Colour profiles can be CMYK, RGB or spot colours.

COLLATERAL Materials used to reinforce and develop a brand or campaign. For example, the range of materials for I ♥ MUNdays includes promotional items, print materials and online elements.

CROP To cut out or trim unneeded/unwanted portions of an image or a page is known as cropping. Cutting lines, known as crop marks, may be indicated on a print-out of the image or page to show where to crop. One basic way to modify images is to crop them — remove some part of the image. Cropping changes the appearance of photographs in order to better fit the layout, make a statement, or improve the overall appearance of the subject matter.

DPI A measure of the resolution of a printer is called dpi, or dots per inch. It refers to the dots of ink or toner used by an imagesetter, laser printer or other output device to print your text and graphics. In general, the more dots, the better and sharper the image.

FONT The digital collection of all elements of a typeface that can be rendered in multiple styles, weights and sizes. A sample of the Arial font family is available on [myfonts.com](#).

HEADLINE Typically, they are short phrases or blocks of text that are often in display-sized type sizes (18 points and larger). Beyond what the headline says, it needs contrast — of size, weight, or colour to make it stand out.

HIERARCHY The order of importance of graphic and/or textual elements on a page, hierarchy is conveyed visually, through variations in scale, colour, spacing, placement and other cues.

LETTER-SIZED A common size for letters, newsletters and magazines (finished/folded size), copy machine paper and printing papers. In North America, letter-sized paper is 8.5 x 11 inches.

MASTHEAD The graphic header or nameplate of a newsletter.

ORPHAN Commonly defined as the last line of a paragraph that is separated from the rest of the paragraph at the top of an adjoining column.

PALETTE (COLOUR) A distinct set of colours defined for use in a layout.

PALETTE (MENU) A common name for a window or panel that opens to reveal additional options in programs such as Word.

PIXELATED Distortion in an image caused by printing a low resolution image on a high resolution printer. Also caused by scaling low quality images more than 100 per cent.

PLACEHOLDER Text or images used as stand-in for final copy or photos.

PMS COLOUR Pantone Matching System; a system of standardized spot colours that are used for colour management in offset press commercial printing.

PPI Pixels per inch, or ppi is a measure of the number of pixels displayed in an image. A digital image is composed of samples that your screen displays in pixels. The ppi is the display resolution not the image resolution.

PULL QUOTE Used to attract attention, especially in long articles, a pull-quote is a small selection of text pulled out and quoted in a larger typeface or using some other formatting distinct from the rest of the copy.

RESOLUTION The measure of quality for output on screen or paper. Measured in ppi for screen and dpi for printers.

RIBBON The control panel in Microsoft Office applications that appears at the top of the workspace. It contains panels and tools for layout, text, formatting and other options; typically organized into tabs.

TABLOID In North America, standard tabloid size paper is 11 x 17 inches.

THUMBNAIL A small picture or sketch that is representative of a larger full-size image.

TYPEFACE The actual design of an entire set of letterforms of one weight including all numerals, glyphs and punctuation. A single typeface may be a part of a larger type family that may include additional weights and styles.

TYPOGRAPHY The study of the design of letterforms and typefaces.

WIDOW Single word as last line of a paragraph that is considerably shorter than the other lines, and makes the paragraph appear off-balance.

BEFORE YOU BEGIN

[I don't know where to start!](#)

[Are you a Mac or a PC?](#)

[What do you want to say?](#)

[How do you want to say it?](#)

[Don't be a rule breaker!](#)

SO, WHAT DO WE HAVE HERE?

[Microsoft Word templates](#)

[Microsoft PowerPoint templates](#)

I NEED HELP WITH WORD

[Working with text](#)

[Working with images](#)

[How to save your document as a PDF](#)

I NEED HELP WITH POWERPOINT

[Working with slide layouts](#)

[Working with text](#)

[Working with images](#)

CREATIVE TIPS & TRICKS

[Typography](#)

[On-brand photos
and imagery](#)

[Colour and contrast](#)

APPENDICES

[Appendix 1: Templates listing](#)

[Appendix 2: Colour nicknames &
colour combinations](#)

[Appendix 3: Glossary of terms](#)

[Appendix 4: Resources](#)

[Appendix 5: Support](#)

APPENDIX 4 RESOURCES

Microsoft Office

Free training and video tutorials for all Microsoft Office applications (2007–2013) can be found online:

PC users:

office.microsoft.com/en-us/training-FX101782702.aspx

Mac users:

www.microsoft.com/mac/how-to

2007 Microsoft Office Add-in: Microsoft Save as PDF (PC users):

www.microsoft.com/en-ca/download/details.aspx?id=7

Brand & Marketing

[Memorial Brand Standards](#)

[Memorial Style Guide](#)

[Other marketing resources](#)

APPENDIX 5 SUPPORT

Marketing & Communications

Brand & visual style

Memorial writing style

Template technical support

marcomm@mun.ca

Printing Services

Print-related queries

chafep@mun.ca

Computing & Communications helpdesk

Software & hardware queries

help@mun.ca