Purdue Marketing and Communications has created a collection of in-brand layout templates on Lucidpress.com. Having consistent and cohesive designs in your communications and marketing materials will:

- Instill a **defining look and feel** of Purdue’s brand in your pursuit of the next giant leap.
- Remind your audiences of Purdue’s **forward-looking approach** with your **innovative design**.
- Capture key elements of each unique project while maintaining the University’s **uniform brand design and essence**.

Here are some **basics** and **tips and tricks** to assist you in implementing the new Purdue brand through your printed communications and marketing materials.

**LUCIDPRESS — BROWSER COMPATIBILITY:**
- Optimized for Google Chrome
- Compatible with Firefox
- Not currently compatible with Safari

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Purdue Brand Template Gallery

Sampling of Digital Templates

CATEGORIES

Agenda/Schedule
Calendar
Digital Sign (Four Winds
Presentation
Report
Video Storyboard
Website Banner
Purdue Brand Template Gallery

Sampling of Print Templates

CATEGORIES
- A-Frame Sign
- Agenda/Schedule
- Award/Certificate
- Brochure
- Calendar
- Flyer
- Half-Sheet
- Newsletter
- Notecard
- Rack Card
- Poster
- Program
- Stationery
- Table
- Tent Card

Purdue University
Marketing and Communications
Purdue Brand Template Gallery

Sampling of Social Templates

CATEGORIES

Facebook
Instagram
LinkedIn
Twitter
Social Profile Icon
Lucidpress Home Page

- This is a basic home page, and you can find yours by clicking on the Motion P in the upper left, or on the 4-square grid in the left navigation.

Brand Fonts

- Purdue's brand fonts have been added to the Brand Assets in Lucidpress. You don’t need to have the fonts installed on your computer in order for them to work in Lucidpress.

Brand Colors

- Purdue's brand colors have been added to the Brand Assets.

The CMYK color palette is listed, which is for print jobs. This is followed by the RGB colors, for digital and social projects.
Select a Brand Template

- In the **Content Pane**, on the left side of the window, click on **Templates** to view the **brand templates**.
- Browse the **brand templates**, which is the icon with the star.
- You can narrow your search by using the **Filters** column.
Preview or open a Brand Template

- Hover over a template and click the **Preview** button.
- A **new document** can be opened from the template gallery or from the Preview window.
Create Document from Template

- Rename the document in the **Save as** field.
- Click on **Create Document**.
- All new documents will save to the **My Documents** folder or a sub-folder that you have created.
Document Workspace

- When a document is open in the Lucidpress workspace, you will see the main menu bar in the top navigation. This gives you access to settings within the document: File, Edit, Select, View, Page, Arrange, Insert and Help.

- On the left side is the content pane, which contains tools to help develop your layout. You can add pages, text, shapes, images, charts, buttons and videos.
Working with Text

There are a couple ways to add text:

- All of the templates contain **placeholder text** which you can customize with your content.

- Upload a Word document to a Google drive. Under the **Insert tab** in the top nav, select **Import Text from Drive**.
Working with Text (continued)

- When text is imported, the **line spacing (called leading) looks tight**. Select your text, and the “Text” menu appears on the right side of the window. Find the Spacing settings, and increase the spacing to 1 line or more.

- Lucidpress has a **Spell Check** feature, indicated by **words underlined in red**. This can be turned on and off in the **Edit menu** in the top navigation.
Paste Text into a Document

Pasting text from a Word document into a template produces white boxes behind the words, which will be visible on a color background. If you need to modify this, navigate to Fonts in the Text tab:

- Click on the capital “T” in the Fonts menu. Another menu will pop up.
- Then click on the capital “A” with the small circled X. This will clear formatting on the text, removing the white background.
- If the font attributes have not been locked down, the resulting text may be in default font settings. You may need to re-select the font style, size and other attributes for your text.
Working with Images

- The **Image Manager** is located in the Content Pane in the left column of the window.
- To access the **Image Manager**, click on **images** in the Content Pane, or **double-click on an image placeholder box** in your document.

Image File Formats

- Lucidpress accepts the following image file formats: **JPG**, **PNG**, **SVG**.

Color Formats

- **For print templates**, place high-resolution JPG images in **print/CMYK format**.
- **For digital templates**, use JPG, PNG or SVG images saved in **digital/RGB format**.
Upload Image

- **Drag and drop** or **upload** image or your co-brand logo into the **Image manager**.
- You can also upload a **folder of images** or **SVG files**. PDF pages will convert to an image when uploaded.

Insert Image in Image Box

- **Drag and drop** image or your co-brand logo directly into an **image placeholder** in your document.
- Use the **Insert** menu in the main menu to insert an image.

**SUGGESTIONS FOR IMAGE SOURCES**

- Images from your **unit**
- **Brand or co-brand logos**
- Purdue **brand photography** for campus marketers, located in **Photoshelter** photo galleries
Place image in an angled box

- Click on an empty angled photo box.
- Go to the Fill menu in the Shape tab, which is to the right of the canvas.
- Select the colored box from the Fill menu, and a submenu pops up.
- Click Image at the bottom of the Fill menu.
- Another window pops up. Click Choose Image to select an image to place in the box.
- Using the Image Manager, select an image and click insert to place the image in the box.
Crop and Mask an image

- Select an image in your document.
- Click on **Crop & Mask** in the **Image** tab in the right column.
- The **image will be highlighted**, allowing for scaling and/or repositioning.
- Hit **Enter on your keyboard** to exit the cropping view.
Replace an image

- Double-click on an image in your layout to open the Image Manager. You’ll see all images that have been uploaded.
- Select a new image and click **insert** to place the image in the box.
Delete an image

- To delete an image from your document, select and delete it, using the delete key, or Cut, in the Edit menu. The image is still stored in the image manager or future use.
- To delete an image from your image manager, double-click the image you’d like to remove.
- The image manager window appears. Hover over your photo and three vertical dots are shown in the lower right corner of your photo.
- Scroll down to Trash and click to delete the photo from your document.
- You can also go directly to the image manager to empty the trash of unneeded photos.
- Items in the trash will still appear in your document layouts unless you take the additional step of emptying the trash.
Download your document

- When your document is finished, click the **download** icon in the upper right corner.
- **Format:** Select the appropriate download option: **PDF, PNG, PNG with transparent background,** or **JPG format.**
- **Resolution:** Select **Print** (300 dpi) or **Screen** (72 dpi).
- **Color:** Select **CMYK for print,** or **RGB for digital** use on screens. There are several CMYK format options to choose from. **U.S. Web Coated [SWOP] v2** is commonly used.
- When you finish making all your selections, click **Download.**
Variable data printing through Purdue Enterprise Print Services (Xerox)

If you have a project with variable data, Lucidpress can accommodate separate text fields for customized information.

Set-up instructions

- **Create your layout with separate text boxes as placeholders** to identify variable content position placement on the design element.
- Include the **font style, size and color** on the placeholder notation for the variable content.
- **Include the fonts** with the print file submission.
- Provide an **Excel file** separated by columns for the variable content.
- **Submit your final print-ready pdf**, with all the required content, to Purdue Enterprise Print Services (PEPS) at https://print.xeps.net/.
- **Questions?** Please contact Kevin Darling at kevin.darling@xerox.com.

Print and Digital Services

**PURDUE PRINT PORTAL**
https://print.xeps.net/

**FILE TRANSFER**
http://www.xeps.net/files.html