

GETTING STARTED WITH LUCIDPRESS

# *PURDUE BRAND TEMPLATES*

**USER GUIDE**

# PURDUE BRAND TEMPLATES

## USER GUIDE

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.

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### LUCIDPRESS — BROWSER COMPATIBILITY:

- Optimized for Google Chrome
- Compatible with Firefox
- Not currently compatible with Safari

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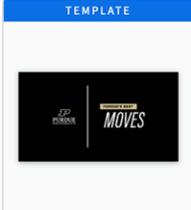
### Purdue Brand Template Gallery

DIGITAL / PRINT / SOCIAL

#### Sampling of Digital Templates

##### CATEGORIES

- Agenda/Schedule
- Calendar
- Digital Sign (Four Winds
- Presentation
- Report
- Video Storyboard
- Website Banner

 <p>TEMPLATE</p> <p>Purdue Moves Present...</p> <p>16 x 9 in</p>	 <p>TEMPLATE</p> <p>Report (1-column)</p> <p>8.5 x 11 in</p>	 <p>TEMPLATE</p> <p>Report (2-column)</p> <p>8.5 x 11 in</p>	 <p>TEMPLATE</p> <p>Digital Sign (Four Wind...</p> <p>26.67 x 15 in</p>	 <p>TEMPLATE</p> <p>Digital Sign (Four Wind...</p> <p>26.67 x 15 in</p>
 <p>TEMPLATE</p> <p>Web Banner</p> <p>11.11 x 5.56 in</p>	 <p>TEMPLATE</p> <p>Video Storyboard: Ima...</p> <p>11 x 8.5 in</p>	 <p>TEMPLATE</p> <p>Presentation: Standar...</p> <p>10 x 7.5 in</p>	 <p>TEMPLATE</p> <p>Agenda: 2-Day (Digital)</p> <p>8.5 x 11 in</p>	 <p>TEMPLATE</p> <p>Agenda: 3-Day (Digital)</p> <p>8.5 x 11 in</p>
 <p>TEMPLATE</p> <p>Agenda: 1-Day (Digital)</p> <p>8.5 x 11 in</p>	 <p>TEMPLATE</p> <p>Weekly Schedule (Digit...</p> <p>11 x 8.5 in</p>	 <p>TEMPLATE</p> <p>One-Month Calendar (...)</p> <p>11 x 8.5 in</p>	 <p>TEMPLATE</p> <p>Digital Sign: Protect Pu...</p> <p>26.67 x 15 in</p>	 <p>TEMPLATE</p> <p>Digital Sign: Research</p> <p>26.67 x 15 in</p>

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### Purdue Brand Template Gallery

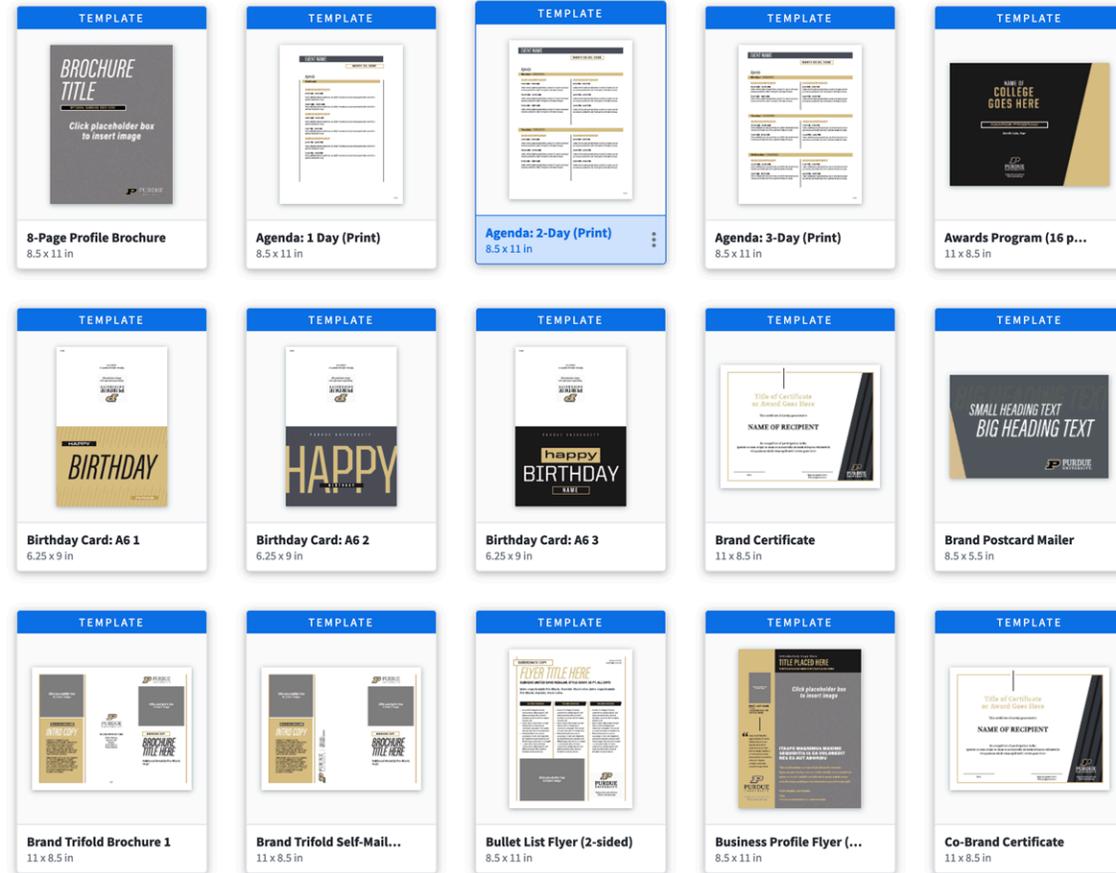
DIGITAL / PRINT / SOCIAL

#### 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 BRAND TEMPLATES

## USER GUIDE

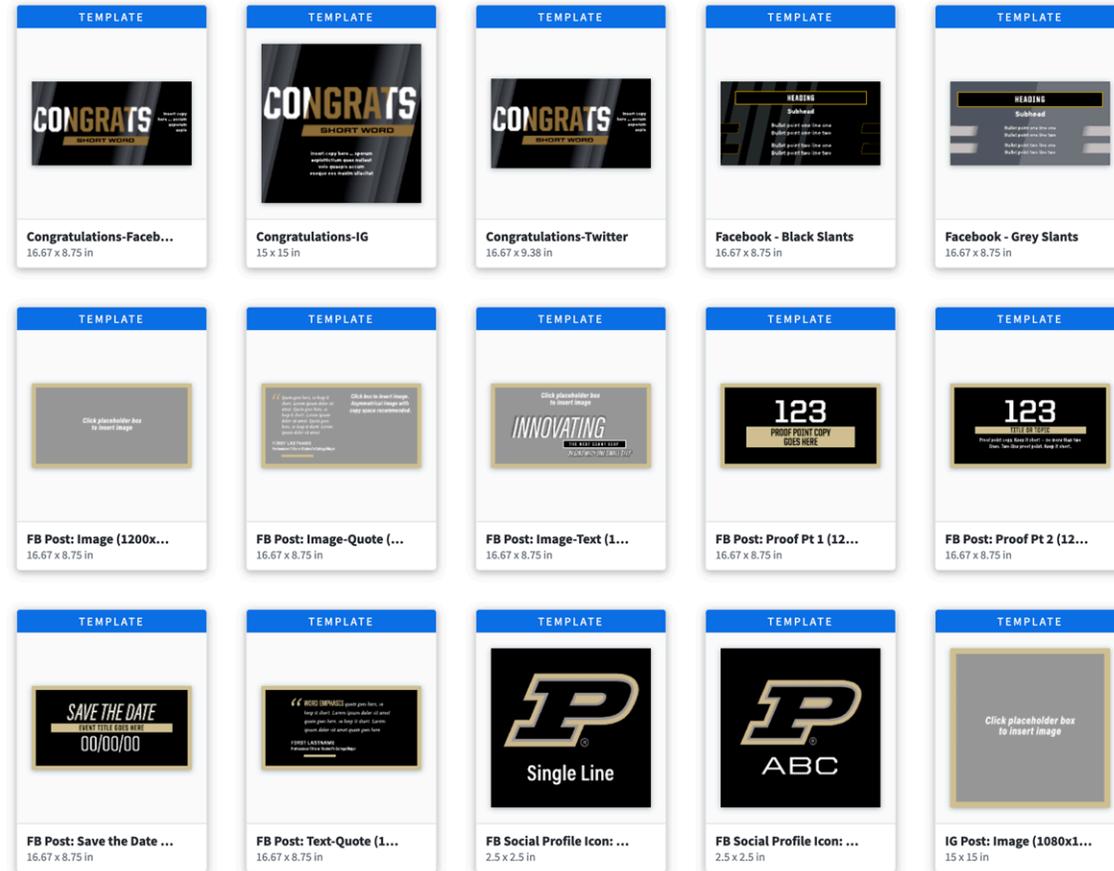
### Purdue Brand Template Gallery

DIGITAL / PRINT / SOCIAL

#### Sampling of Social Templates

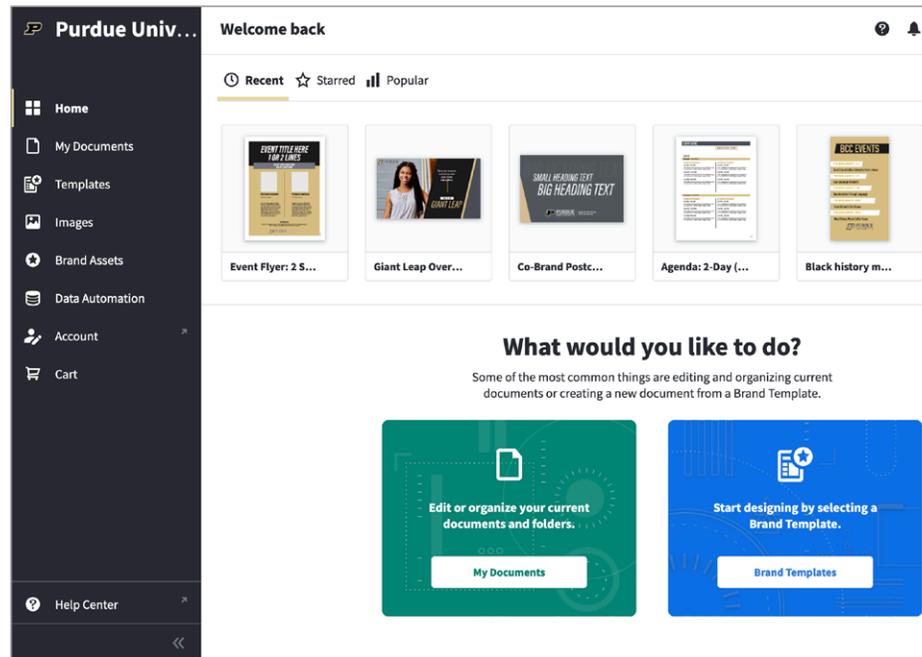
#### CATEGORIES

- Facebook
- Instagram
- Linked In
- 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.

# PURDUE BRAND TEMPLATES

## USER GUIDE

### 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.

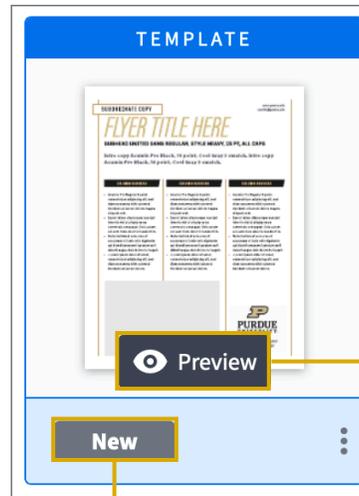
The screenshot shows the Purdue University brand templates interface. On the left is the **CONTENT PANE** with a navigation menu where **Templates** is selected. To its right is the **SEARCH FILTERS** column, which lists various categories and their counts, such as Campaign (4), Media (19), Print Format (17), Social Media (20), Digital Format (8), and Document Size (120). The main area displays a grid of brand templates, each with a 'TEMPLATE' label and a star icon. Examples include 'IG Post: Image (1080x15 x 15 in)', 'Event Flyer: 1 Speaker', 'Graphic Postcard (1 sided)', 'Business Profile Flyer', 'Agenda: 1 Day (Print)', and 'Brand Postcard Mailer'.

# PURDUE BRAND TEMPLATES

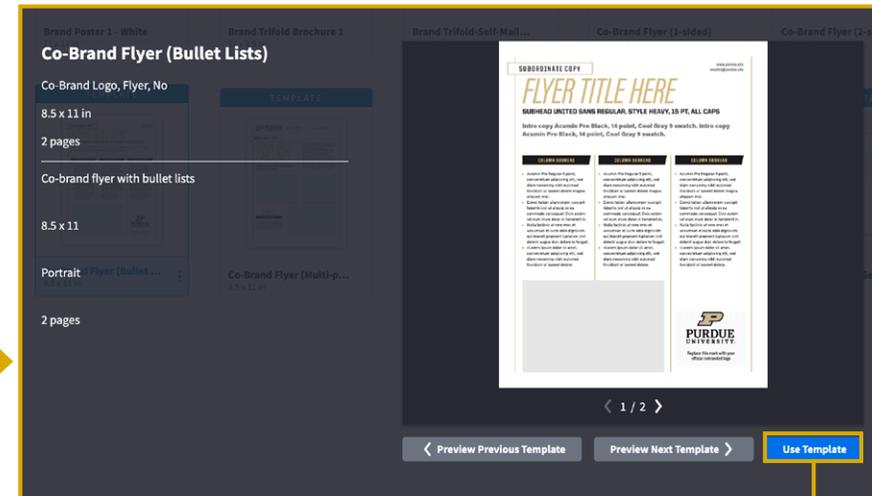
## USER GUIDE

### 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.



OPEN NEW DOCUMENT



OPEN NEW DOCUMENT

### 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.

**Create Document From Template** ×

Save As Co-Brand Flyer (Bullet Lists)

Location My Documents ▼

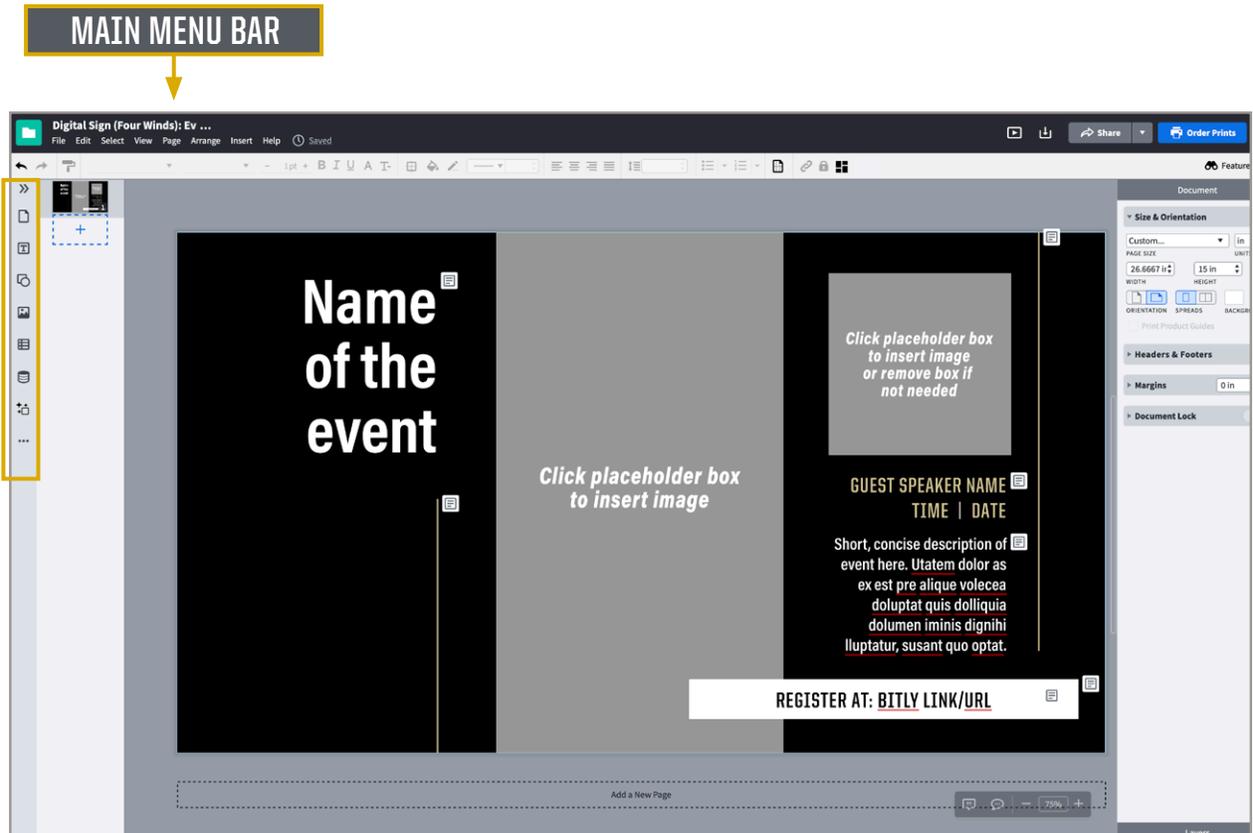
Cancel Create Document

# PURDUE BRAND TEMPLATES

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### 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.



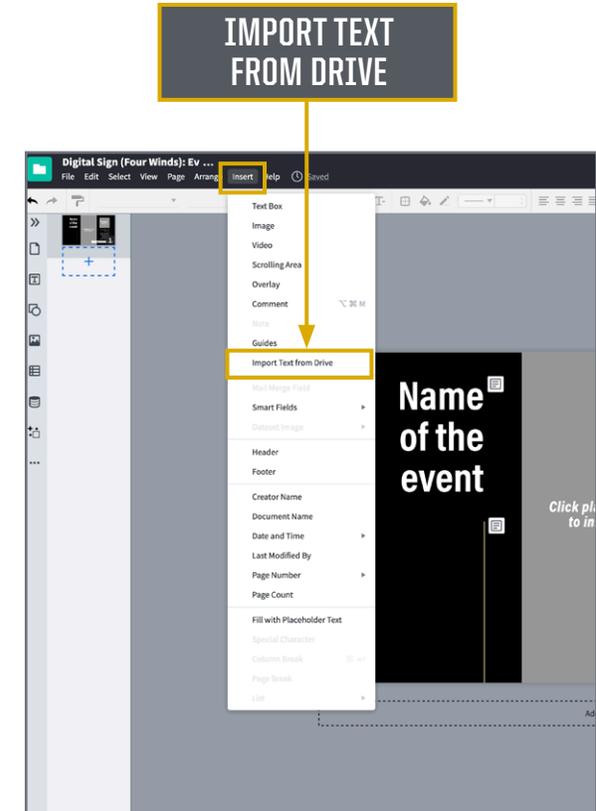
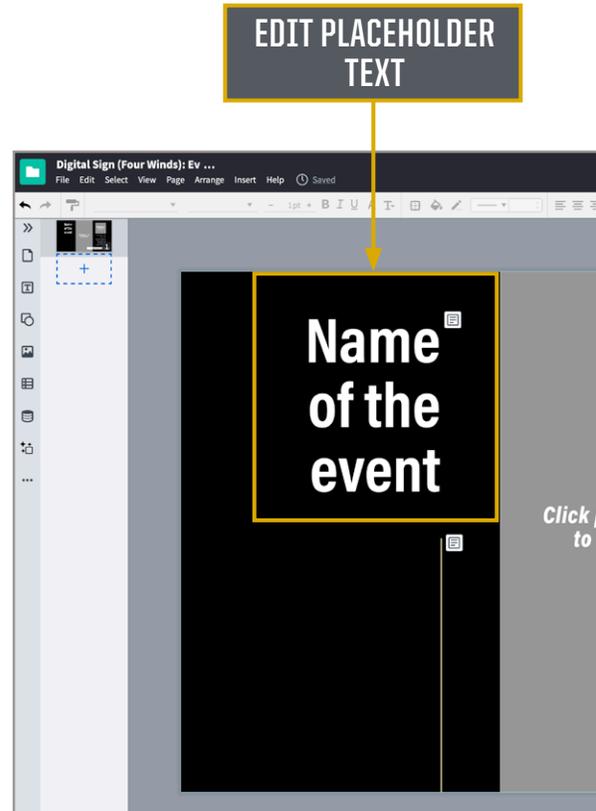
# PURDUE BRAND TEMPLATES

## USER GUIDE

### 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**.

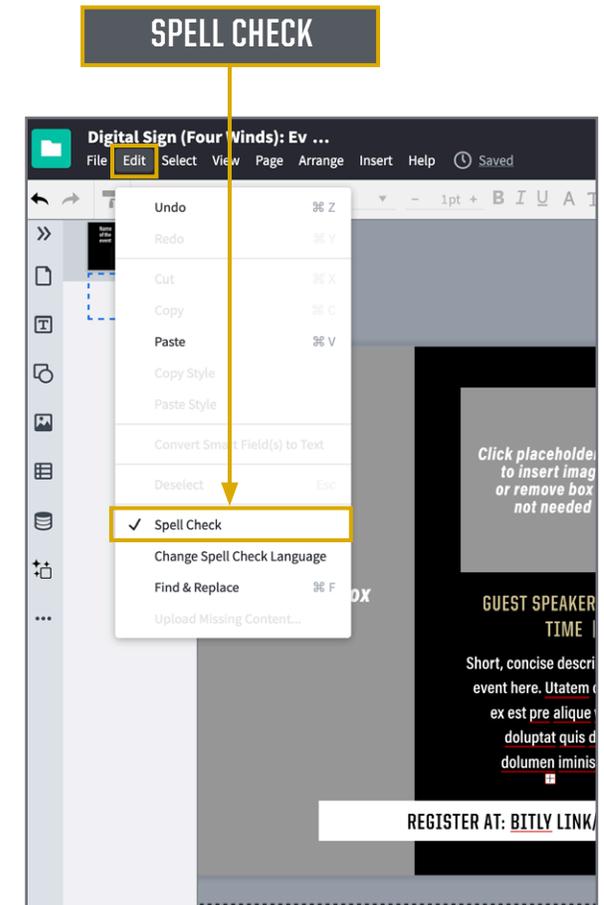
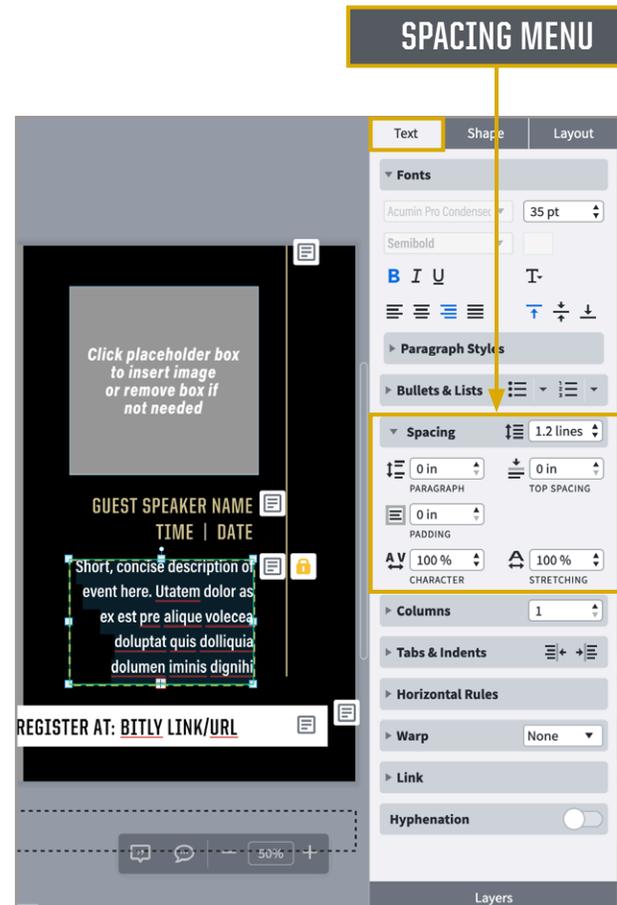


# PURDUE BRAND TEMPLATES

## USER GUIDE

### 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

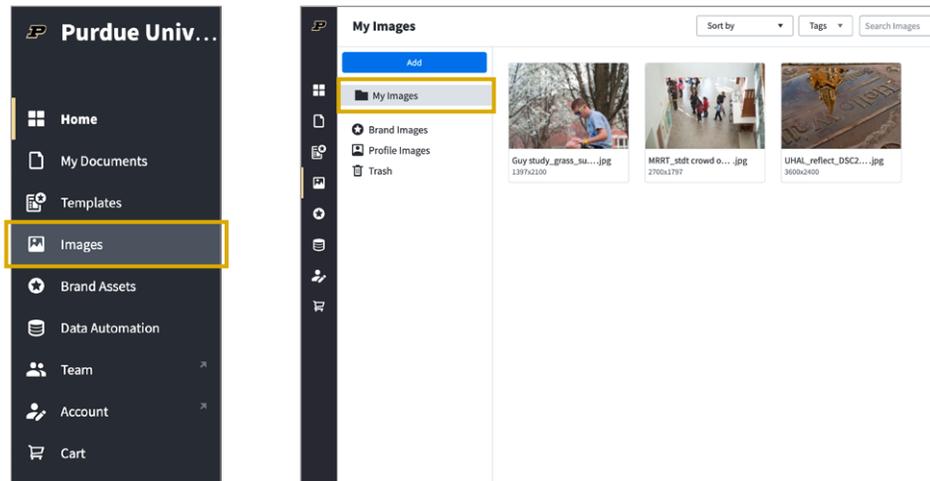
Pasting text from a Word document into a template produces white boxes behind the words, which will be visible on a color background. If you need to modify this, navigate to **Fonts** in the **Text** tab:

- 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

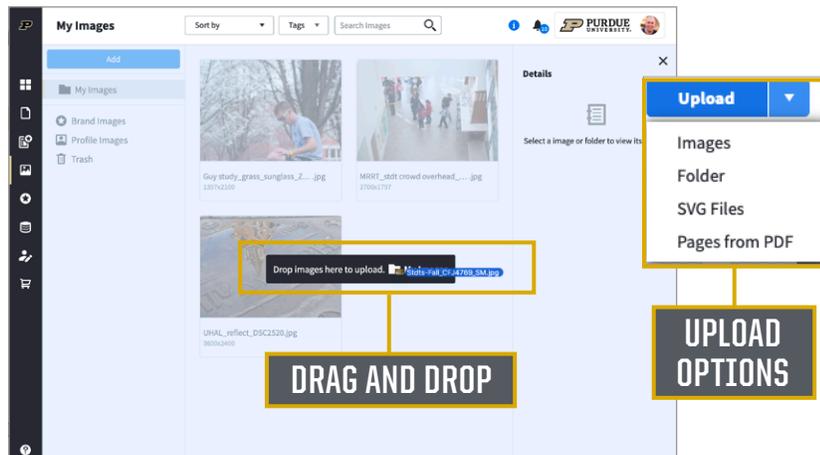
- **For print templates**, place high-resolution JPG images in **print/CMYK format.**
- **For digital templates**, use JPG, PNG or SVG images saved in **digital/RGB format.**

# PURDUE BRAND TEMPLATES

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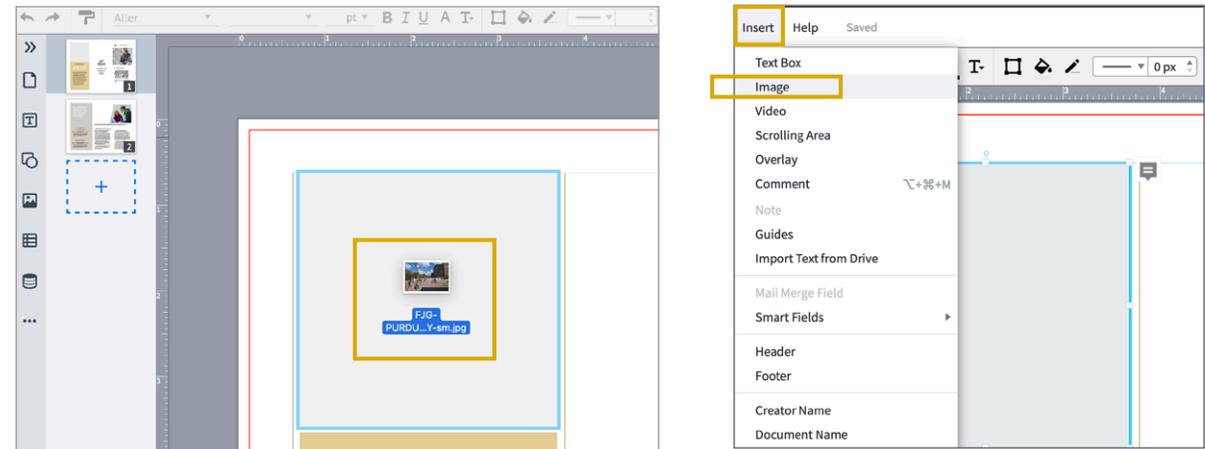
### Upload Image

- **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.

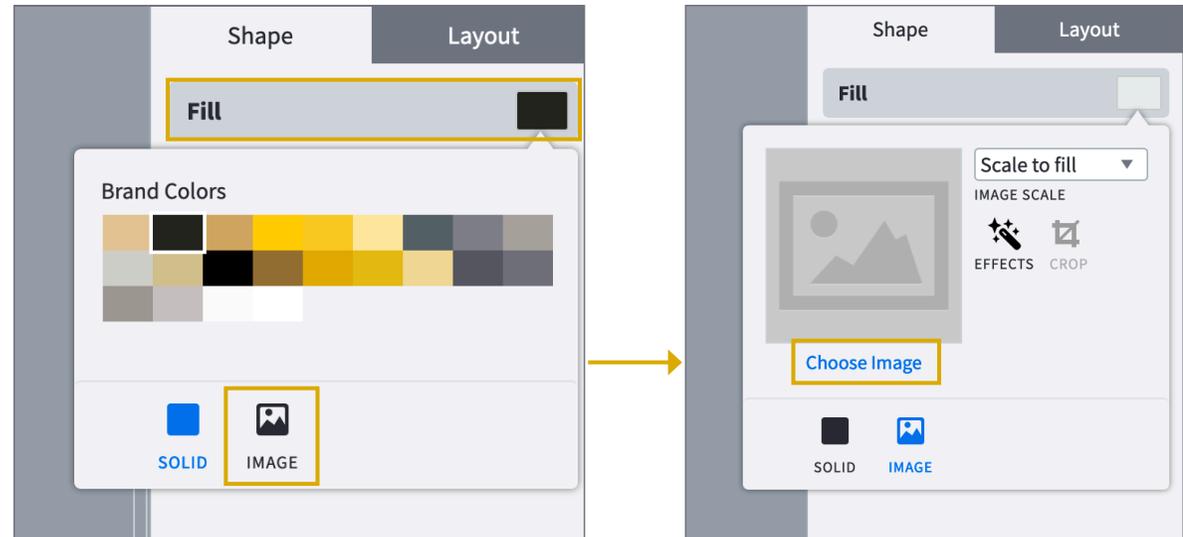


### SUGGESTIONS FOR IMAGE SOURCES

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

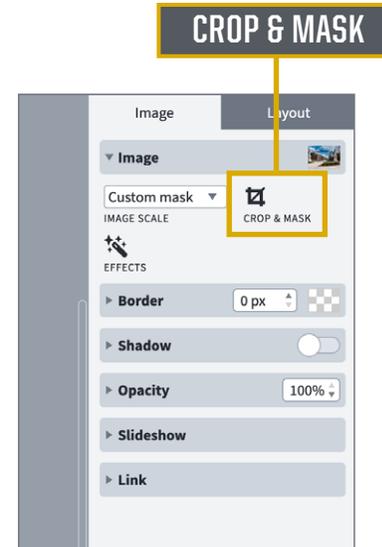
### Place image in an angled box

- 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.

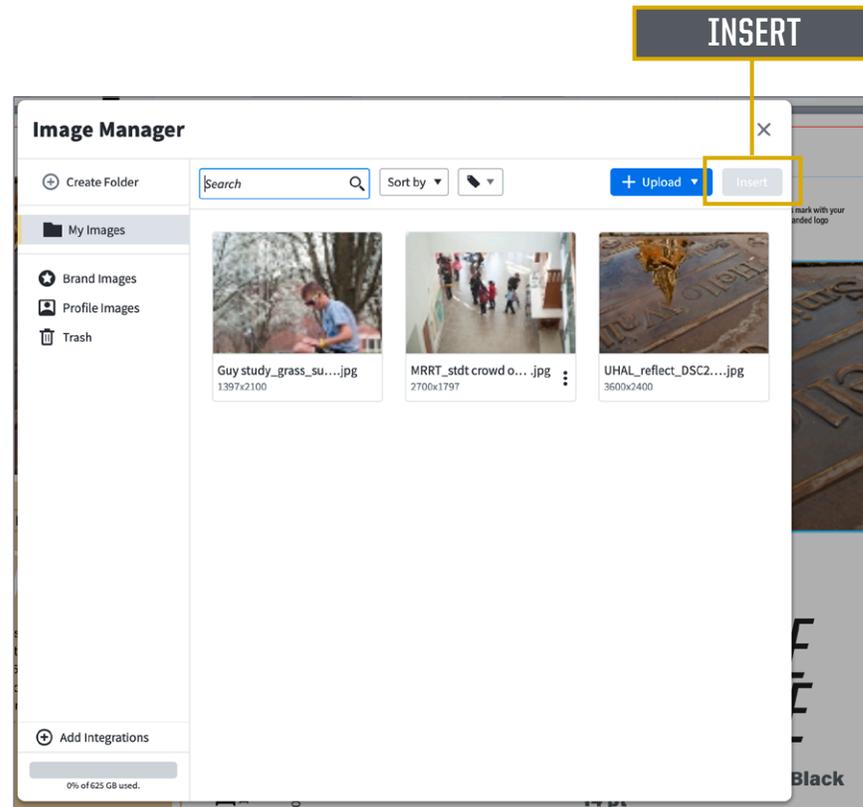


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### Replace an image

- 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.

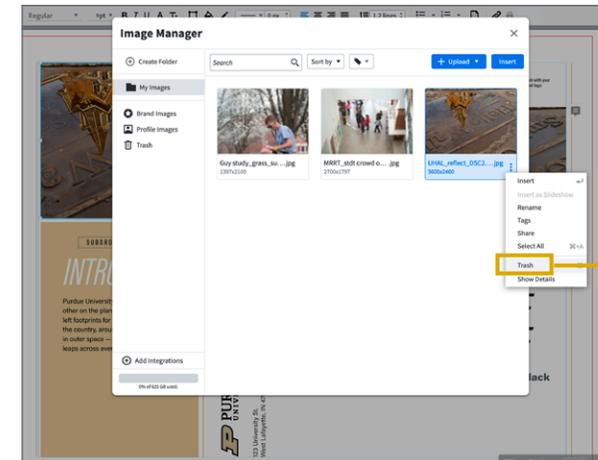


# PURDUE BRAND TEMPLATES

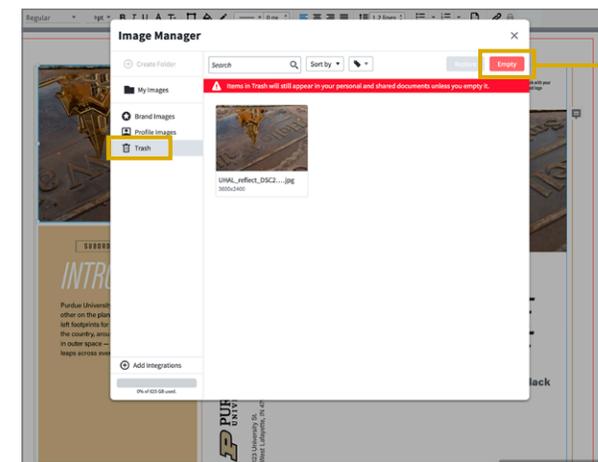
## USER GUIDE

### 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**.



MOVE IMAGE  
TO TRASH



EMPTY 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**.

**DOWNLOAD FOR PRINTING**

**FILE FORMAT**

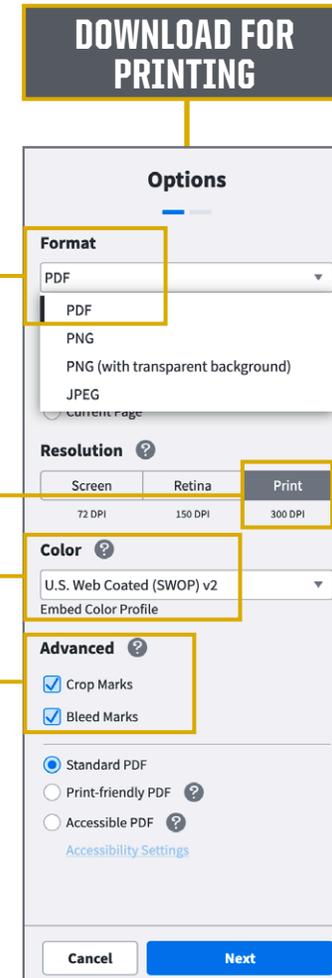
Select **PDF** file format for most print projects. In some cases, **JPG** may be preferred.

**RESOLUTION**

**COLOR FORMAT**

**CROP MARKS/ BLEED MARKS**

If your document has color bleeds on the edges, select Crop Marks and Bleed Marks for output.



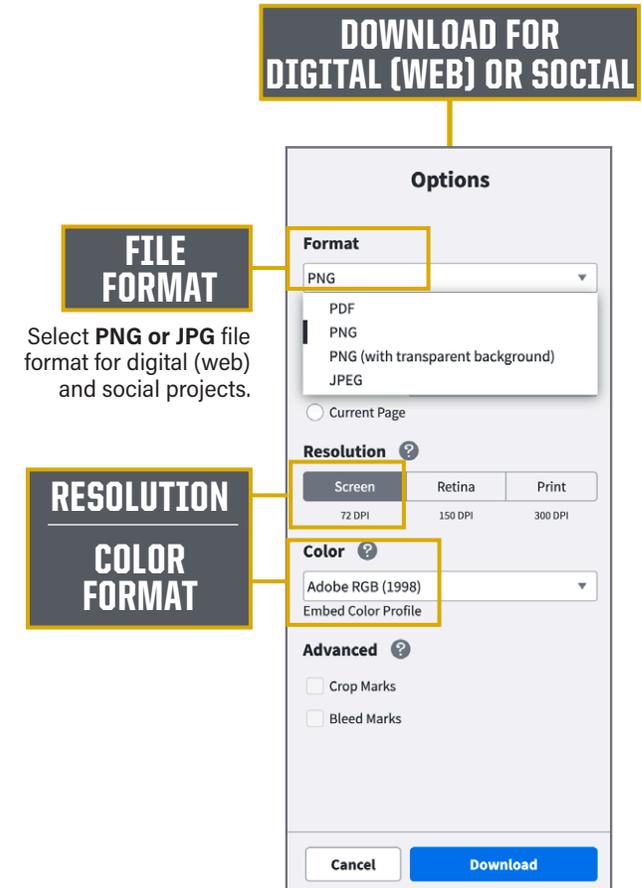
**DOWNLOAD FOR DIGITAL (WEB) OR SOCIAL**

**FILE FORMAT**

Select **PNG or JPG** file format for digital (web) and social projects.

**RESOLUTION**

**COLOR FORMAT**



### 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](mailto:kevin.darling@xerox.com).

#### Print and Digital Services

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

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



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