

GETTING STARTED WITH MARQ

PURDUE BRAND TEMPLATES

USER GUIDE

PURDUE BRAND TEMPLATES

USER GUIDE

Purdue Marketing and Communications has created a growing collection of 250+ in-brand design templates on **marq.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**.

Read on to **learn how to use Marq** and **tips and tricks** to assist you in implementing the new Purdue brand through your communications and marketing materials.

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MARQ — 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

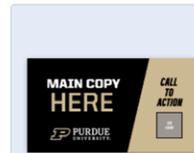
CATEGORIES

- Agenda/Schedule
- Brochure
- Calendar Pages
- Digital Flyers and Posters
- Digital Sign (Four Winds)
- Email Header
- Form
- Flyer
- Presentation
- Report
- Video Storyboard
- Web Banner
- Zoom Background

Digital (RGB) X



FW Call to Action QR Co...
26.67 x 15 in



FW Call to Action QR Co...
26.67 x 15 in



Infographic Presentation
13.33 x 7.5 in



2-Speaker Flyer-RGB
8.5 x 11 in



1 Speaker Flyer-RGB
8.5 x 11 in



1 Speaker Flyer-RGB-Blk
8.5 x 11 in



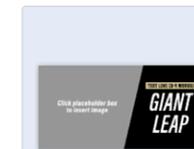
2-Speaker Event Poster
11 x 17 in



FB LI TW Feat Speaker
16.67 x 8.33 in



Presentation-Angles
13.33 x 7.5 in



Slate Banner-Photo w Te...
8.33 x 4.17 in



Slate Banner-Multi Lines
8.33 x 4.17 in



Slate Banner-Photo w Te...
8.33 x 4.17 in



Slate Banner-BTWR
8.33 x 4.17 in



Slate Banner-Photo w Te...
8.33 x 4.17 in



Co-Brand Presentation
13.33 x 7.5 in

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Purdue Brand Template Gallery

DIGITAL / PRINT / SOCIAL

Sampling of **Print Templates**

CATEGORIES

- | | |
|-------------------|--------------------|
| A-Frame Sign | Postcard |
| Agenda/Schedule | Poster |
| Award/Certificate | Presentation |
| Brochure | Program |
| Calendar | Rack Card |
| Flyer | Report |
| Half-Sheet | Research Poster |
| Invitation | Retractable Banner |
| Newsletter | Stationery |
| Note Card | Table Tent Card |

Print (CMYK) X



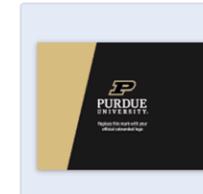
Announcement Poster-...
11 x 17 in



Announcement Poster-...
11 x 17 in



Invitation-Notecard-Tw...
6.75 x 5 in



Notecard-TwoSided-Bl...
6 x 4.5 in



Pursuit-Notecard-OneS...
6 x 4.5 in



Notecard-TwoSided-Gol...
6 x 4.5 in



Event Poster-Header Ph...
24 x 36 in



Event Flyer-Header Phot...
8.5 x 11 in



7ft Retractable Banner-...
31.5 x 89.25 in



7ft Retractable Banner-...
31.5 x 89.25 in



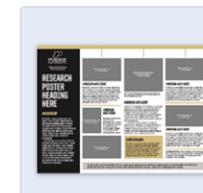
2-Speaker Event Poster ...
11 x 17 in



1-Speaker Poster With M...
11 x 17 in



Brand Event Poster With ...
11 x 17 in



Research Poster-3x4-Blk...
48 x 36 in



Research Poster-3x4-5 ...
48 x 36 in

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Purdue Brand Template Gallery

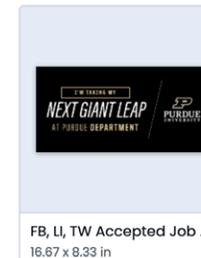
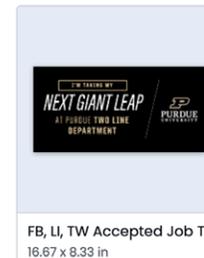
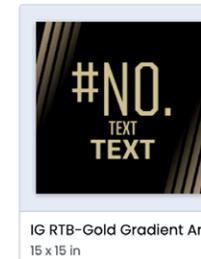
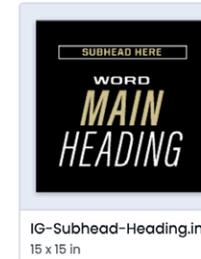
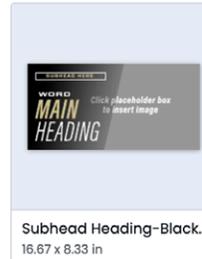
DIGITAL / PRINT / SOCIAL

Sampling of **Social Templates**

CATEGORIES

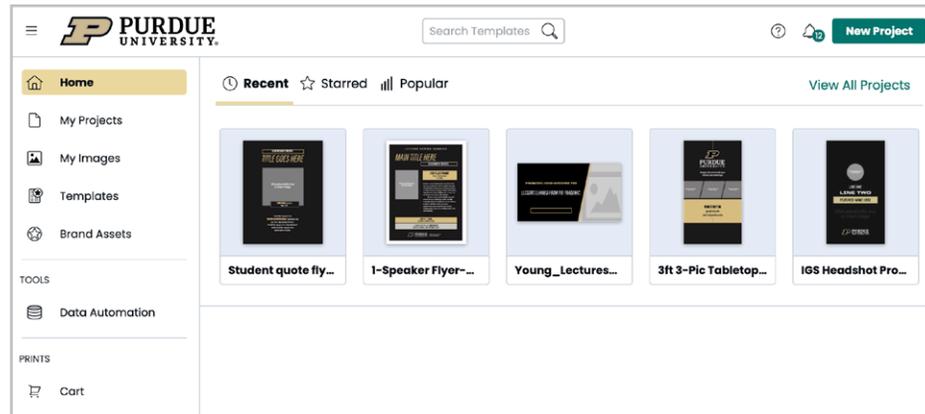
- Social 2x1 Graphic
(Use for FB, LI, TW)
- Facebook
- Instagram
- Linked In
- Twitter
- Social Profile Icon

Social X



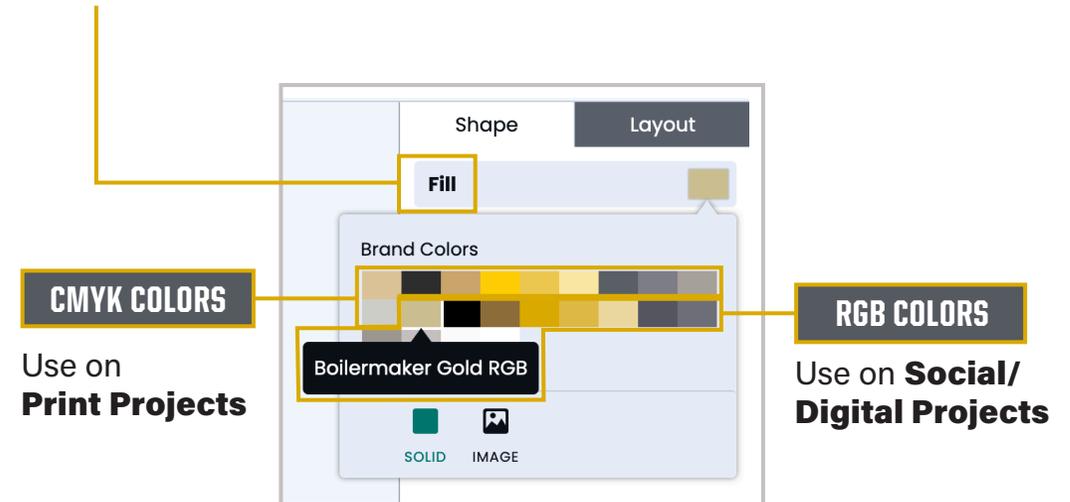
Marq Home Page

- **Your home page** is your starting point. Navigate to your Projects, Images and Brand Templates and Assets in the left column.
- **My Projects** houses your in-progress and completed Marq documents. Jump back to the home page by clicking on the Purdue logo in the upper left corner.



Brand Assets

- **Purdue's brand fonts and colors** have been loaded in Marq. They don't need to be installed on your computer to use them in Marq.
- **CMYK and RGB color palettes** are displayed in the **Fill menu** for shapes, and in the **Fonts menu** for text.



PURDUE BRAND TEMPLATES

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Select a Brand Template

- In the **Content Pane**, on the left side of the window, click on **Templates**, the icon with the star, to view and browse the **brand templates**.
- You can narrow your search by using the **Filters** column.

The screenshot shows the Purdue University Brand Templates interface. On the left, the **CONTENT PANE** is highlighted, showing a navigation menu with icons for Home, My Projects, My Images, Templates (starred), and Brand Assets. Below this are sections for TOOLS (Data Automation) and PRINTS (Cart). The main area displays a search bar and a list of filters: Campaign (Protect Purdue, Purdue Moves), Media (Digital, Print, Social), Print Format (Flyer, Note Card, Retractable Banner, Poster, Brochure, Research Poster, Agenda/Schedule, Postcard), Social Media (Facebook, Instagram, LinkedIn, Twitter, Social Profile Icon, Social 2x1), and Digital Format (Digital Sign, Email Header, Presentation, Agenda/Schedule, Flyer, Report, Video Storyboard). The main content area shows a grid of templates under 'Brand Templates' and 'All Templates', with categories like 'Popular' and 'View All Popular'. A 'SEARCH FILTERS' callout points to the search bar in the main area.

PURDUE BRAND TEMPLATES

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Preview or Open a Brand Template

- **Preview** a template by hovering and clicking on its icon in the template gallery.
- Click the **Use Template** button to open a template as a **new document**.

LECTURE SERIES HEADING

MAIN TITLE HERE

SECONDARY WORDS

Click placeholder box to insert image

FIRST LASTNAME
TITLE / OCCUPATION
2-3 LINES

Dolorro eum et uni ipiduntio tem. Esti volest volorep erovid quas essita volupta cumenda nihicati doluptiorum que pe volorem poratem reicilibus aut et, nonseque venderorem fugitas expedio bea volupta ilistibus num re que nos ea dolores aute nost, nobis dolupta.

Dolorro eum et uni ipiduntio tem. Esti volest volorep erovid quas essita volupta cumenda nihicati doluptiorum que pe volorem poratem reicilibus aut et, nonseque venderorem fugitas expedio bea volupta ilistibus num re que nos ea dolores aute nost, nobis dolupta.

DATE • TIME
EVENT LOCATION

LEARN MORE AT WEBSITE
ADDITIONAL INFORMATION

PURDUE UNIVERSITY | Prepare this mark with your software's color management system.

CO-BRAND LOGO, FLYER, NO BLEEDS, PRINT (CMYK)

1-Speaker Flyer-Black

Use Template

OPEN NEW DOCUMENT

Create Document from Template

- Rename the document in the **Save as** field.
- Click on **Create Document**.
- Your new document will open, and auto-save to your **My Projects** folder, or sub-folder that you have created.

Create Document From Template ×

Save As

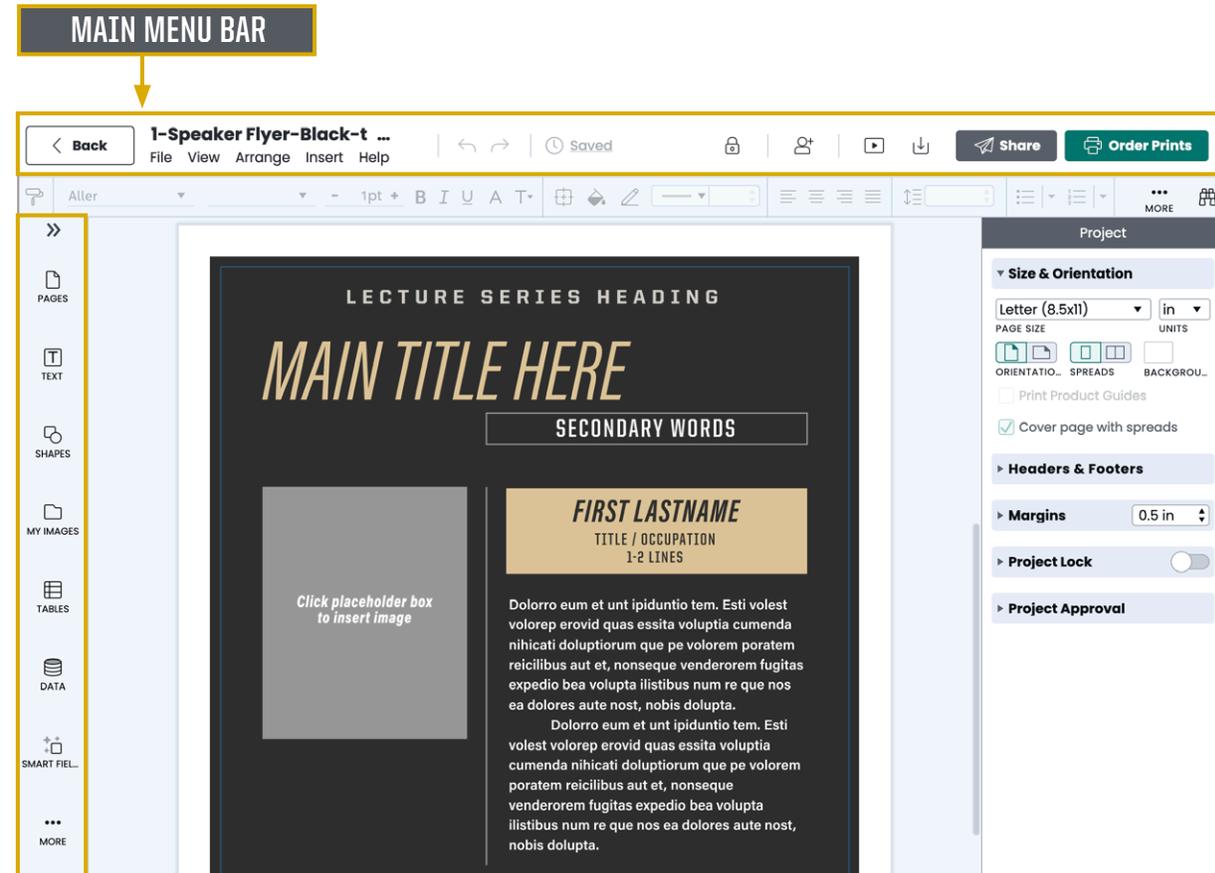
Location

PURDUE BRAND TEMPLATES

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Project Workspace

- When a document is open in the Marq workspace, you will see the **main menu bar** in the top navigation, which contains drop-down menus for File, View, Arrange, Insert and Help.
- On the left side is the **content pane**, which has tools to help create your design. You can add pages, text, images, shapes and charts
- For digital and social projects, click the three-dots icon on the left panel to add buttons and videos.



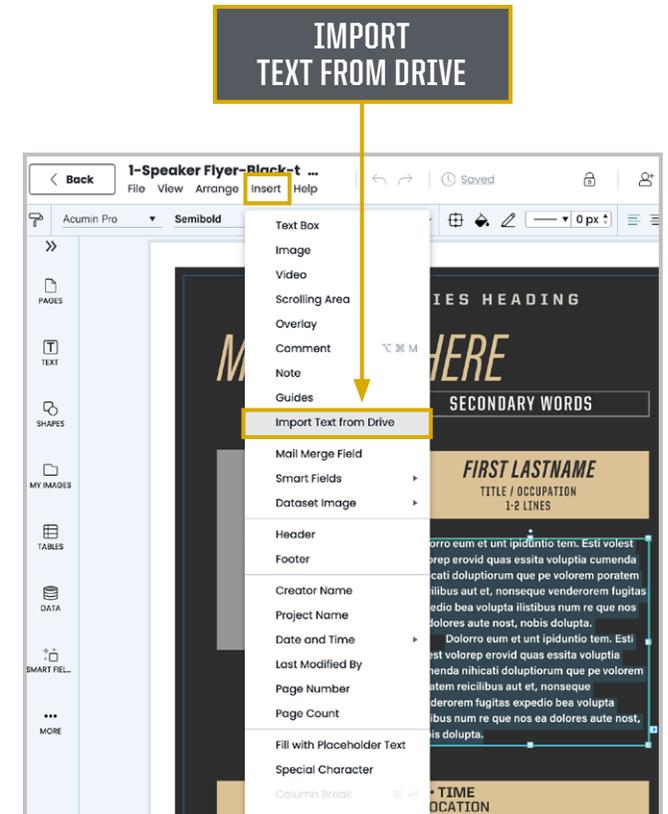
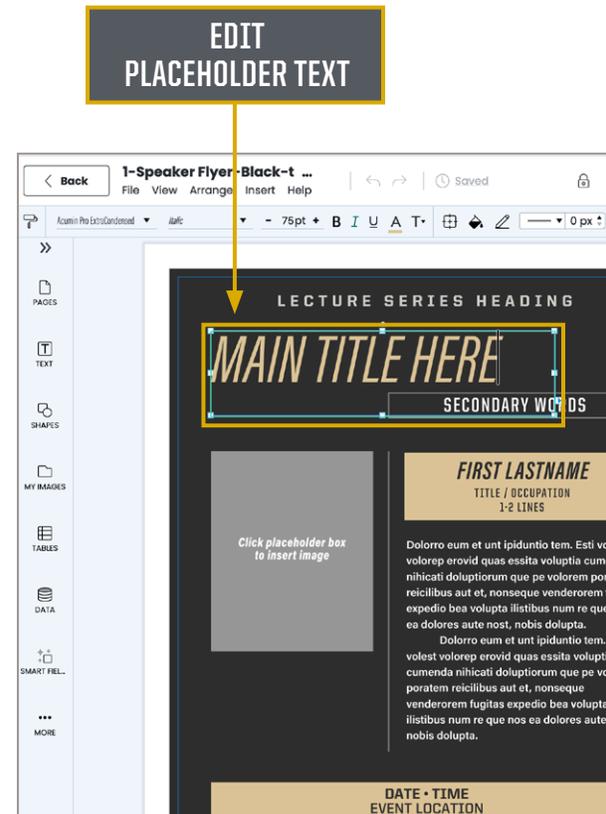
PURDUE BRAND TEMPLATES

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Working with Text

Brand templates contain **placeholder text**, which you can customize with your content. Below are methods to add text to your document:

- Double-click on a **placeholder text box** to type in your own text.
- Upload a Word document to a Google drive. Under the **Insert tab** in the top navigation, select **Import Text from Drive**.

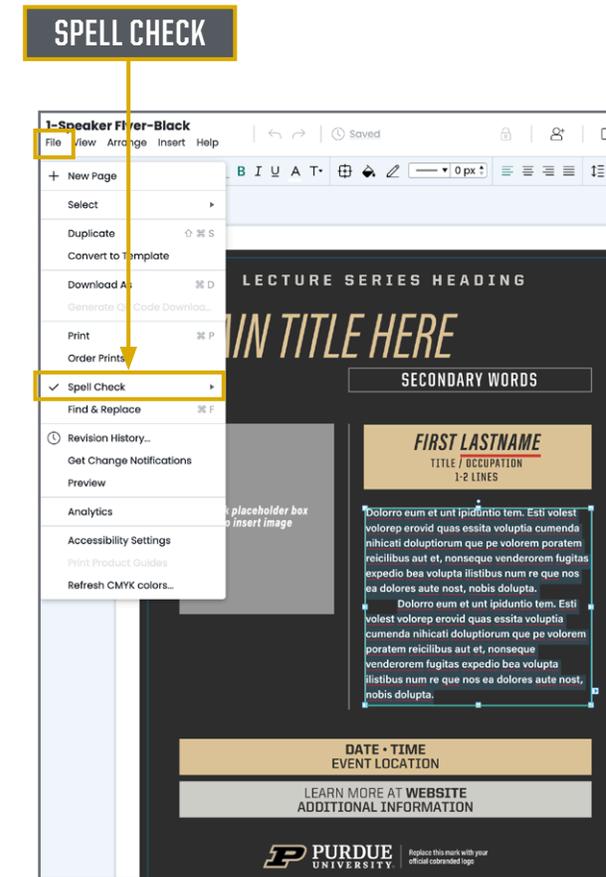
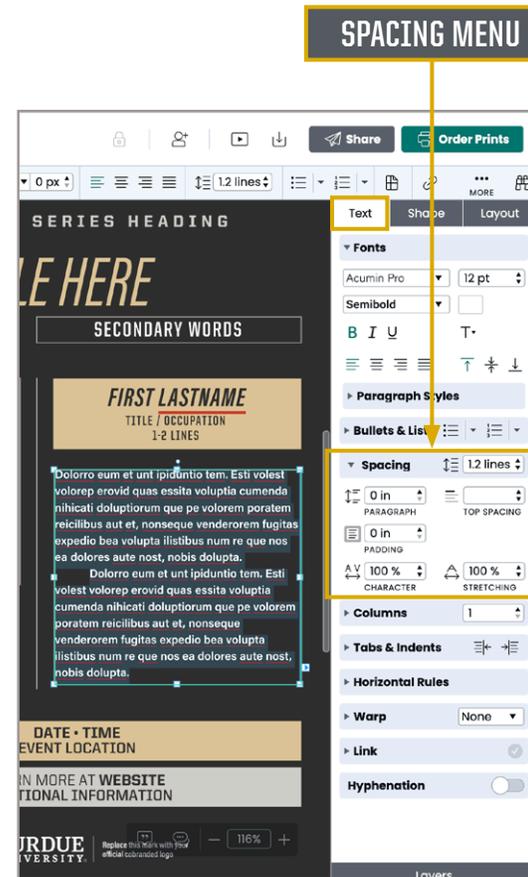


PURDUE BRAND TEMPLATES

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Working with Text (continued)

- After text is imported, the **line spacing and character spacing may look tight**. Select the text, and the “Text” menu appears on the right side of the window. Under **Spacing**, you can adjust these settings.
- Marq has a **Spell Check** feature, indicated by **words underlined in red** in your document. This can be turned on and off in the **File menu** in the top navigation.



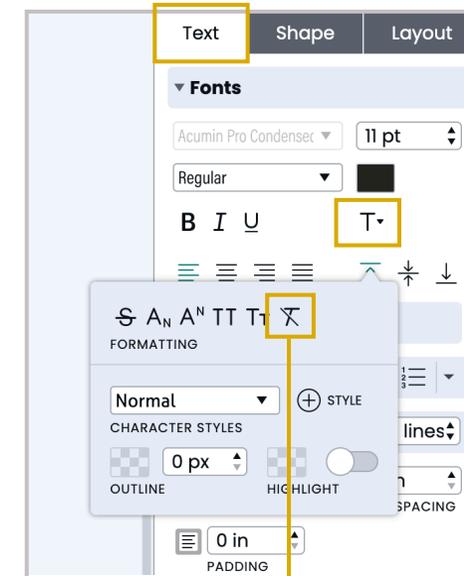
Paste Text into a Document

Pasting text from a Word document produces white boxes behind the words (only visible on color backgrounds). To clear the white boxes, select the text with the Text tool, and 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 “T”** with the line through it. This will **clear formatting** on the text, removing the white background.
- The resulting text may not retain all of its **font settings**, requiring re-setting the font style, size and other attributes.



WHITE BOXES BEHIND PASTED TEXT



CLEAR THE TEXT FORMATTING

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 **My Images** in the Content Pane, or **double-click on an image placeholder box** in your document.

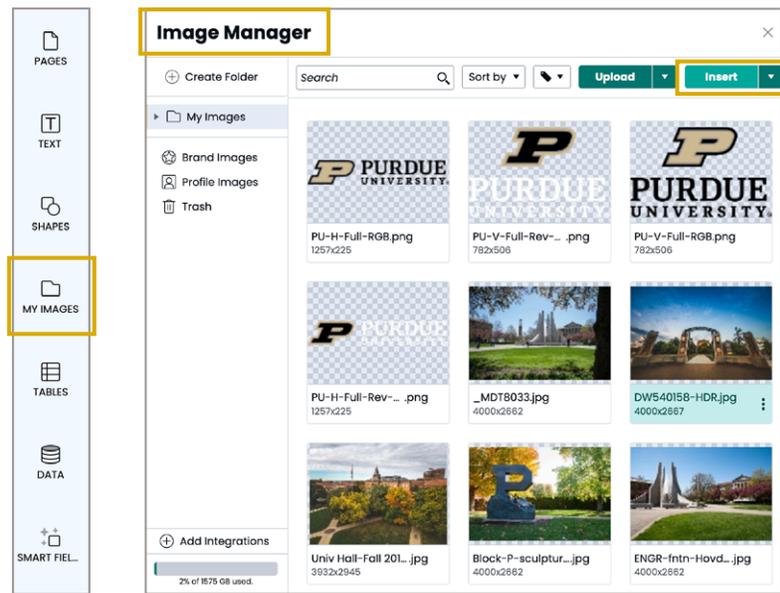


Image File Formats

- Marq accepts the following image file formats: **JPG, PNG, SVG**. EPS files are not supported.

Color Formats

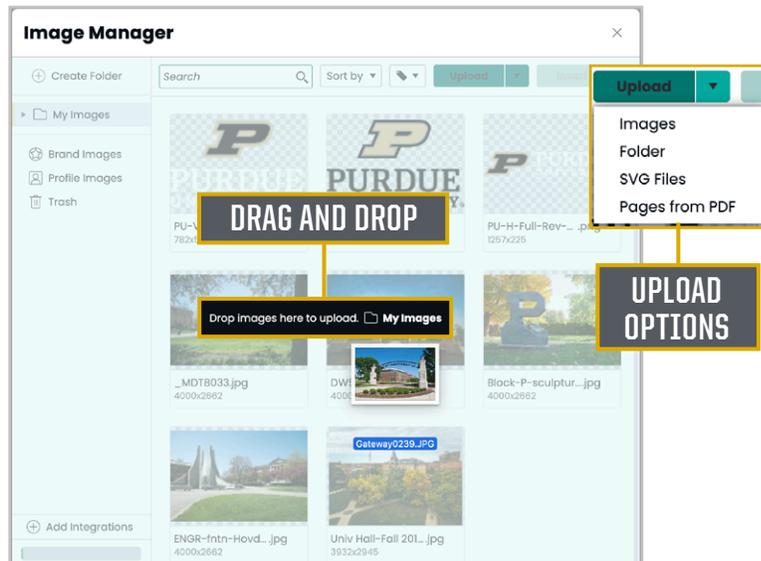
- **Print documents:** Place high-resolution JPG images saved in **print/CMYK format**.
- **Digital documents:** Use JPG, PNG or SVG images saved in **digital/RGB format**.

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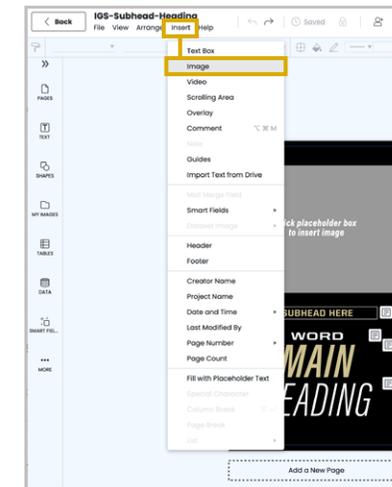
Upload Image

- **Drag and drop** or **upload** a JPG or PNG image or your co-brand logo into the **Image Manager**.
- You can also upload a **folder of images. PDF pages** will convert to images 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.

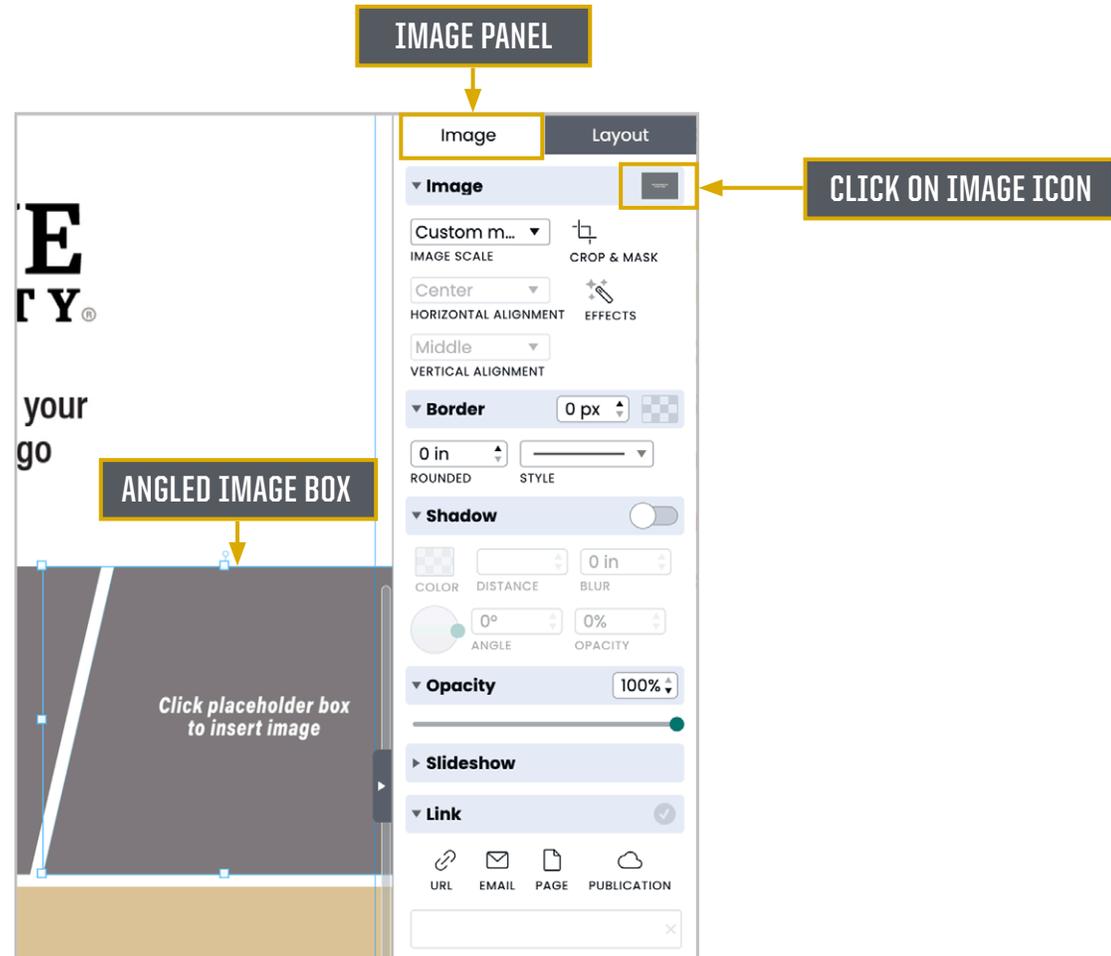


SUGGESTIONS FOR IMAGE SOURCES

- Images from your **unit**
- **Brand or co-brand logos**
- Purdue **brand photography** for campus partners, located in **Photoshelter** photo galleries. Use this link in the MarCom toolbox: <https://marcom.purdue.edu/toolbox/photo/>

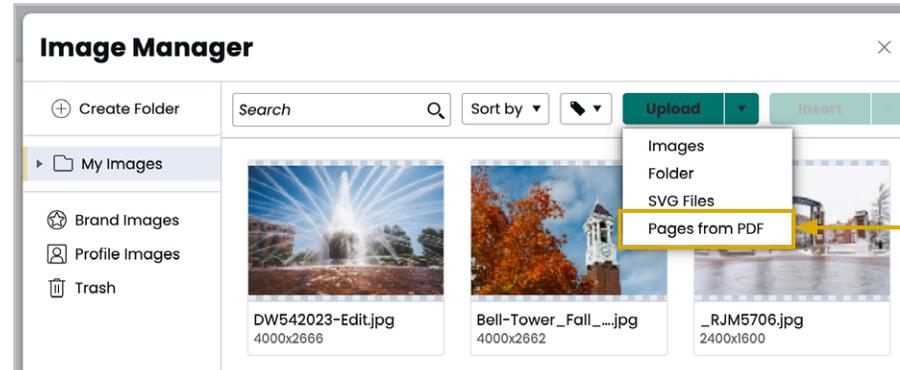
Place Image in an Angled Box

- Select an **angled image box** in your document.
- Go to the **Image panel**, one the right side of the workspace.
- Click on the small gray **Image icon**, which brings up your Image Manager.
- Select an image from the **Image Manager**, and click **insert** to place the image in the box.

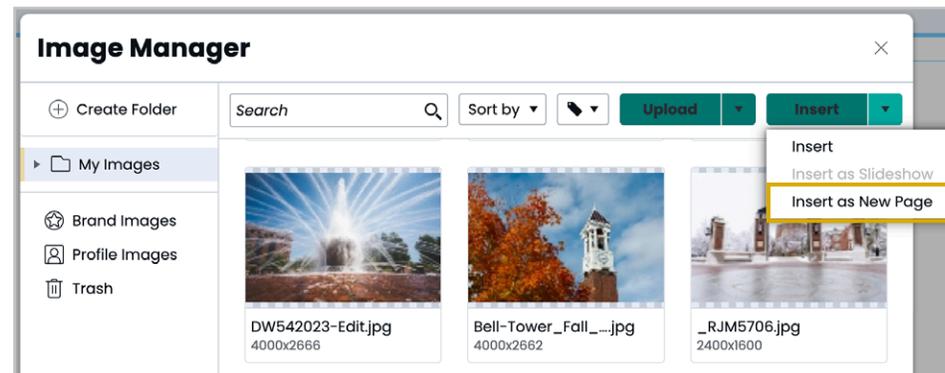


Import Pages from PDF

- Importing PDF pages can be very useful when you need to incorporate completed pages of content, charts or graphics.
- To use the **Image Manager**, click on **My Images** in the left navigation, or **Insert > Image** in the top navigation.
- Inside the Image Manager window, click Upload, and select **“pages from PDF.”**
- After uploading your PDF pages, you can **“Insert”** them as new pages in your document.
- **Note:** Imported PDFs are **converted to PNG**, and won't be editable in Marq.



UPLOAD PAGES FROM PDF



INSERT AS NEW PAGE

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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.

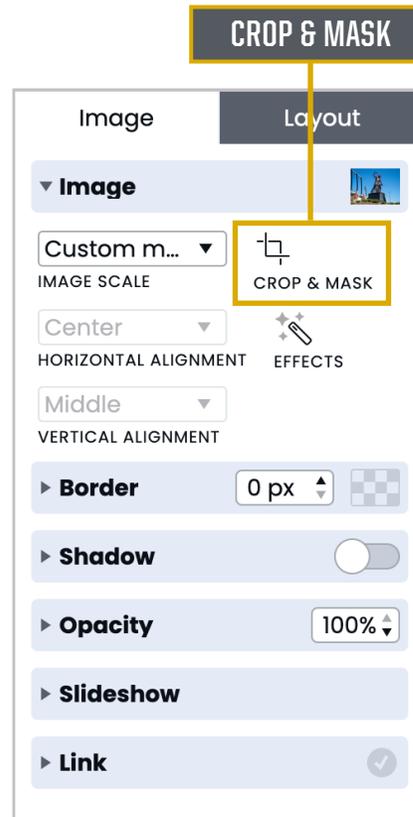


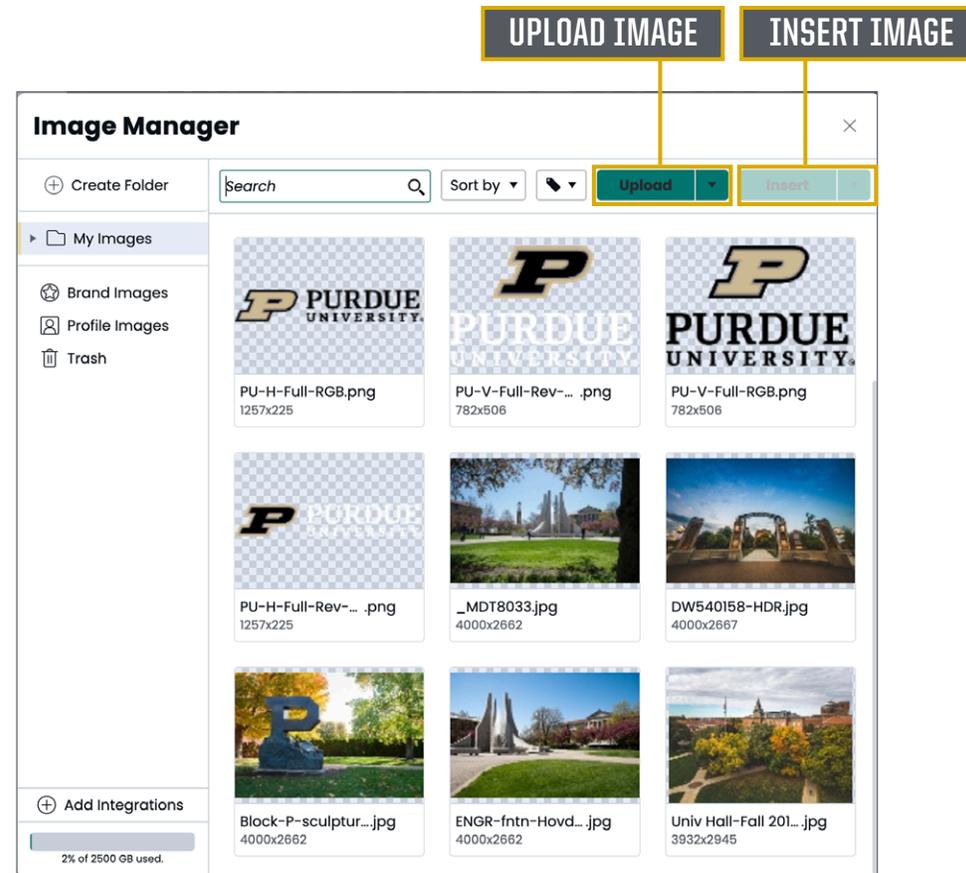
IMAGE HIGHLIGHTED TO
SCALE AND REPOSITION
IN IMAGE BOX

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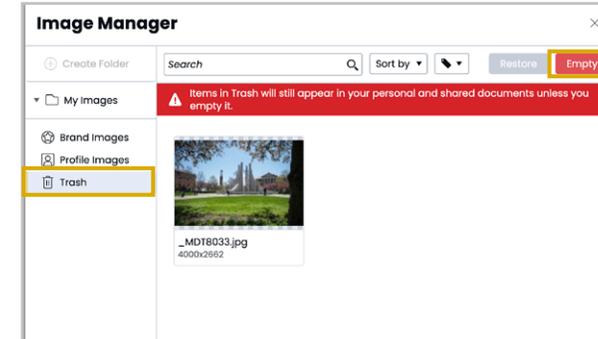
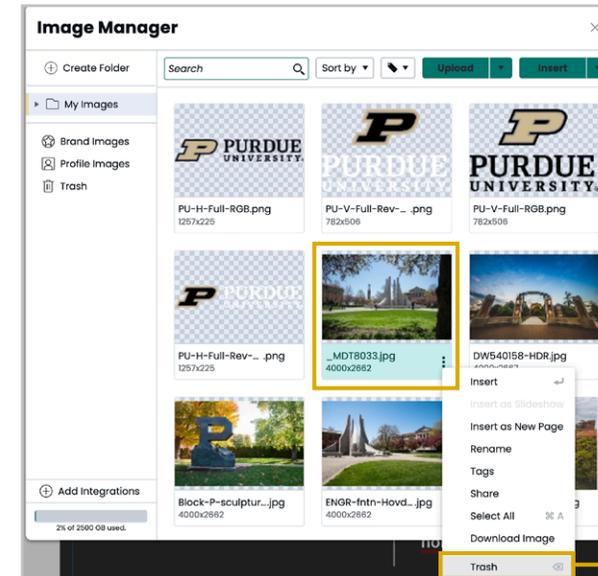
Replace an Image

- Double-click on an image in your layout to open the **Image Manager**. You'll see all images that have been uploaded.
- Select an image and click **Insert**, or **Upload** another image to place in your document.



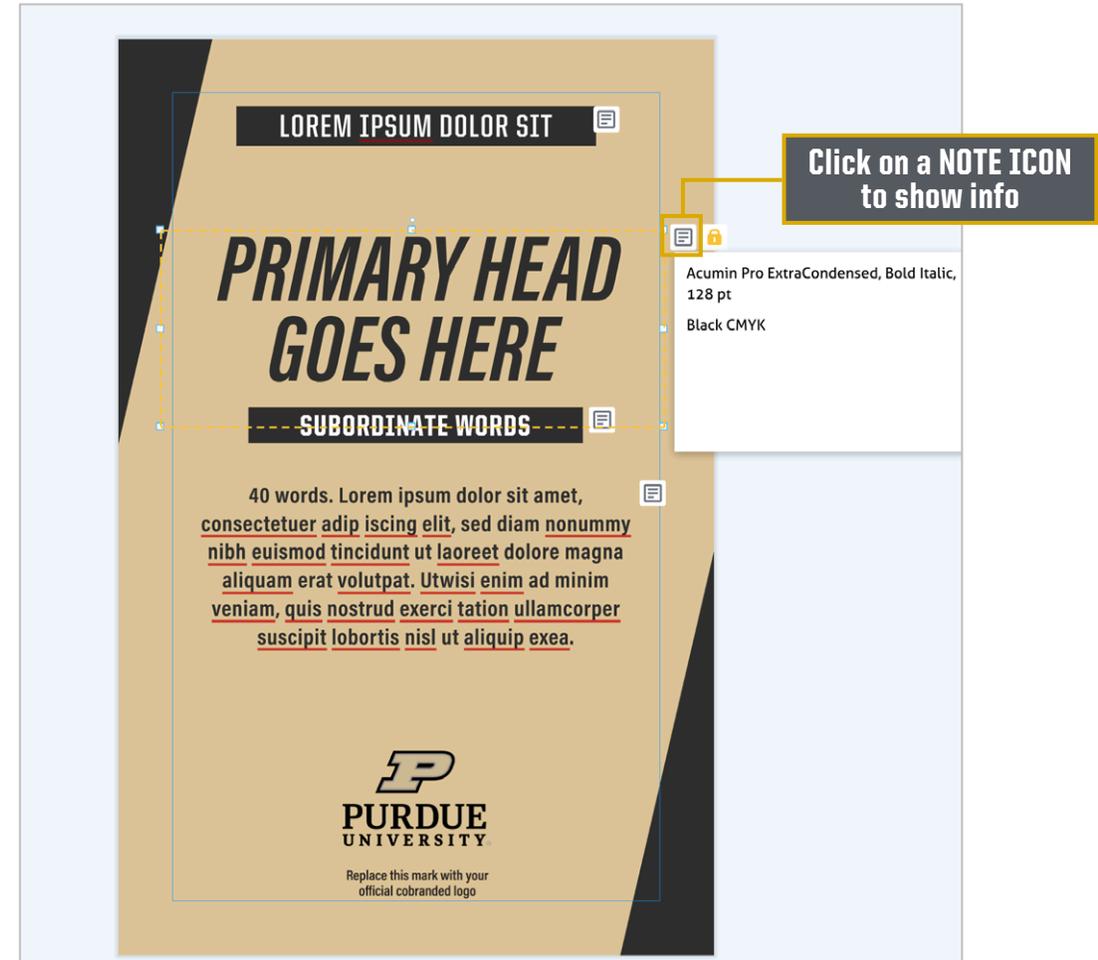
Delete an Image

- 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.
- Items in the trash still appear in document layouts unless you take the additional step to **Empty Trash**.
- You can also go directly to the **image manager to empty the trash** of unneeded photos.



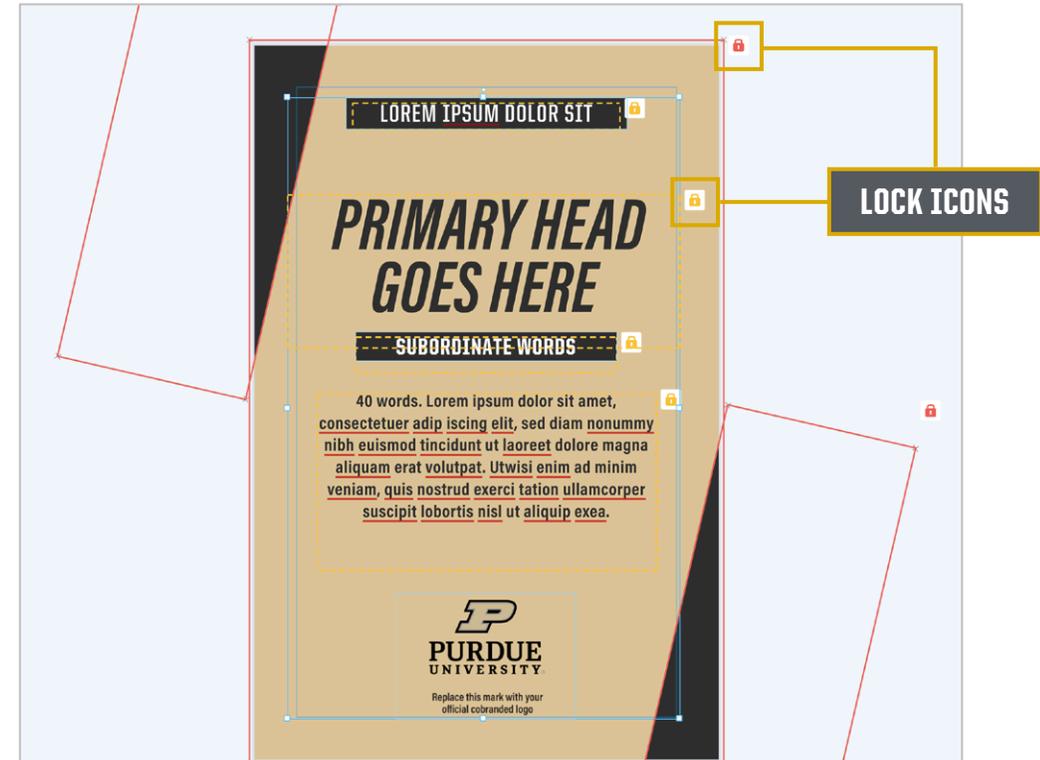
Insert Notes

- To make the brand templates easier to use, notes have been added with **instructions and helpful tips**. Click on a note icon to open it.
- You can also **add notes** to unlocked page elements. Go to the **Insert menu** and select **Note**, or right-click on an object in Marq to add a note.



Locks on Page Elements

- **Locking** some properties of page elements is a tool within Marq that MarCom uses to manage the integrity of the Purdue brand, while giving you and your team the ability to customize documents.
- **A full lock** locks all properties. If an object is fully locked, it will have a red border and a red lock.
- Users can utilize and modify the unlocked properties. If an object is **partially unlocked**, it will have a yellow border and a yellow lock.
- You can **add locks to your projects** as well. If a user shares their document, their locks will be in place for the next person, but the second user will be able to unlock elements locked by the first user.

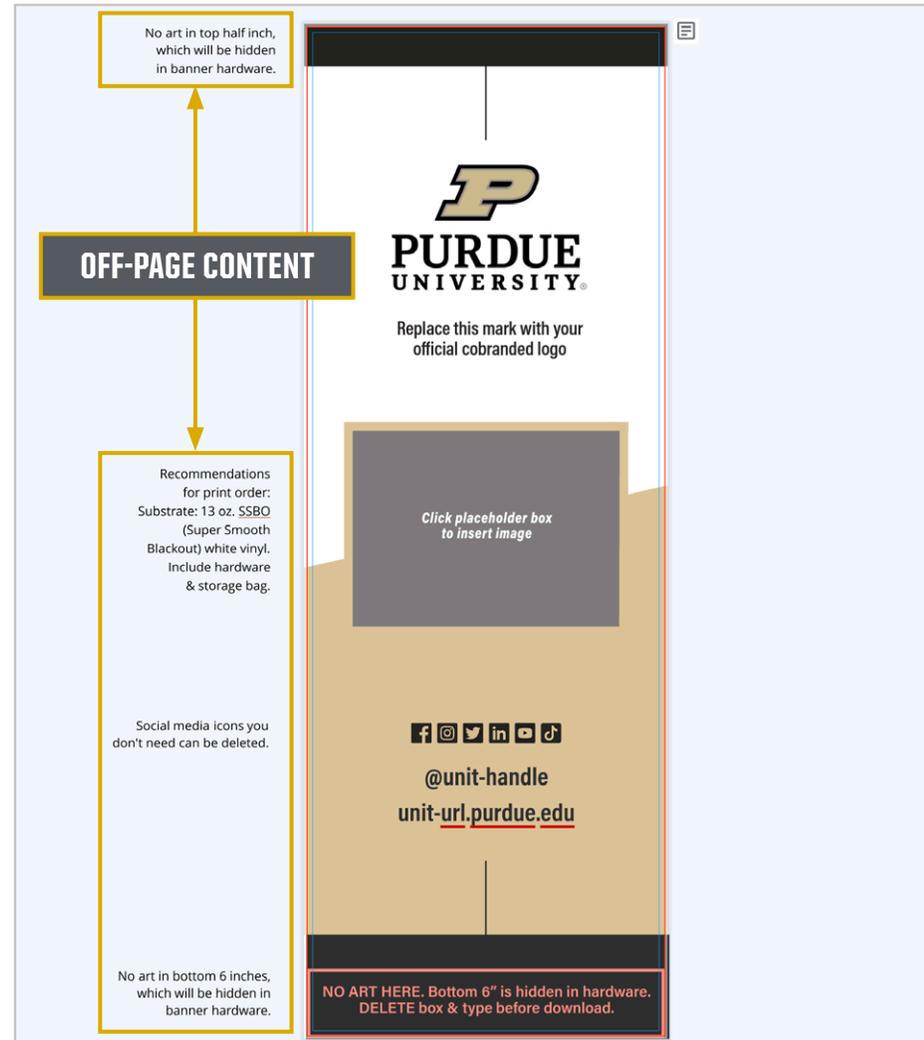


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Off-page Content

- Off-page content can be placed in the area outside the borders of your document (pasteboard).
- The retractable banner templates, like the one at right, contain information on the pasteboard about visible areas for art, and specifications for printing.
- To show any items that are off-page, go to **View > Show Off-page Content**.
- You can **delete unused elements** from your pasteboard to keep it clean.



Download Print Projects

START DOWNLOAD

When a print project is finished, click **Download icon** in upper right corner.

FILE FORMAT

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

RESOLUTION

Select **Print** (300 dpi).

COLOR

Select **CMYK** for print. **U.S. Web Coated [SWOP] v2** is commonly used for CMYK.

CROP MARKS/ BLEEDS

If your document has images/graphics to the edges of your project, check **Crop Marks** and **Bleed Marks**.

Check My Document

To ensure the quality of your print ready PDF, we recommend you run our print check. This includes checking for high-resolution images, bleed, correct colors, and more.

[Why is this important?](#)

- Check My Document (Recommended)
- Don't Use Smart Print Checks

Back

Next

CHECK DOCUMENT

Click Check My Document to **run a print check.**

Remove Any White Edges & Check the Safe Area

Bleed Line: ———

In order to avoid any white edges, extend your design to the black edge of the entire document.

0.125 in
BLEED

Safe Area: ······

Make sure important text or images are inside the dotted line to avoid being cut off when printed.

[Why is this important?](#)

Back

Download

DOWNLOAD!

Make sure design elements are inside safe area, or extended to bleed areas, and **download.**

Download Social/Digital Projects

START DOWNLOAD

When your social/digital project is finished, click **Download icon** in upper right corner.

FILE FORMAT

Select **JPG** format, or **PNG** if a transparent background is needed.

RESOLUTION

Select **Screen** (72 dpi).

COLOR

Select an **RGB** color profile. RGB is the mode for social/digital images and graphics.

DOWNLOAD!

Download your final file.

The screenshot shows a download options menu with the following sections:

- Format:** A dropdown menu with options: JPEG, PDF, PNG, PNG (with transparent background), and JPEG. The second and third options are highlighted with a yellow box.
- Resolution:** Three buttons: Screen (72 DPI), Retina (150 DPI), and Print (300 DPI). The Screen button is highlighted with a yellow box.
- Color:** A dropdown menu with the option: Adobe RGB (1998). The dropdown is highlighted with a yellow box.
- Advanced:** Two checkboxes: Crop Marks and Bleed Marks, both of which are unchecked.
- Buttons:** Cancel and Download buttons at the bottom. The Download button is highlighted with a yellow box.

Annotations include a yellow box around the download icon in the top right corner of the interface, with an arrow pointing to the 'Format' section, and another yellow box around the 'Download' button at the bottom of the options menu.



PURDUE
UNIVERSITY®

Marketing and Communications

marcom.purdue.edu