

Purdue Global Brand Templates

# MARQ USER GUIDE

# Marq User Guide

- ▶ Browse Purdue Global’s collection of customizable design templates.
- ▶ Quickly create consistent and cohesive designs.
- ▶ Share and collaborate on documents with colleagues.
- ▶ Implement and elevate the Purdue Global brand design and essence throughout your communications and marketing assets.

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## Browser compatibility

- Marq is compatible with Google Chrome and Firefox
- Marq is not supported by Safari

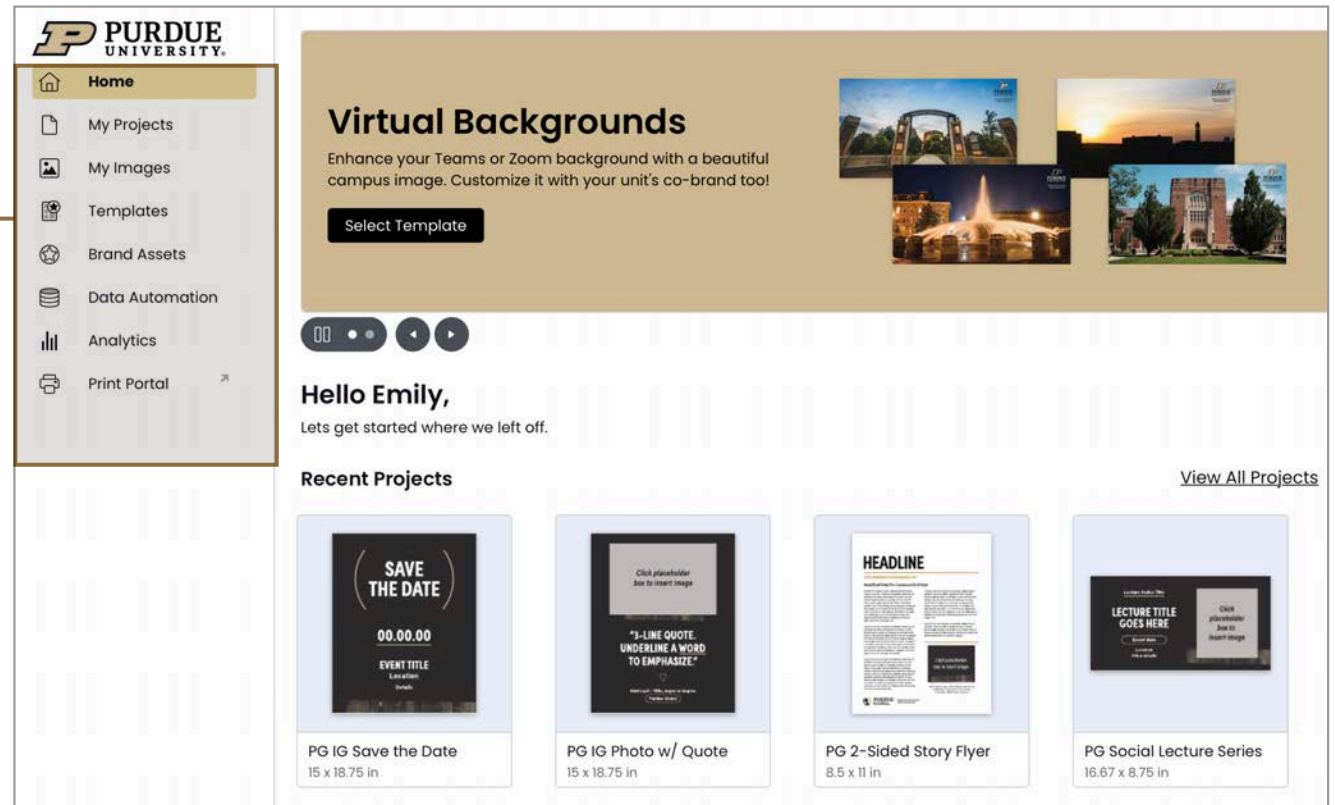
# OVERVIEW

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# Marq homepage

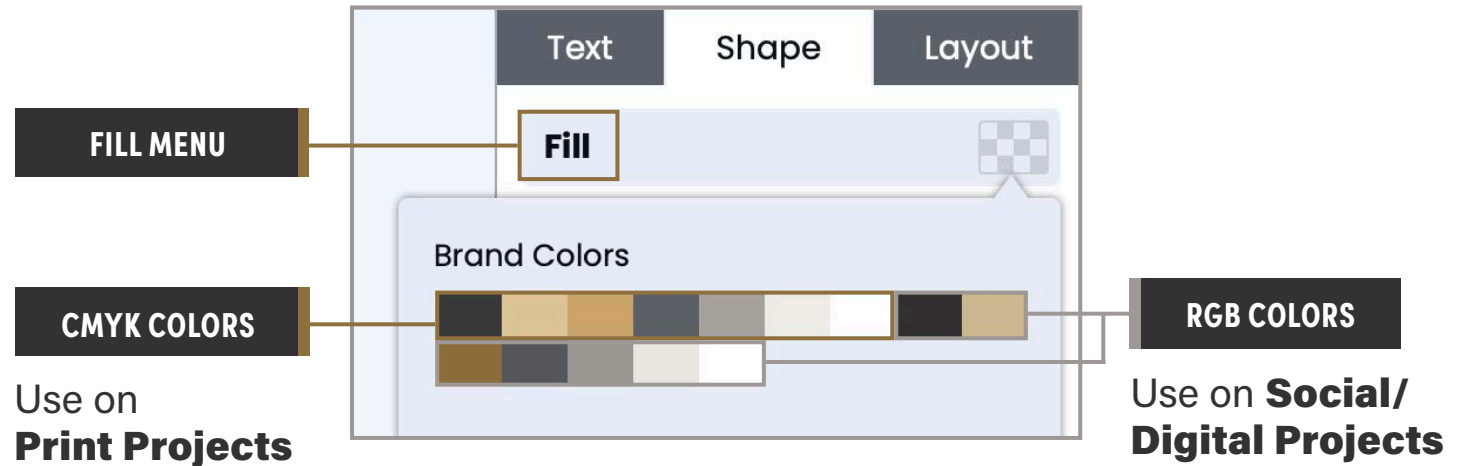
- ▶ **Your homepage** is your starting point. You can navigate to your Projects, Images and Brand Templates in the left column.
- ▶ **My Projects** houses your in-progress and completed Marq documents. Jump back to the homepage by clicking on the Purdue logo in the upper left corner.

LEFT  
NAVIGATION



# Brand assets

- ▶ **Purdue Global brand fonts and colors** are preloaded in Marq. They don't need to be installed on your device in order to use them in Marq.
- ▶ **CMYK and RGB color palettes** are displayed in the **Shape > Fill menu** for shapes, and in the **Text > Fonts menu** for text.

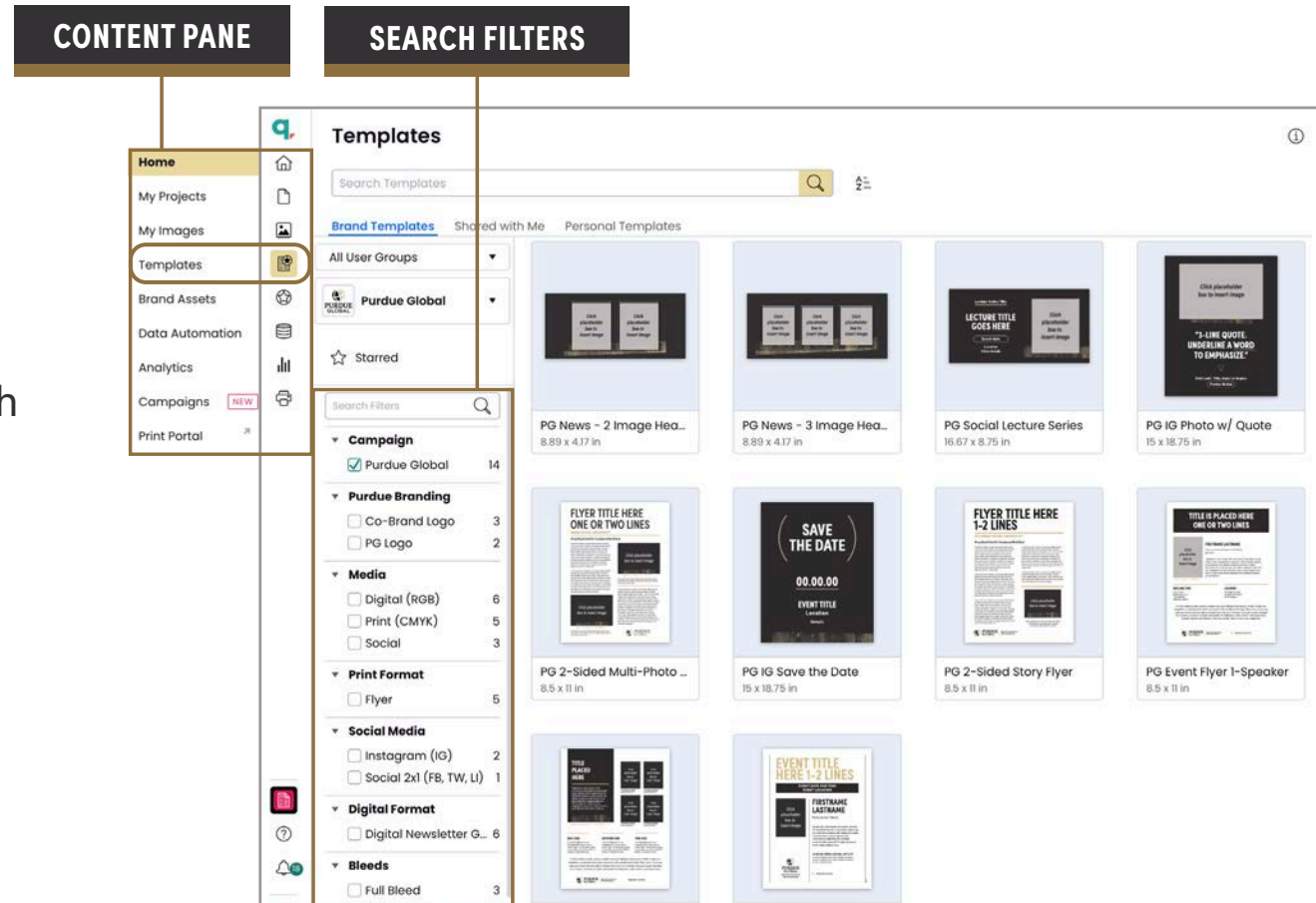


# **CREATE A DOCUMENT**

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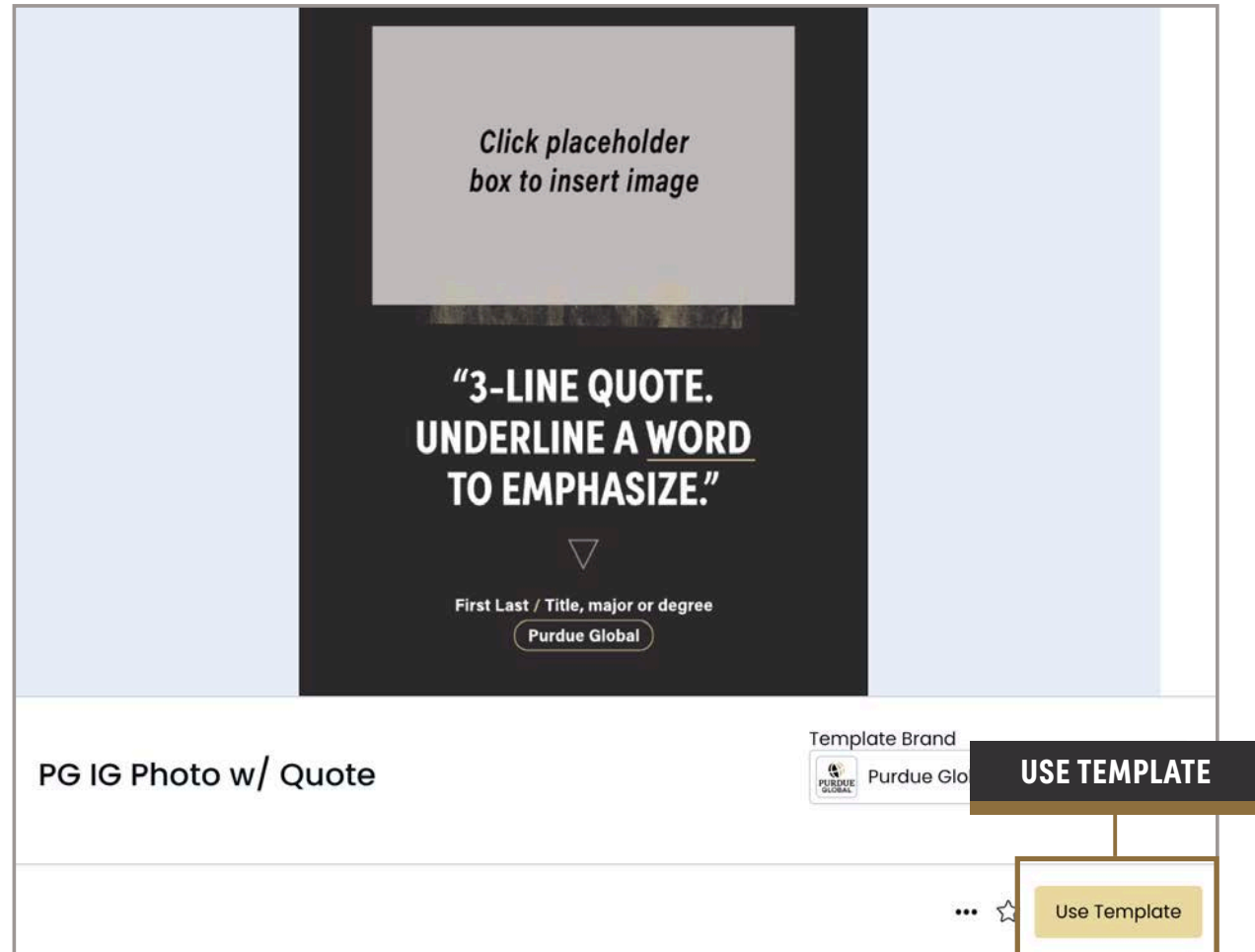
# Select a template

- ▶ In the **Left Content Pane**, 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.



# Preview or use a 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**.





# Create a document from a template

- ▶ Rename the document in the **Save as** field.
- ▶ Click on **Create Document**.
- ▶ Your new document will open and autosave to your **My Projects** folder.

**Create Document From Template** ×

Save As

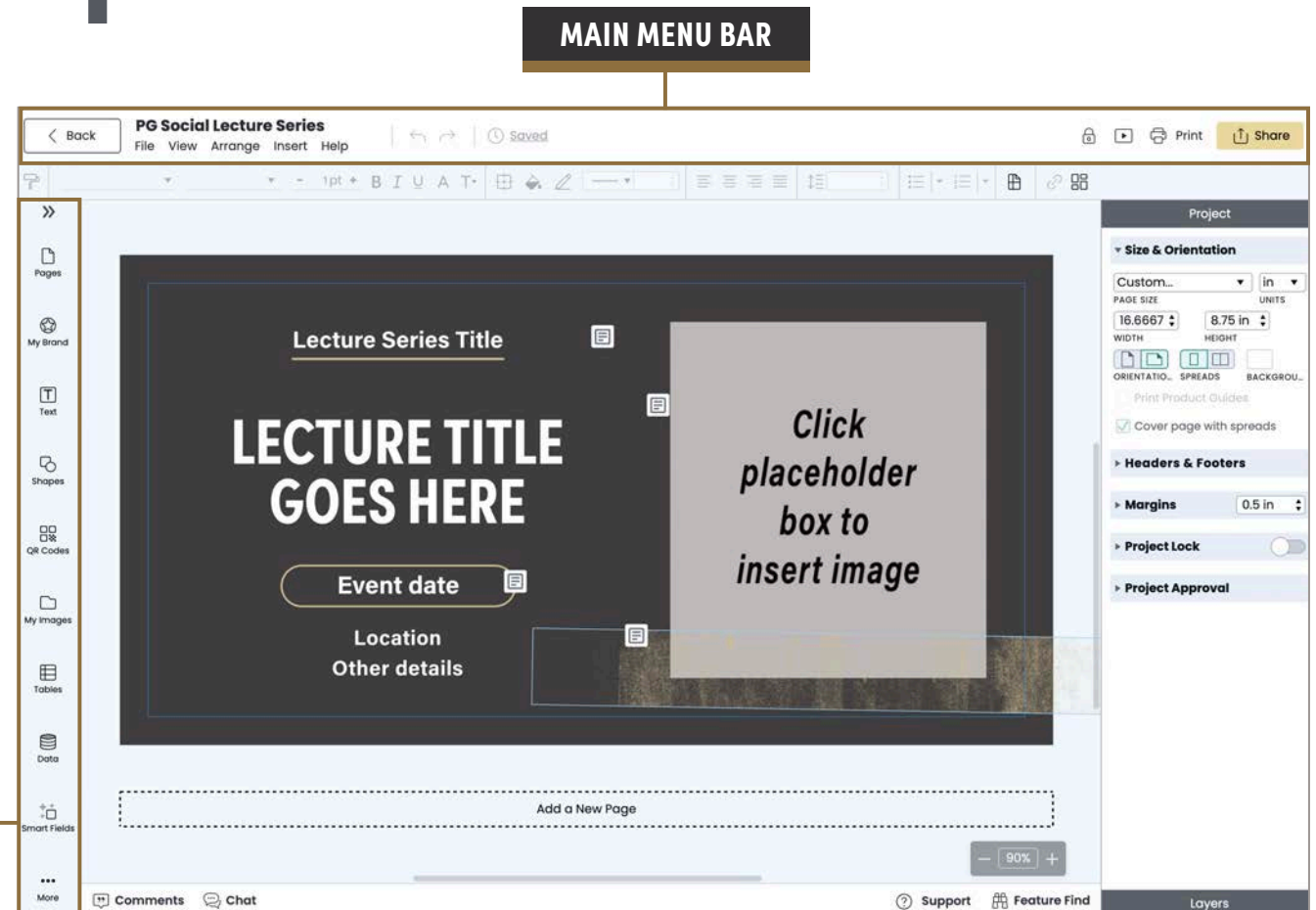
Location

Cancel Create Document

CREATE DOCUMENT

# Document workspace

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



# Simplified editor tools

These editor tools make creating and editing your document even easier:

- ▶ Click on a text box, image or graphic in your project, and **quick actions** like font, colors, border weight, etc., will pop up by the object you selected.
- ▶ **Text boxes:** Easily change the font type, size or weight.
- ▶ **Images:** Replace with a different image, crop it, add a filter, turn it into an image smart field or add a hyperlink.
- ▶ For more options, click the three dots on the right end of each editor tool, and an **Advanced Tools** menu will appear.

## TEXT EDITOR



## IMAGE EDITOR



## SHAPE EDITOR

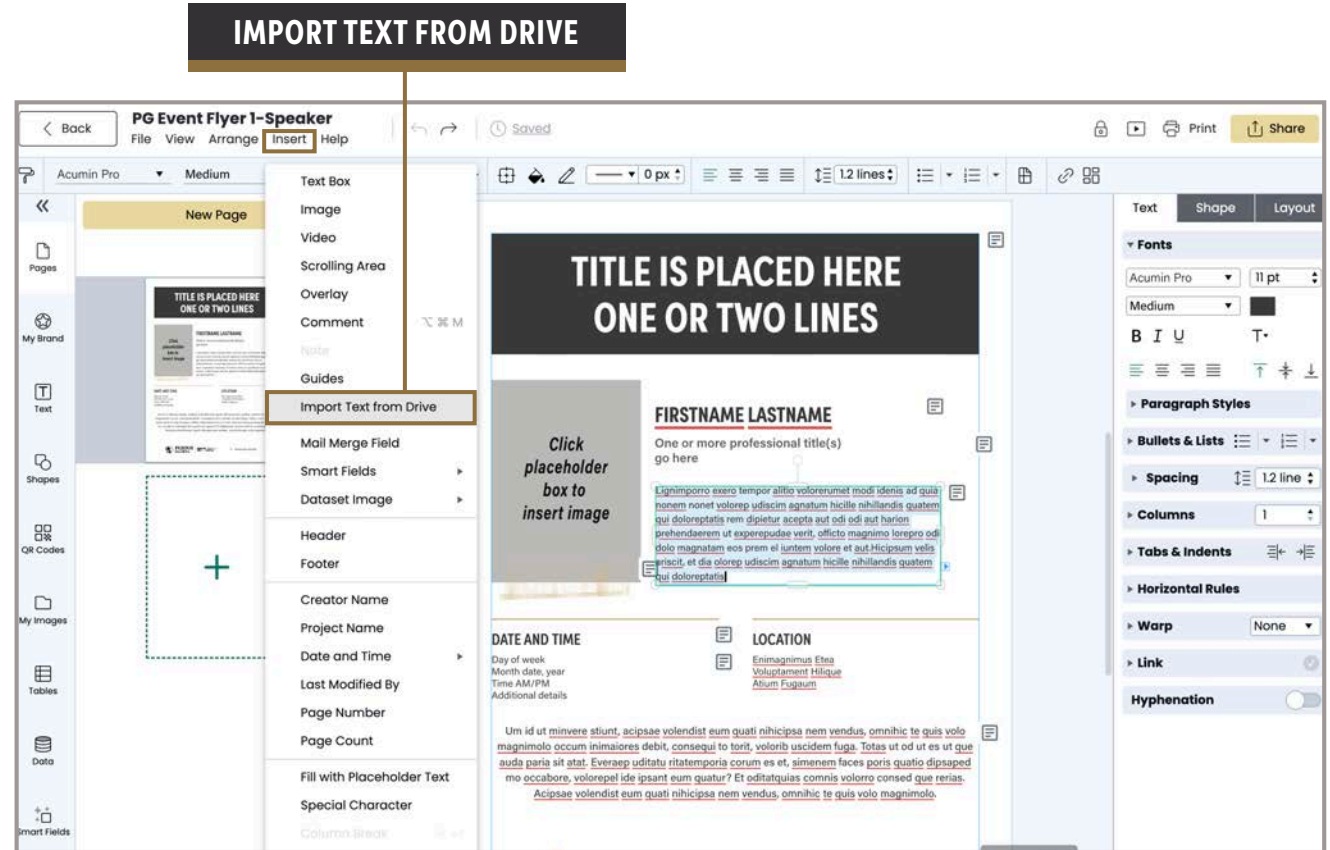


## ADVANCED TOOLS MENUS

# Add text

Purdue Global's brand templates **contain placeholder text**, which **you can customize** with your own content. Here's how:

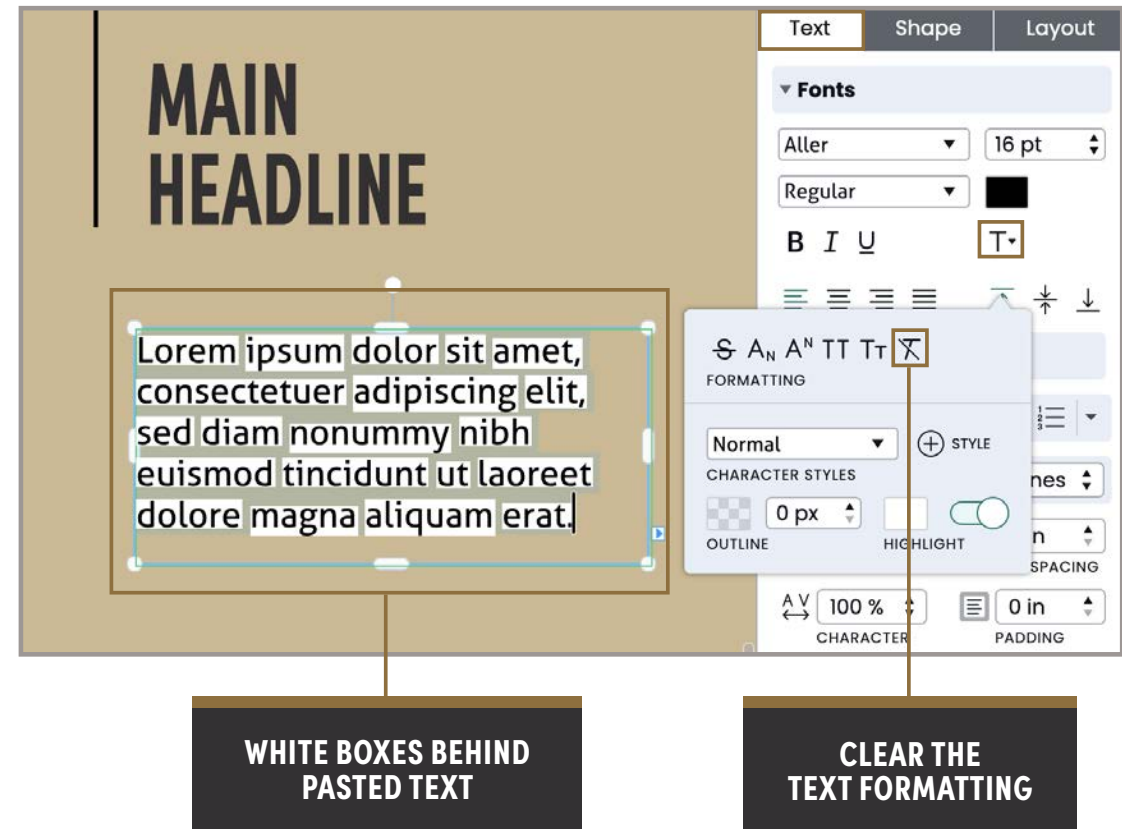
- ▶ **Double-click on a text box to type in your content.**
- ▶ Or **upload a Word document to a Google drive**, and under the **Insert** tab in the top navigation, select **Import Text from Drive**.



# Paste text into a document

If you **paste text** on a color background, white boxes may appear behind the words. To remove the boxes, select the text with the Text tool, and go to **Fonts** in the **Text** tab:

- ▶ Click on the **"T"** in the Fonts menu. Another menu will pop up.
- ▶ Then click on the **"T"** with the line through it. This will **clear formatting** on the text, removing the white boxes.
- ▶ The resulting text may not retain its **settings**, requiring resetting the font attributes.



# Images

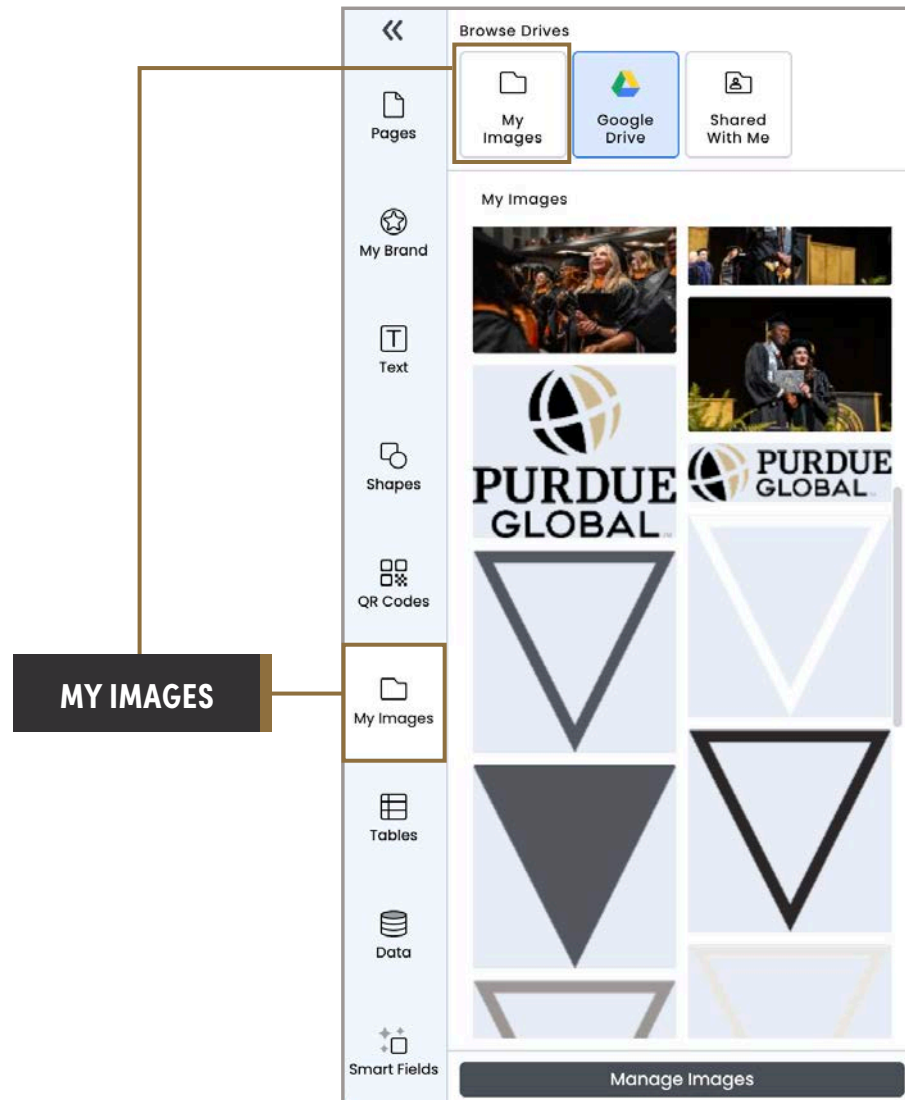
**My Images** is your individual image gallery, which can be accessed in the Left Content Pane.

- ▶ Upload, drag and drop, and insert images.
- ▶ Upload PDF files and single PDF pages.
- ▶ Replace and delete images.
- ▶ Access GoogleDrive collections and galleries.

*\*see page 15 for Google Drive integration*

## Image file formats

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

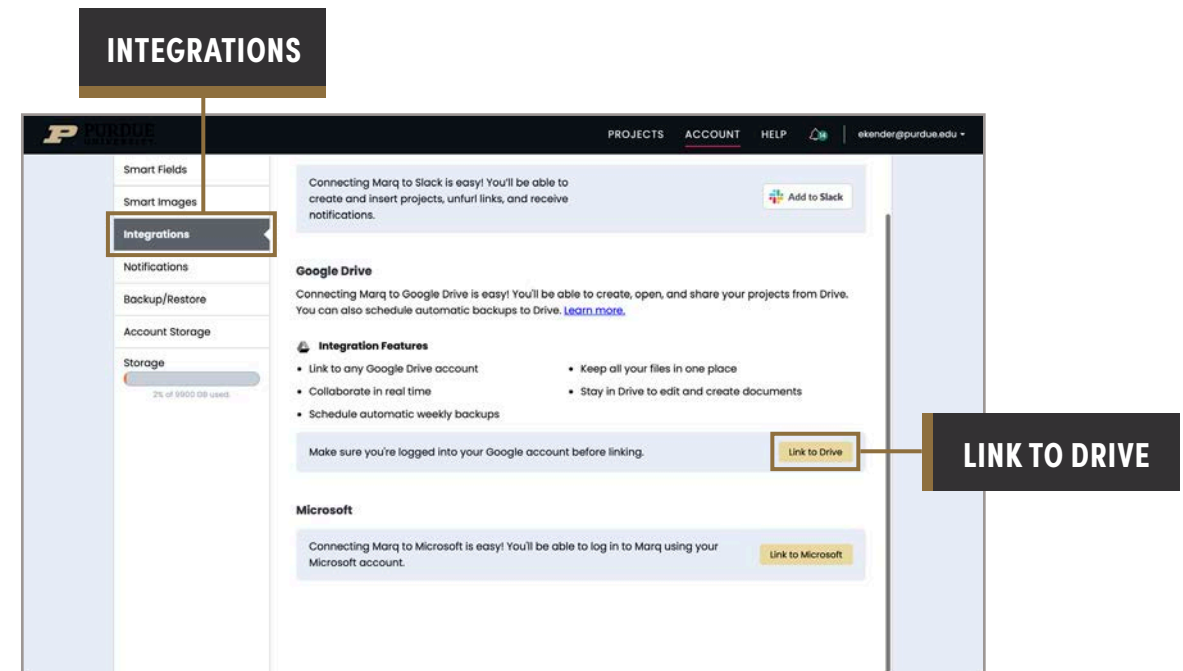




# Add Google Drive to Marq

**Add images** or **sync GoogleDocs copy** to your Marq templates by **integrating Google Drive to your Marq** user account.

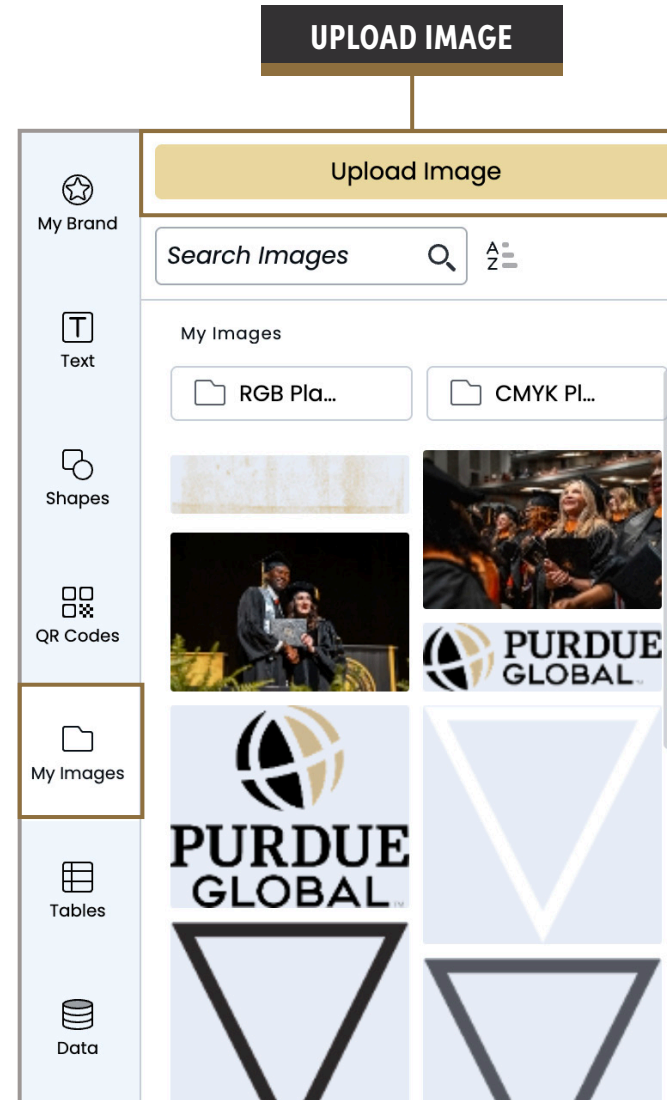
- ▶ You must be logged into Marq and Google Drive and use the **same email** for both accounts.
- ▶ Click on your name in the bottom left corner, then **“Account Settings”**
- ▶ In the left menu bar, click on **“Integrations.”**
- ▶ Under the Google Drive heading, click **“Link to Drive”**
- ▶ Follow the prompts and make selections on the access you would like Google Drive to have.
- ▶ Go to Image Manager, click **“Add Integrations,”** hover over the Google Drive logo and click **“enable.”**



[Sync Google Drive to Marq article](#)

# Upload images

- ▶ **Upload an image to My Images, or drag and drop** a JPG or PNG image from your desktop into your document.
- ▶ You can also upload **folders of images and PDFs. PDFs** will convert to individual PNG images when uploaded.

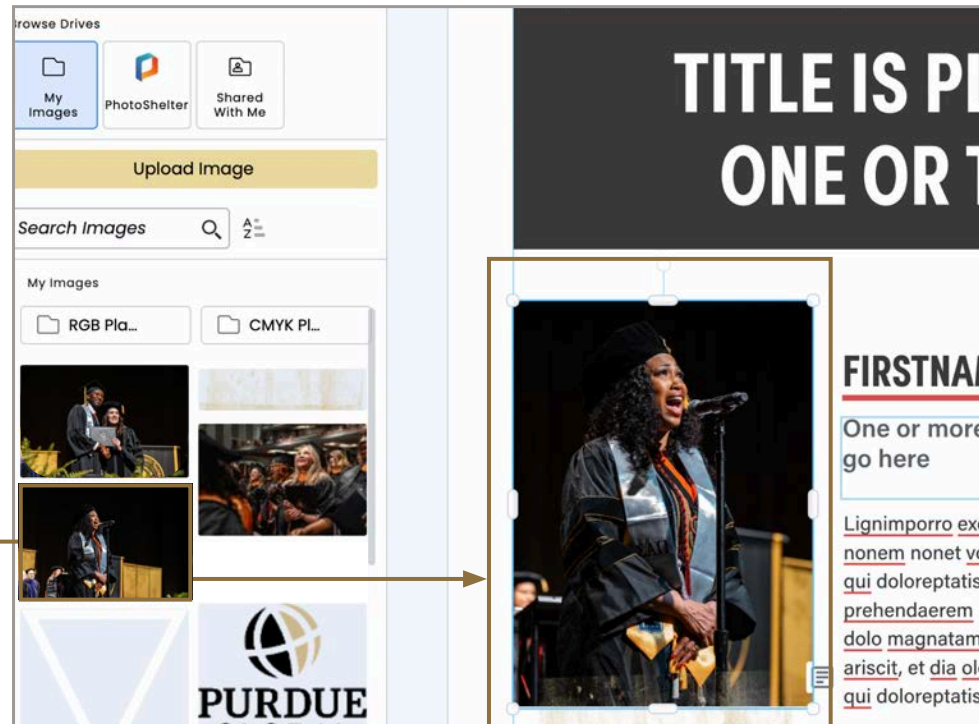




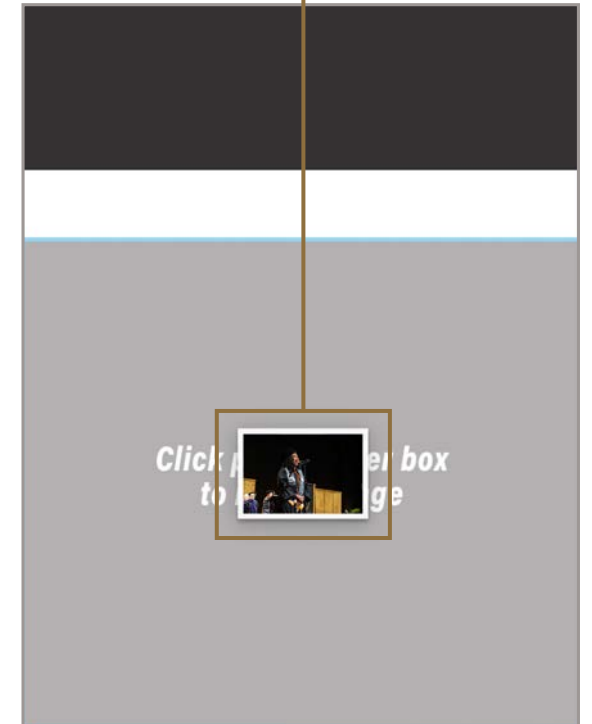
# Insert images

- ▶ Open your **My Images** window.
- ▶ With an image box selected in your document, **click on an image** to insert in the box.
- ▶ Or **drag and drop** an image from your device into your document.

CLICK TO INSERT

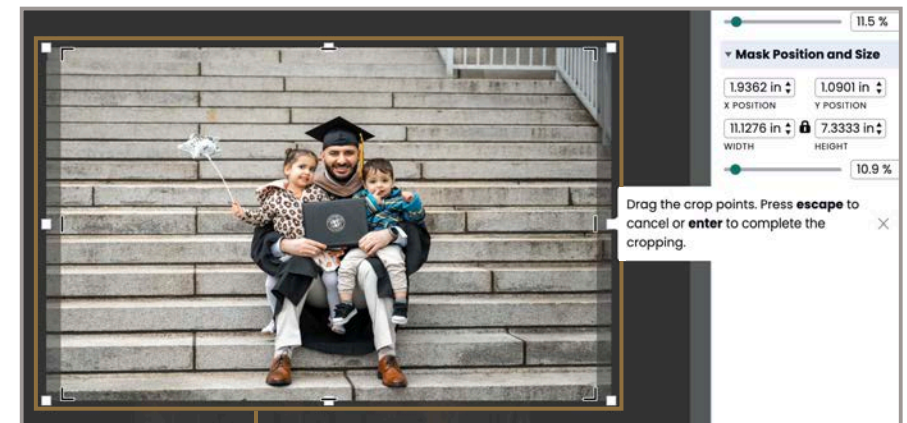
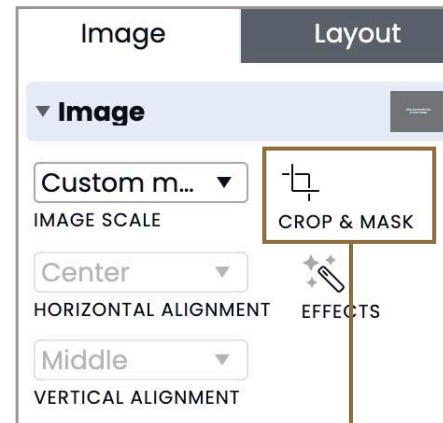


DRAG AND DROP



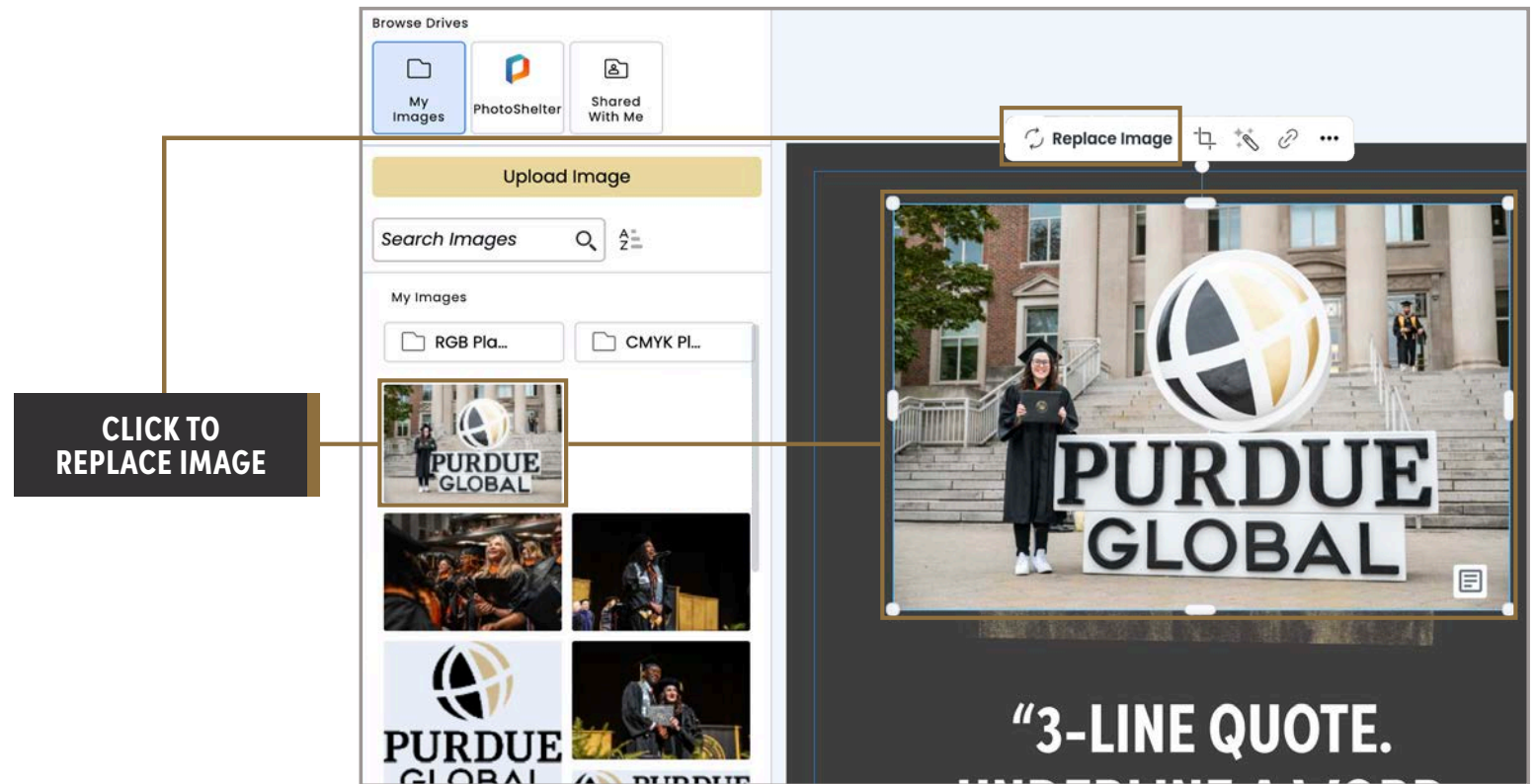
# Crop and mask images

- ▶ Select an image in your document.
- ▶ In the Image panel at right, click on the Image drop-down section. Then click the **Crop & Mask icon** in that section.
- ▶ The **image will be highlighted**, allowing you to move the borders of the cropping box to crop the photo, or to drag the photo to scale or reposition.
- ▶ **Hit return/enter** on your keyboard to exit the cropping view.



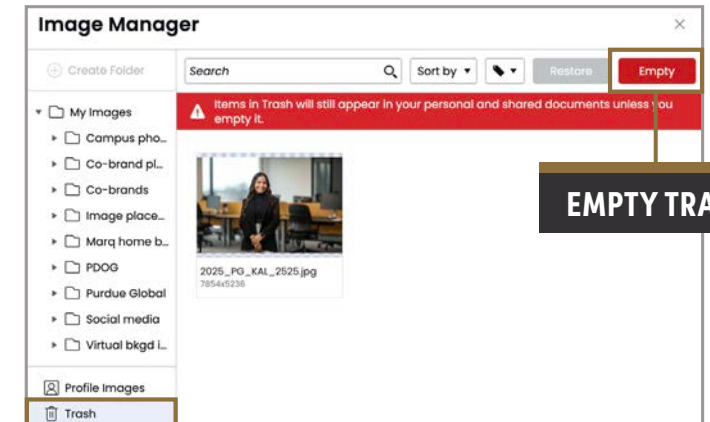
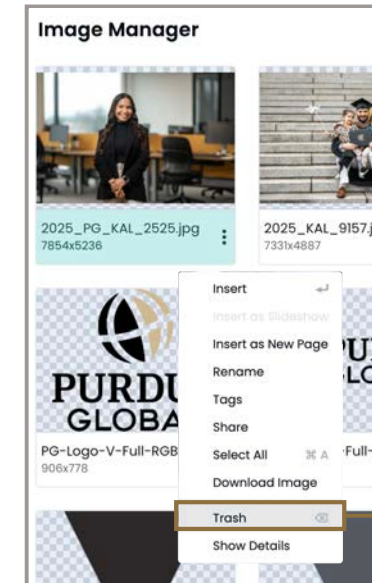
# Replace images

- ▶ Double-click on an image in your document to open **My Images**.
- ▶ Select a different image and click **Insert**, or use the **image editor** to replace the current image.



# Delete images

- ▶ To delete an image from **My Images**, open My Images. At the bottom of that window, select **Manage Images**.
- ▶ The **Image Manager** will open. **Hover** over a photo and three **vertical dots** appear in the lower right corner.
- ▶ Click on the dots, scroll down to **Trash** and click to move the image to Trash.
- ▶ In the Image Manager, select the **Trash** icon and **click Empty** at the upper right to delete the photo.



# **DOWNLOAD YOUR FILE**

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# Download for print

CMYK color format

## METHOD 1: ORDER PRINTS

&gt; SELECT STANDARD SIZE &gt; CHECK MY DOCUMENT &gt; CHECK SAFE AREA &gt; DOWNLOAD AND REVIEW PDF

**Print**

Order Prints Print Locally

**Product & Size**

2-Sided Bullet List Flyer 8.5 x 11 in

NAME OF PROJECT SIZE

8.5 x 11 Gatefold Brochure 8.5 x 11 in

8.5 x 11 Notepad - 2 Sides 8.5 x 11 in

Landscape Mega Postcard - Mailing 8.5 x 11 in

Landscape Mega Postcard - Ship Only 8.5 x 11 in

Two-Sided Landscape Flyer 11 x 8.5 in

Two-Sided Portrait Flyer 8.5 x 11 in

**Check My Document**

To ensure the quality of your print order, 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 Check Docu...

**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 Review PDF Pr...

**Review a PDF Proof of Your Design**

Once downloaded, open the PDF and carefully check your proof.

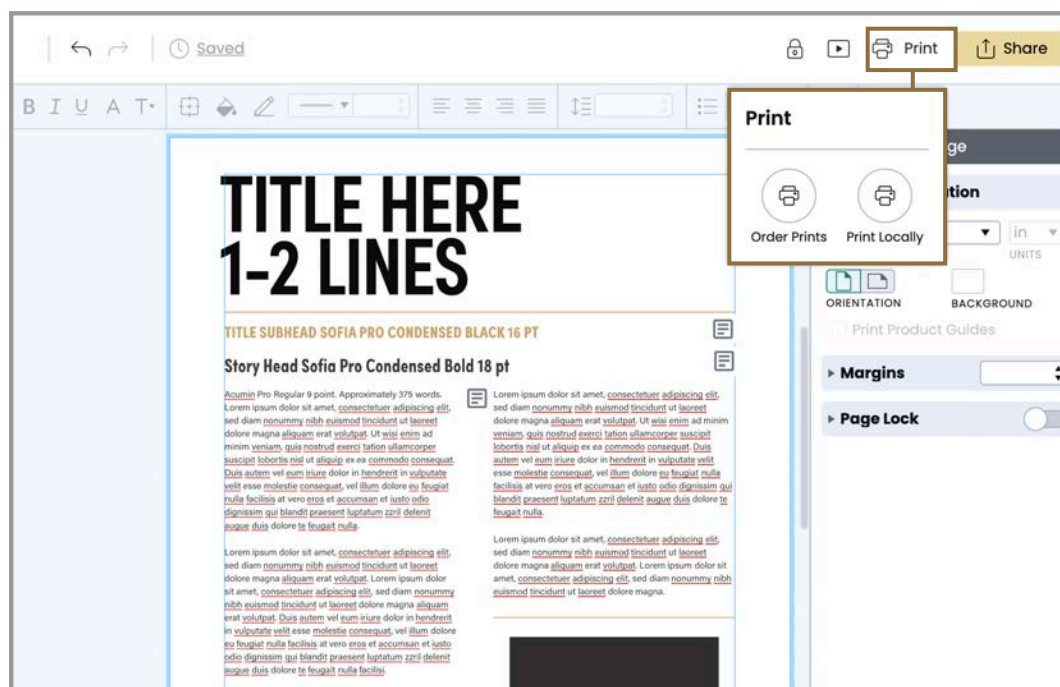
Your PDF proof should have downloaded. If not, [download here](#).

Cancel Add to Cart

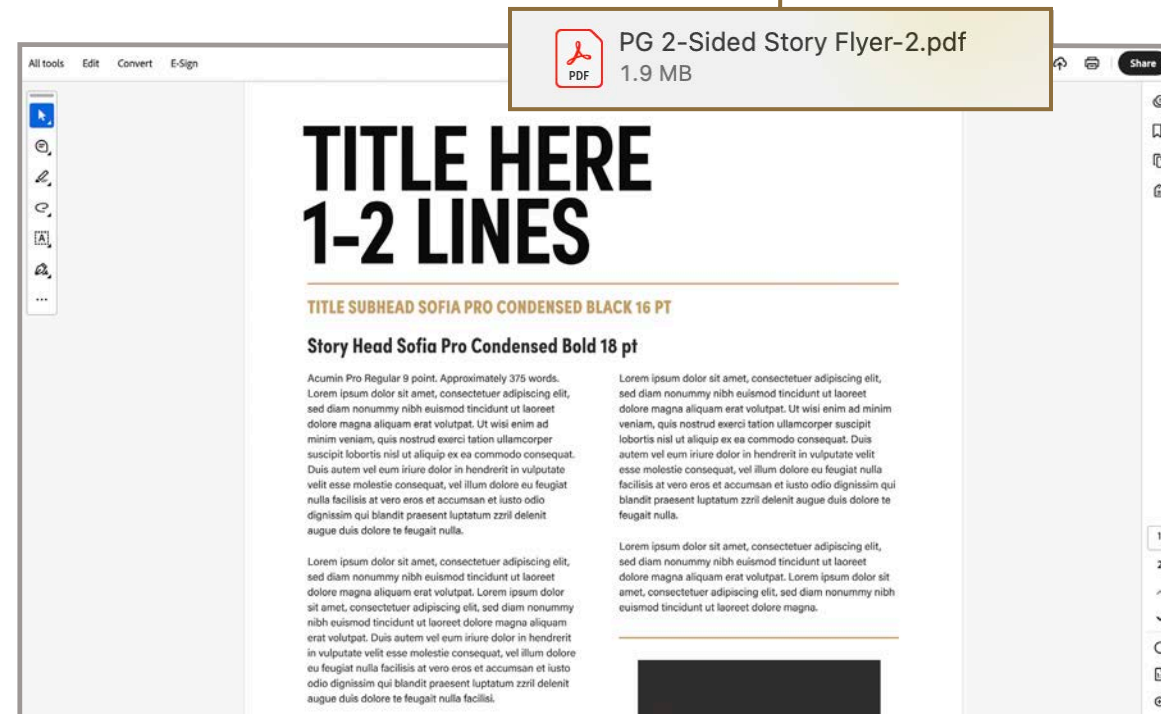
# Download for print

CMYK color format

## METHOD 2: PRINT LOCALLY



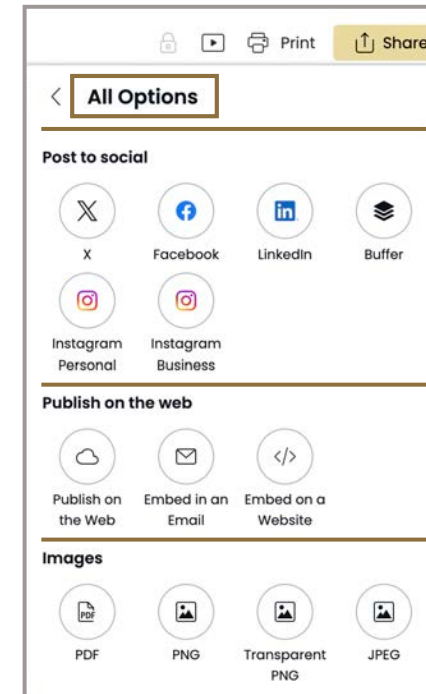
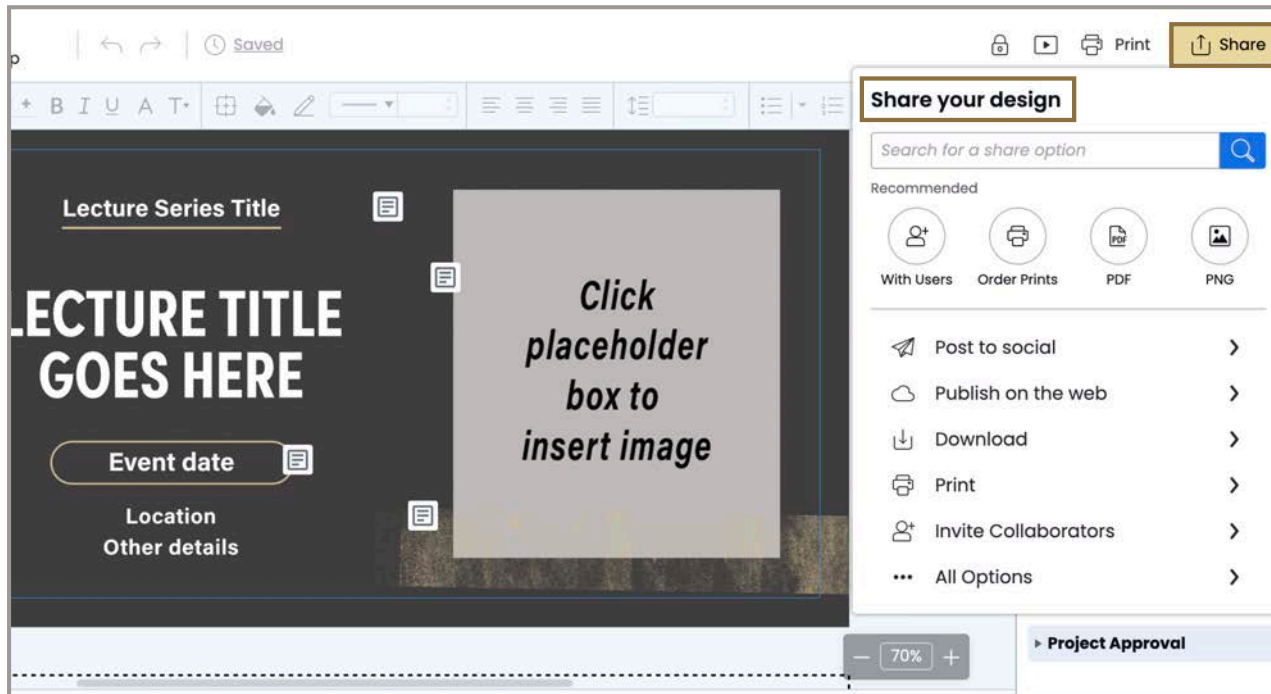
## > DOWNLOAD PRINT-READY PDF



# Download for digital/social

RGB color format

CLICK SHARE &gt; SHOW ALL OPTIONS



► Post to social:  
X, FB, LI, Buffer,  
IG Business

► Publish on web  
► Embed in email/website

► Images — download  
options: PDF, PNG,  
Transparent PNG, JPG

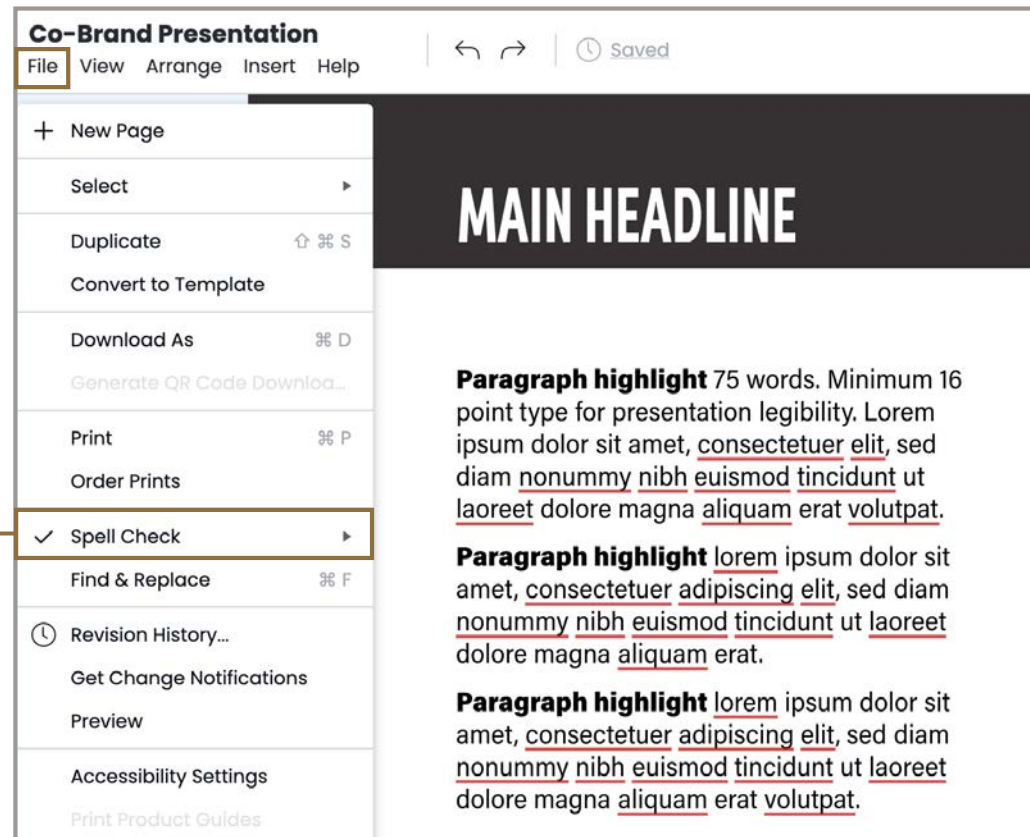


# MARQ FEATURES

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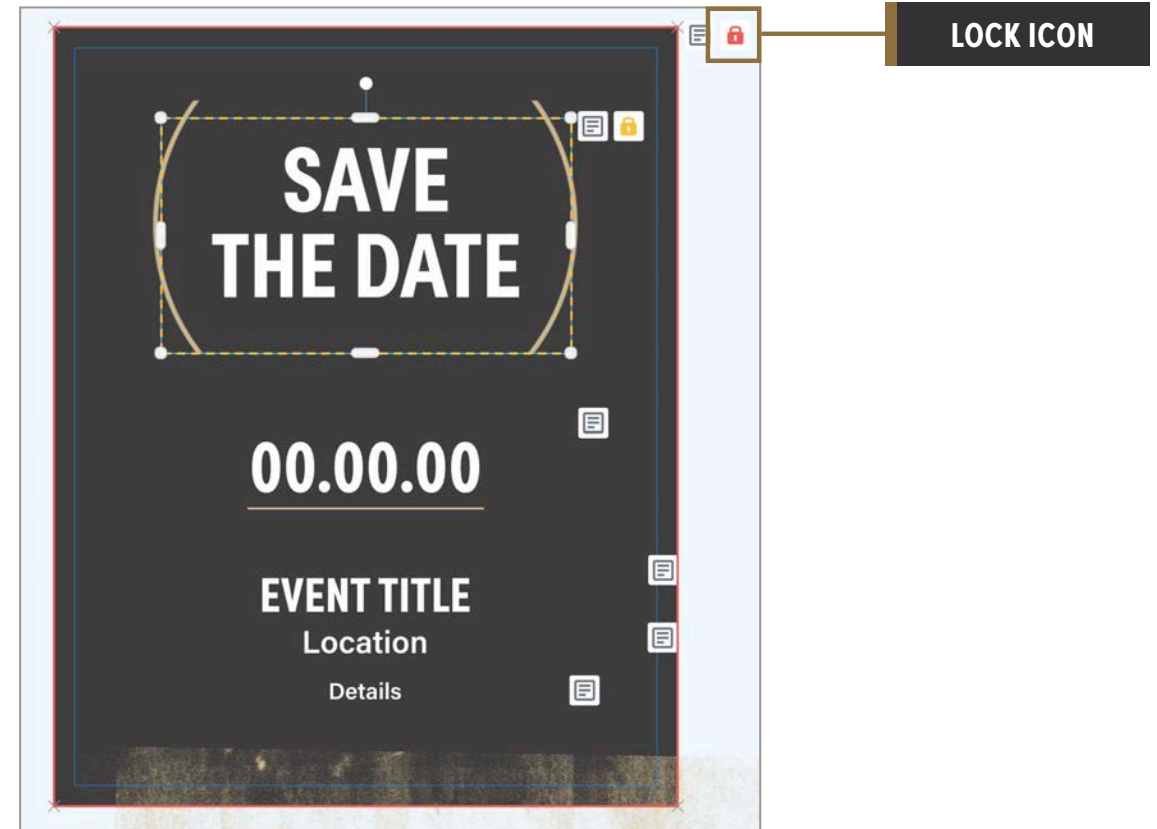
# Spell check

- ▶ Marq's **Spell Check** feature is indicated by **words underlined in red**.
- ▶ This can be turned on or off in the **File menu** in the top navigation.

**SPELL CHECK**

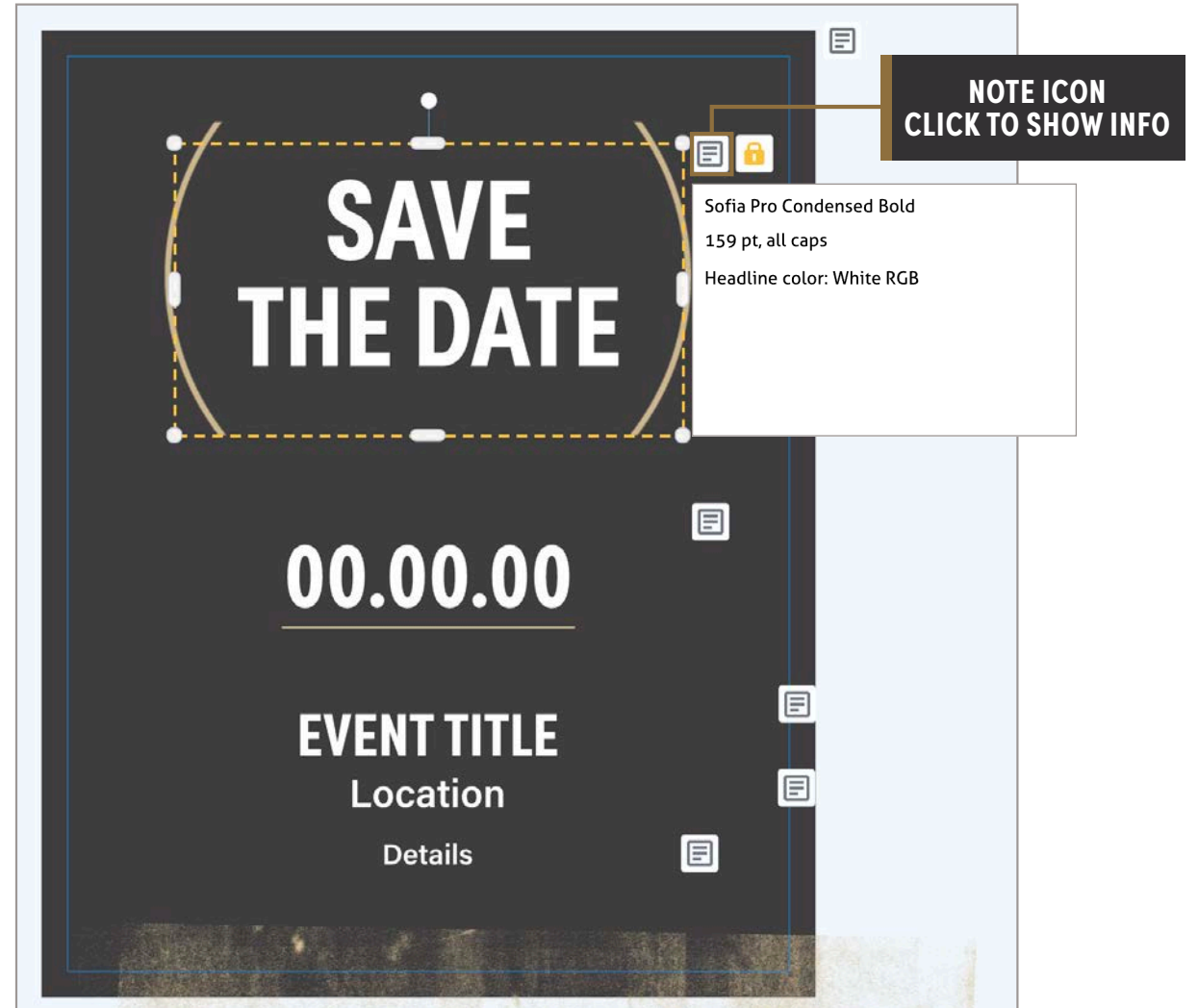
# Locks

- ▶ **Locking** properties of page elements is a tool within Marq that Purdue Global uses to manage the integrity of the brand.
- ▶ A **red lock** locks all properties. If an object is fully locked, it will have a red lock and border.
- ▶ A **yellow lock** is a **partially locked** object. It will have a yellow lock and border. Users can utilize and modify the unlocked properties.
- ▶ 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.



# Notes

- ▶ To make the brand templates easier to use, notes have been added with **font and color specifications or helpful tips**. Click on a note icon to read 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.



# Off-page content

- ▶ Off-page content such as information, extra text and images can be placed in the gray area outside the edges of your document.
- ▶ For example, the retractable banner templates contain details on the pasteboard about visible areas for art and printing specifications.
- ▶ To turn off-page content on or off, go to **View > Show Off-page Content**.
- ▶ You can also **delete your unused elements** from the pasteboard to keep it clean.





PURDUE  
GLOBAL™

**Purdue Global Brand Resources**