



Purdue Brand Templates

Marq User Guide

Marq User Guide

- Browse Purdue Brand Studio’s robust collection of 350+ customizable design templates.
- Quickly create consistent and cohesive designs.
- Share and collaborate on documents with colleagues.
- Implement and elevate the Purdue 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

Brand Template Gallery

Sampling of social templates

Facebook

Facebook Story/Instagram Story

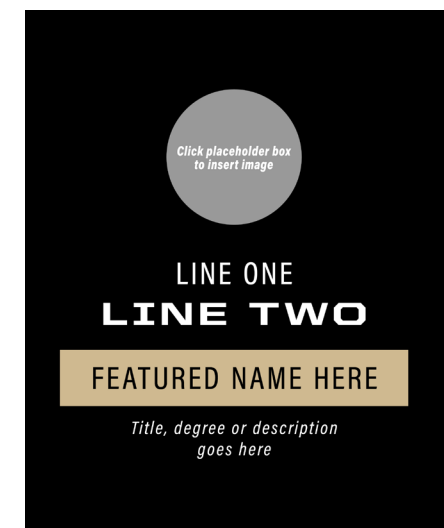
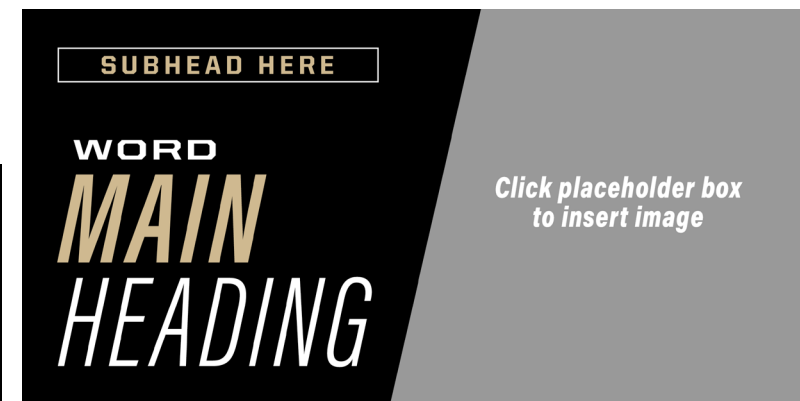
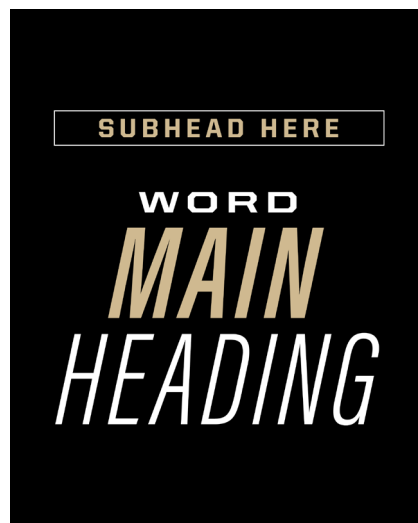
Instagram

LinkedIn

Social Graphic (1200x630-FB/LI/X)

Social Profile Icon (1:1)

X/Twitter



Brand Template Gallery

Sampling of print templates

A-Frame Sign

Agenda/Schedule

Award/Certificate

Brochure

Calendar

Flyer

Half-Sheet

Invitation

Name Badges

Newsletter

Note Card

Postcard

Poster

Presentation

Program

Rack Card

Report

Research Poster

Retractable Banner

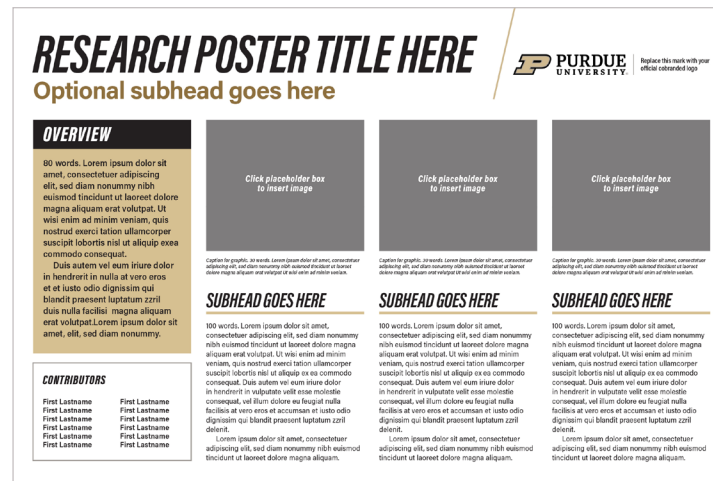
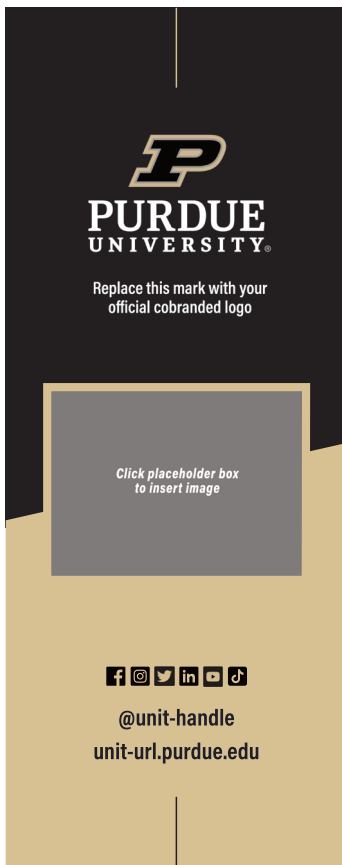
Stationery

Step & Repeat Banner

Table Tent Name Card



Brand Studio



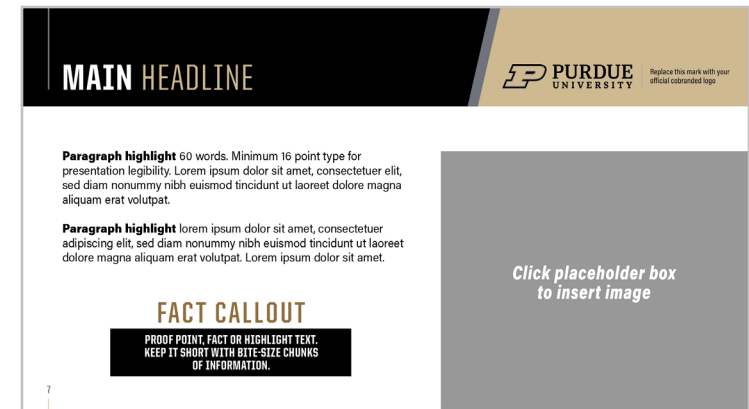
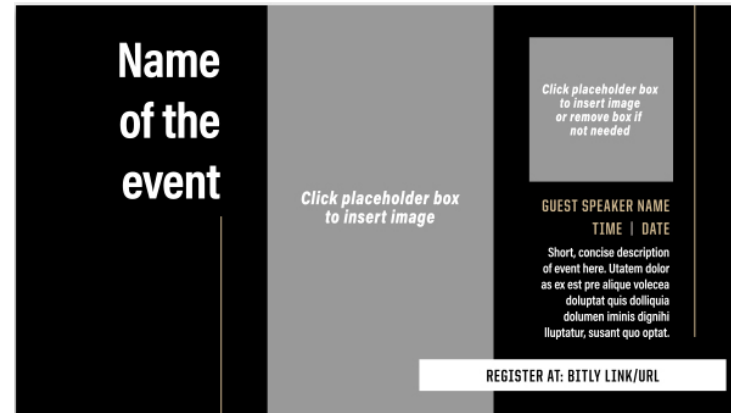
Brand Template Gallery

Sampling of digital templates

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



Brand Studio



Marq homepage

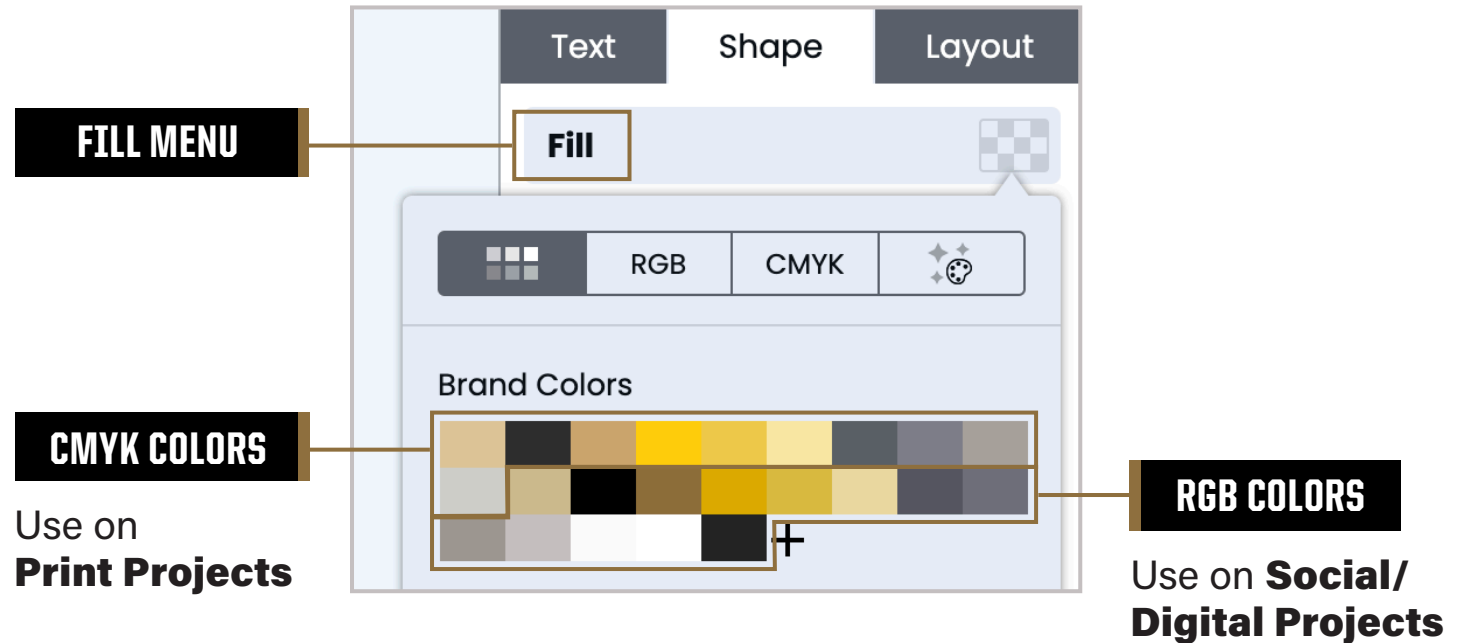
- **Your homepage** is your starting point. You can navigate to your Projects, Images and Brand Templates in the left column.
- **My Projects** houses your in-progress and completed Marq documents. Jump back to the homepage by clicking on the Purdue logo in the upper left corner.

LEFT NAVIGATION

The screenshot displays the Marq homepage for Purdue University. On the left is a vertical navigation menu with the following items: Home (highlighted with a house icon), My Projects, My Images, Templates, Brand Assets, Data Automation, Analytics, Campaigns (marked with a 'NEW' badge), and Print Portal. The main content area features a 'Virtual Backgrounds' section with a 'Select Template' button and four background images. Below this is a 'Hello' greeting and a 'Recent Projects' section showing four document thumbnails: '2-Speaker Event Flyer-G...', '2-Speaker Flyer-RGB-te...', '8-Page Newsletter', and 'Indianapolis 2-Sided Mu...'. A 'View All Projects' link is located to the right of the thumbnails. The Purdue University logo is visible in the top left corner of the interface.

Brand assets

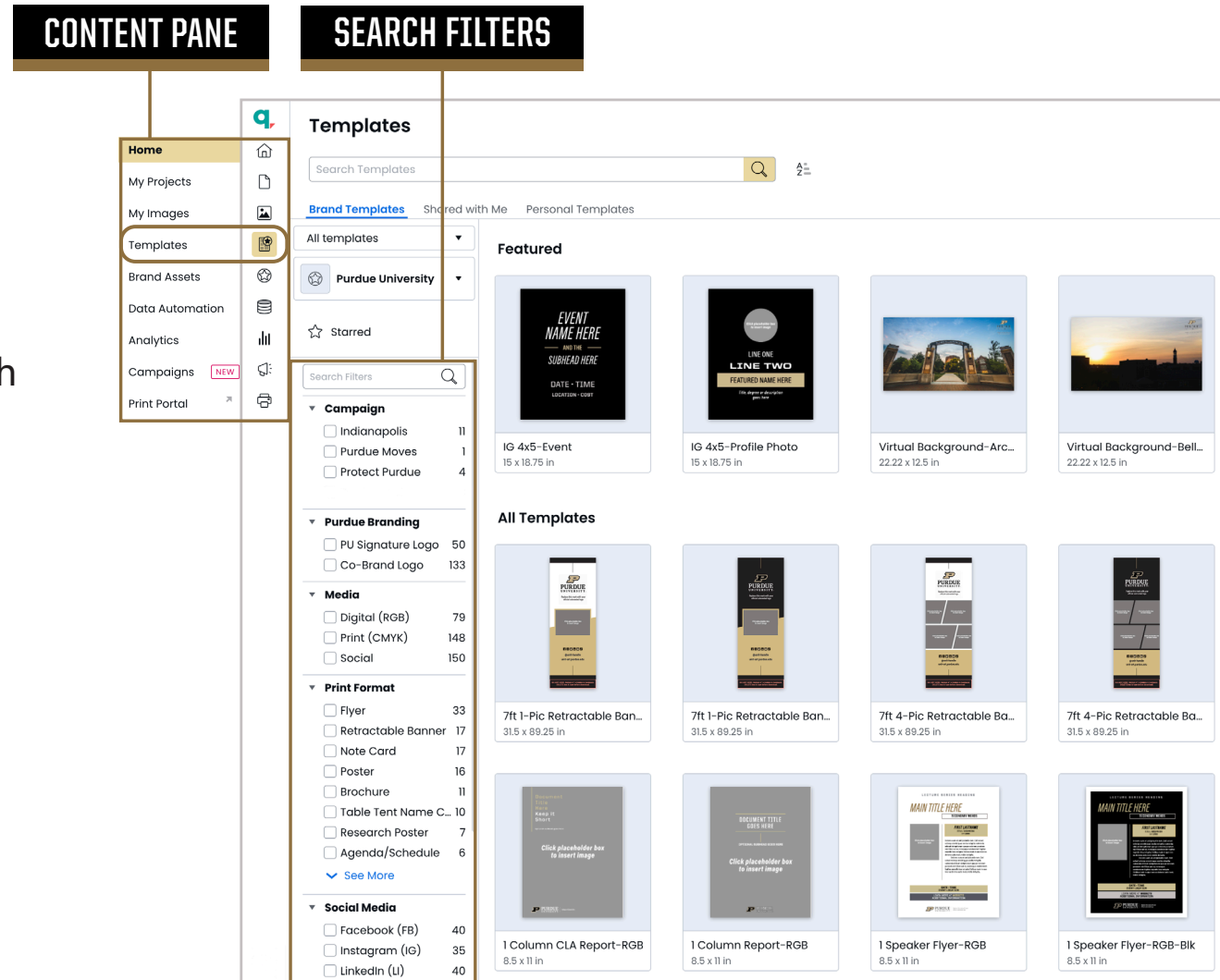
- **Purdue brand fonts and colors** are preloaded in Marq. They don't need to be installed on your device in order to use them in Marq.
- **CMYK and RGB color palettes** are displayed in the **Shape > Fill menu** for shapes, and in the **Text > Fonts menu** for text.



Create a document

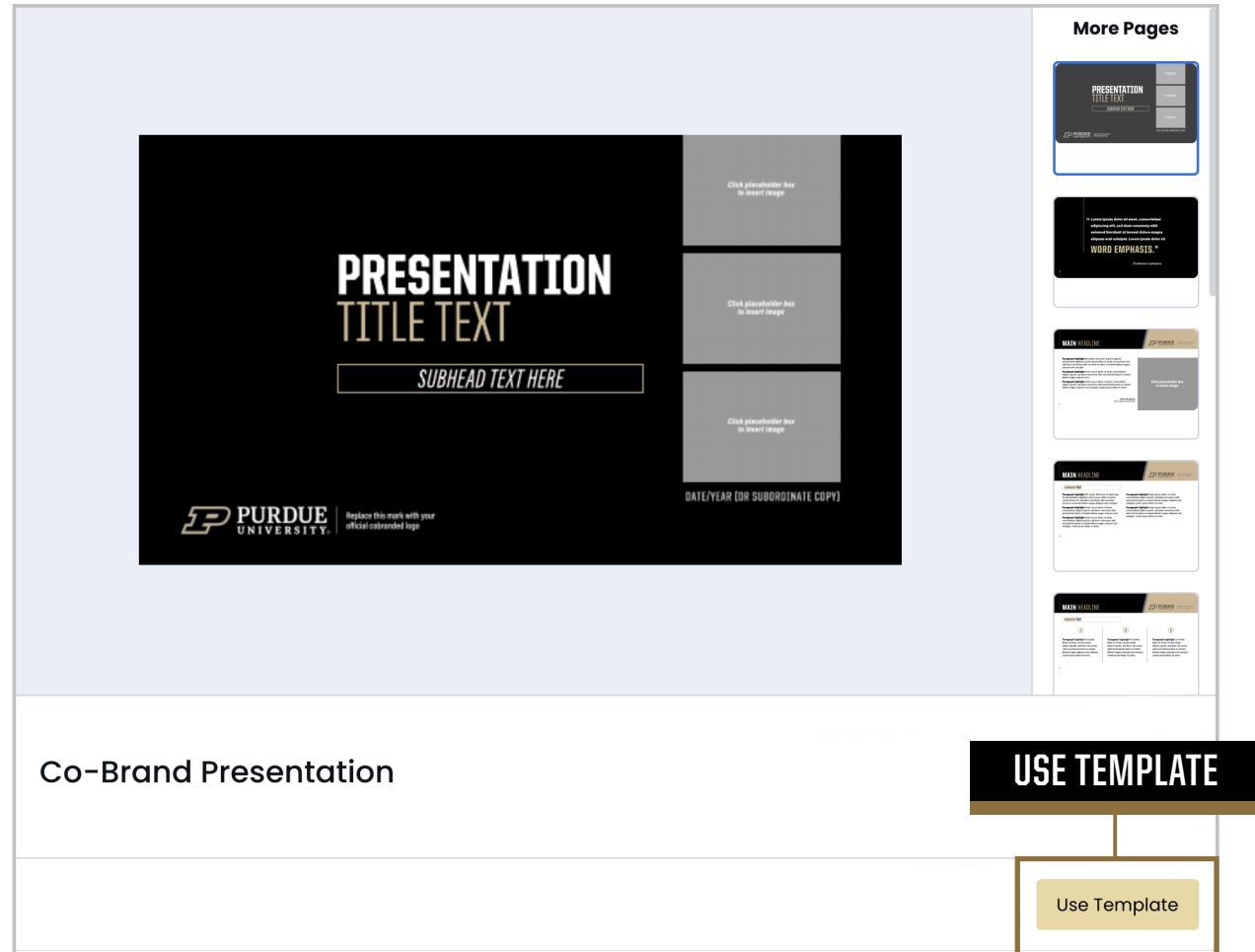
Select a template

- 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

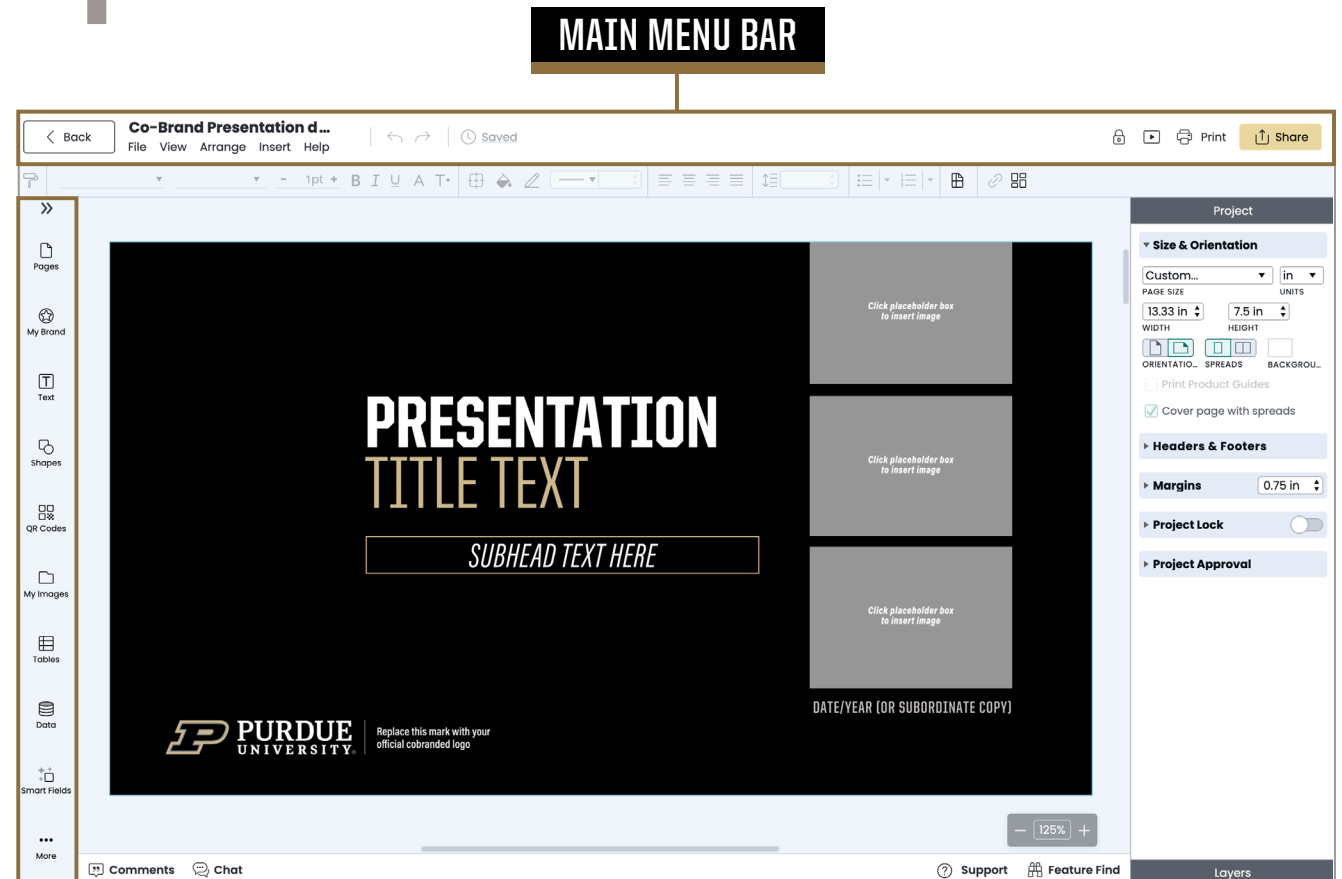
Location

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

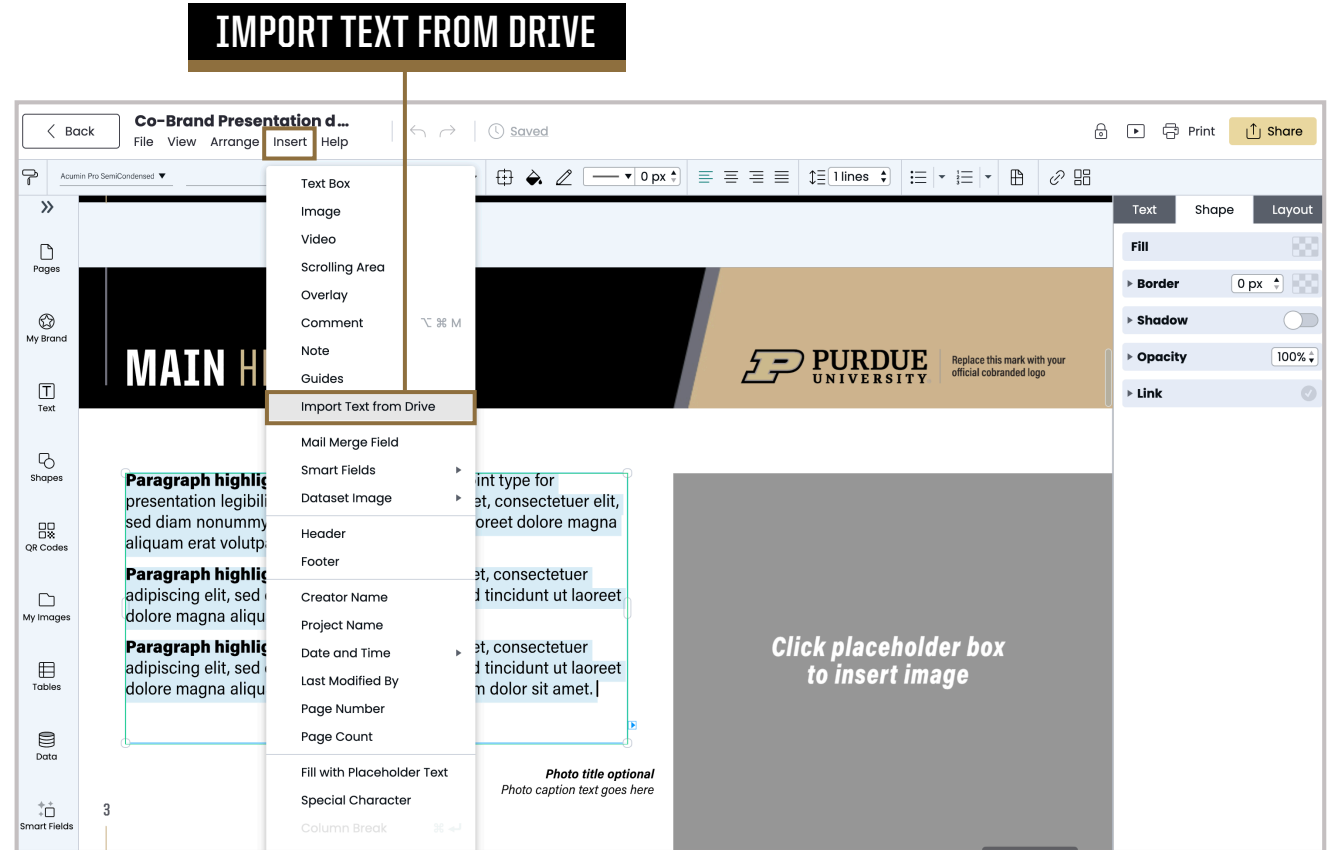


ADVANCED
TOOLS MENUS

Add text

Purdue'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.



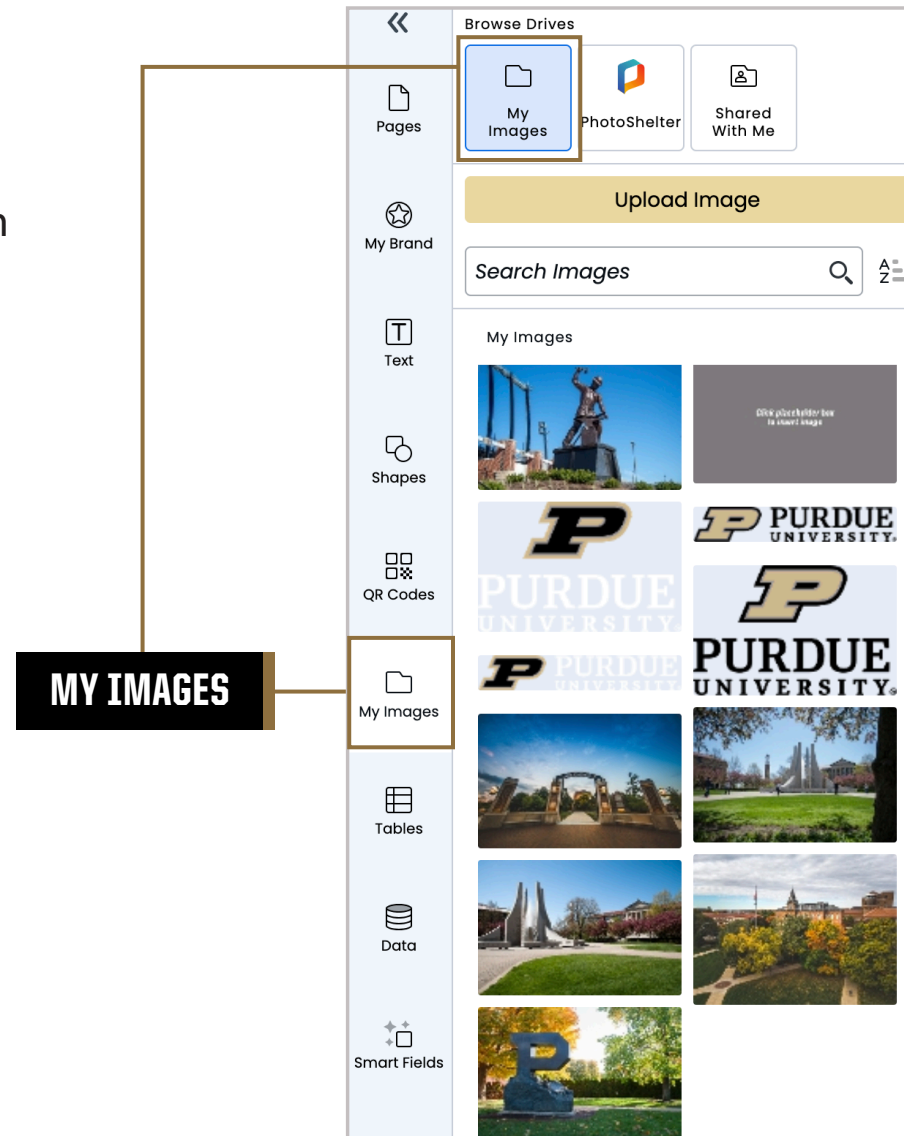
Images

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

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

Image file formats

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

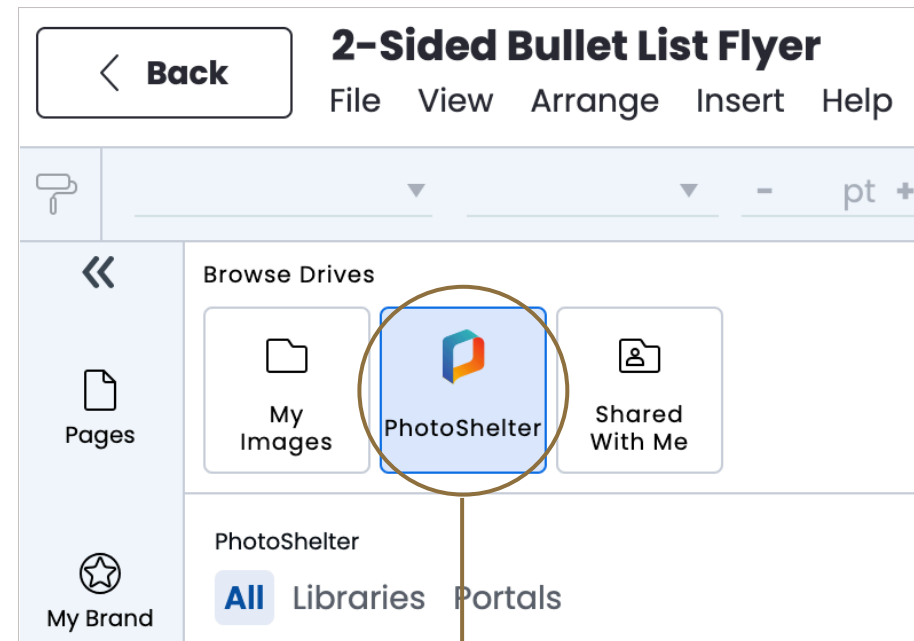


Add PhotoShelter to Marq

Drag and drop images from your PhotoShelter library or public galleries directly into your document — all without leaving Marq!

- You must be logged into Marq and PhotoShelter and use the same email for both accounts.
- Select and open a Marq template.
- Go to the Left Content Pane and select My Images.
- After My Images loads, select the PhotoShelter button.
- When the pop-up appears, select Authorize.
- PhotoShelter galleries will now be available. Double-click to open the galleries.

[Download the PhotoShelter Integration flyer](#)

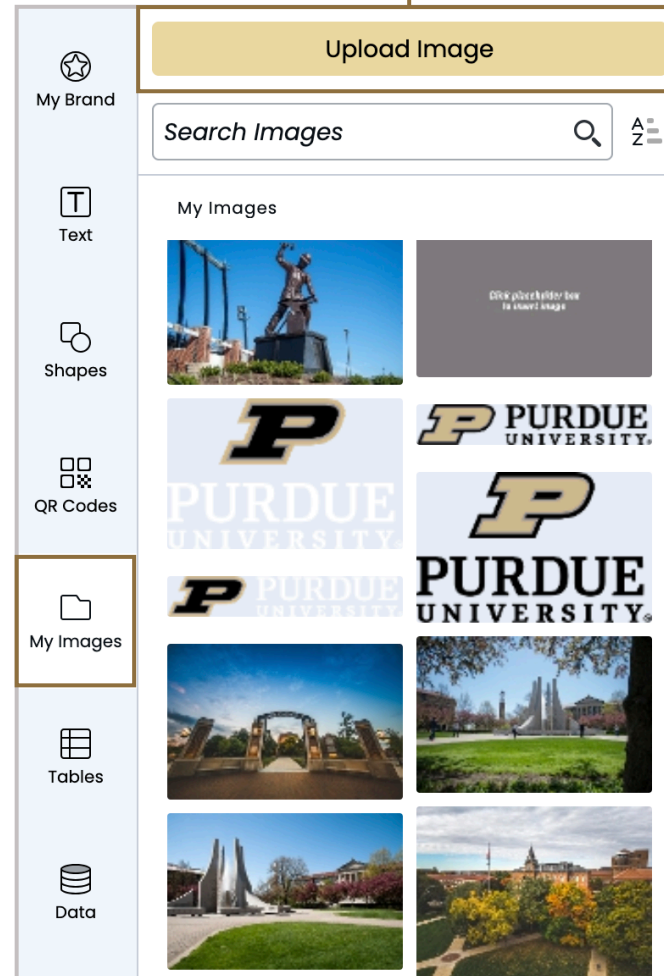


PHOTOSHELTER BUTTON

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.

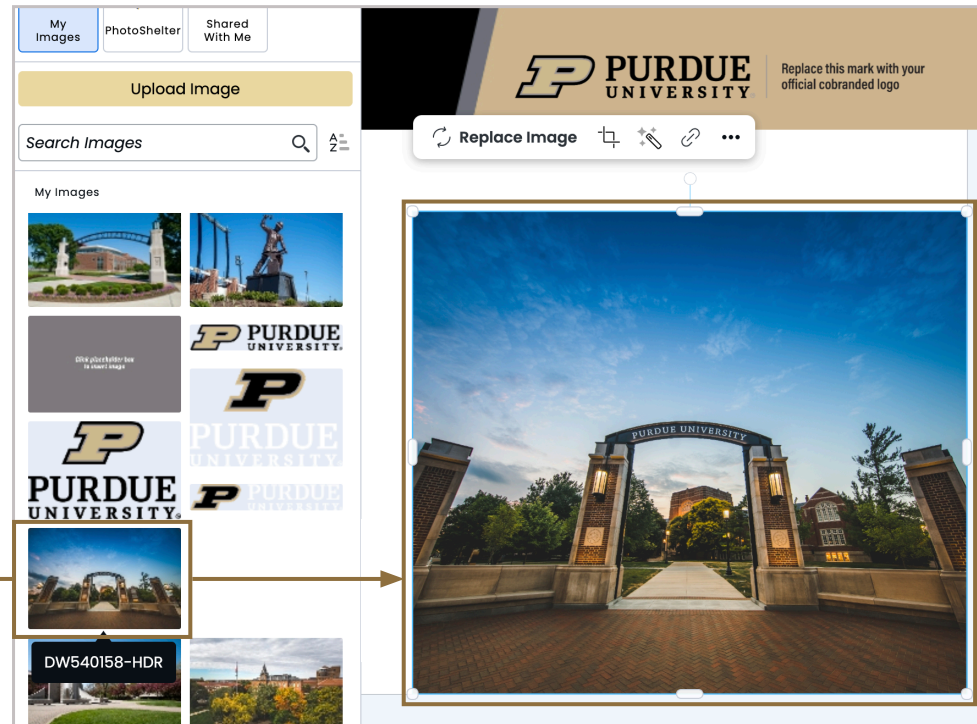
UPLOAD IMAGE



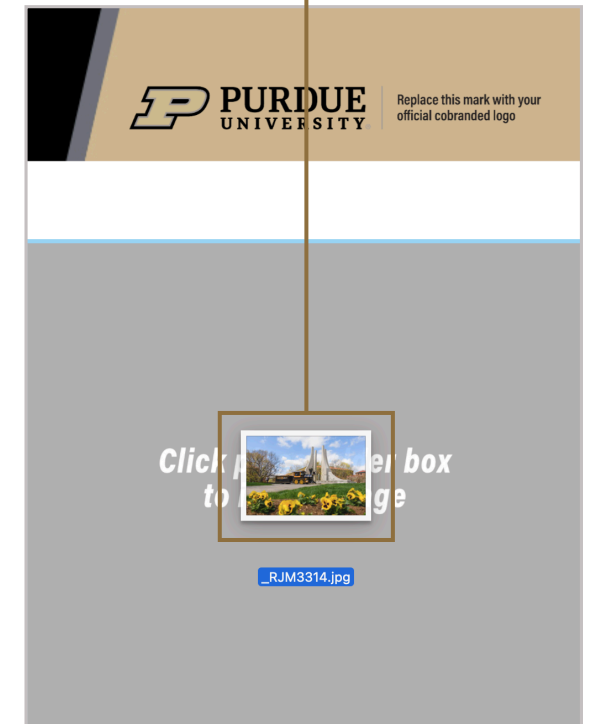
Insert images

- 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

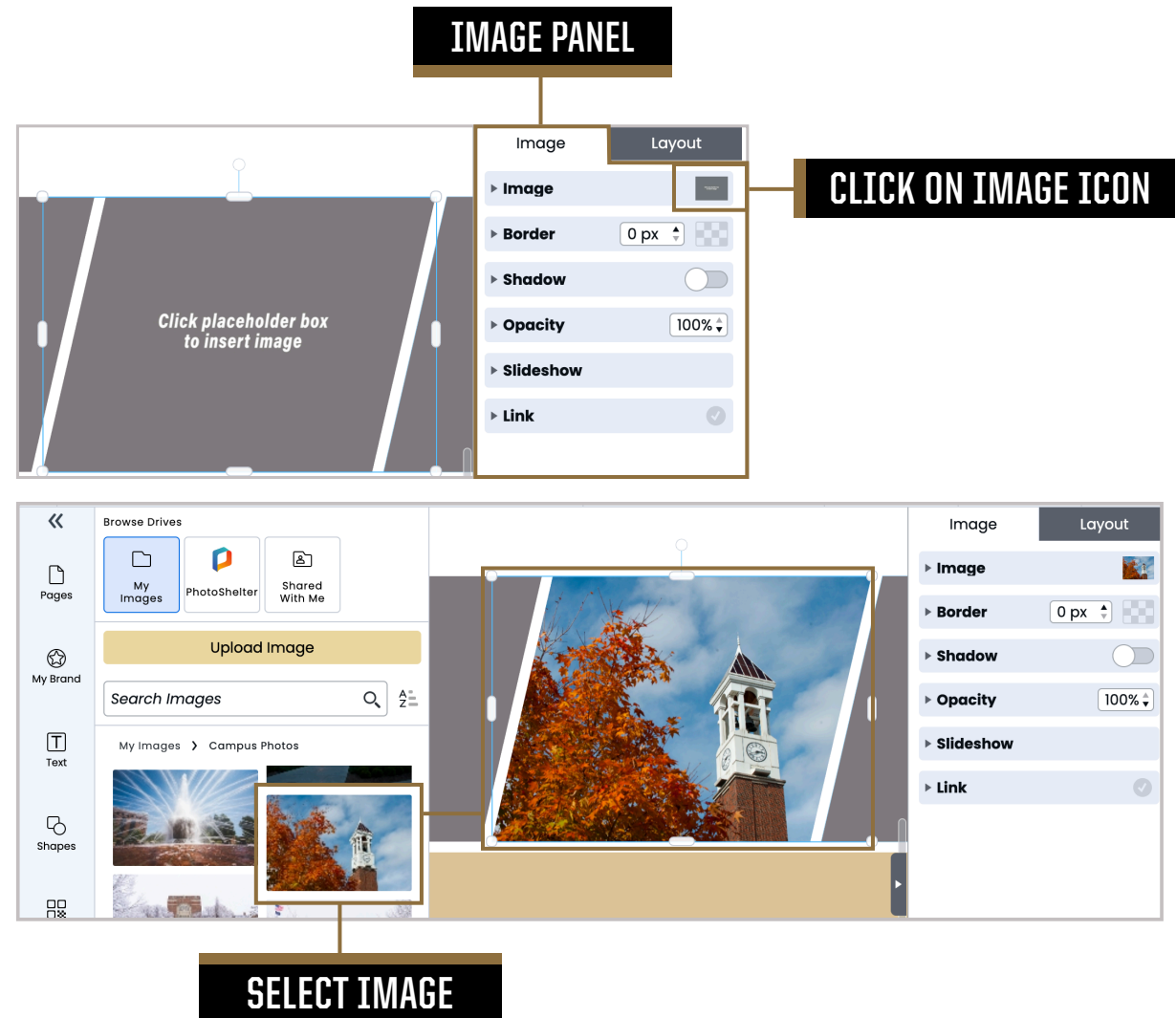


DRAG AND DROP



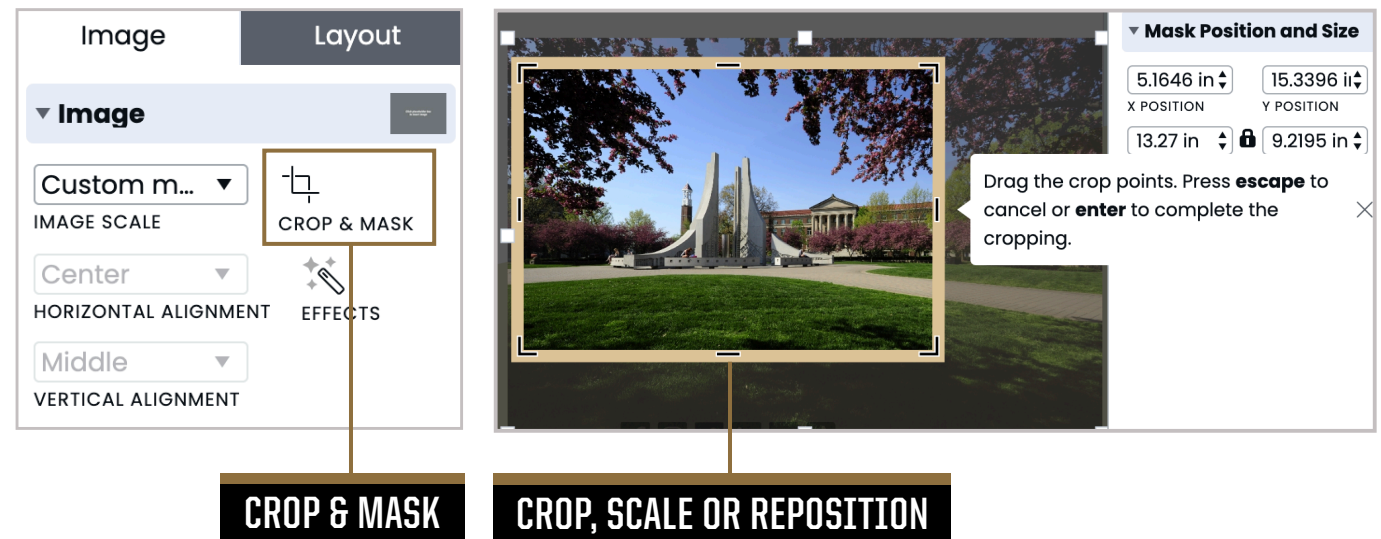
Images in angled boxes

- Select an **angled image box** in your document.
- Go to the **Image panel** on the right side of your workspace.
- To the right of the word “Image,” click on the **small gray image icon** to bring up **My Images**.
- Select an image to place it in the angled box. Check out the next page to crop or scale your image.



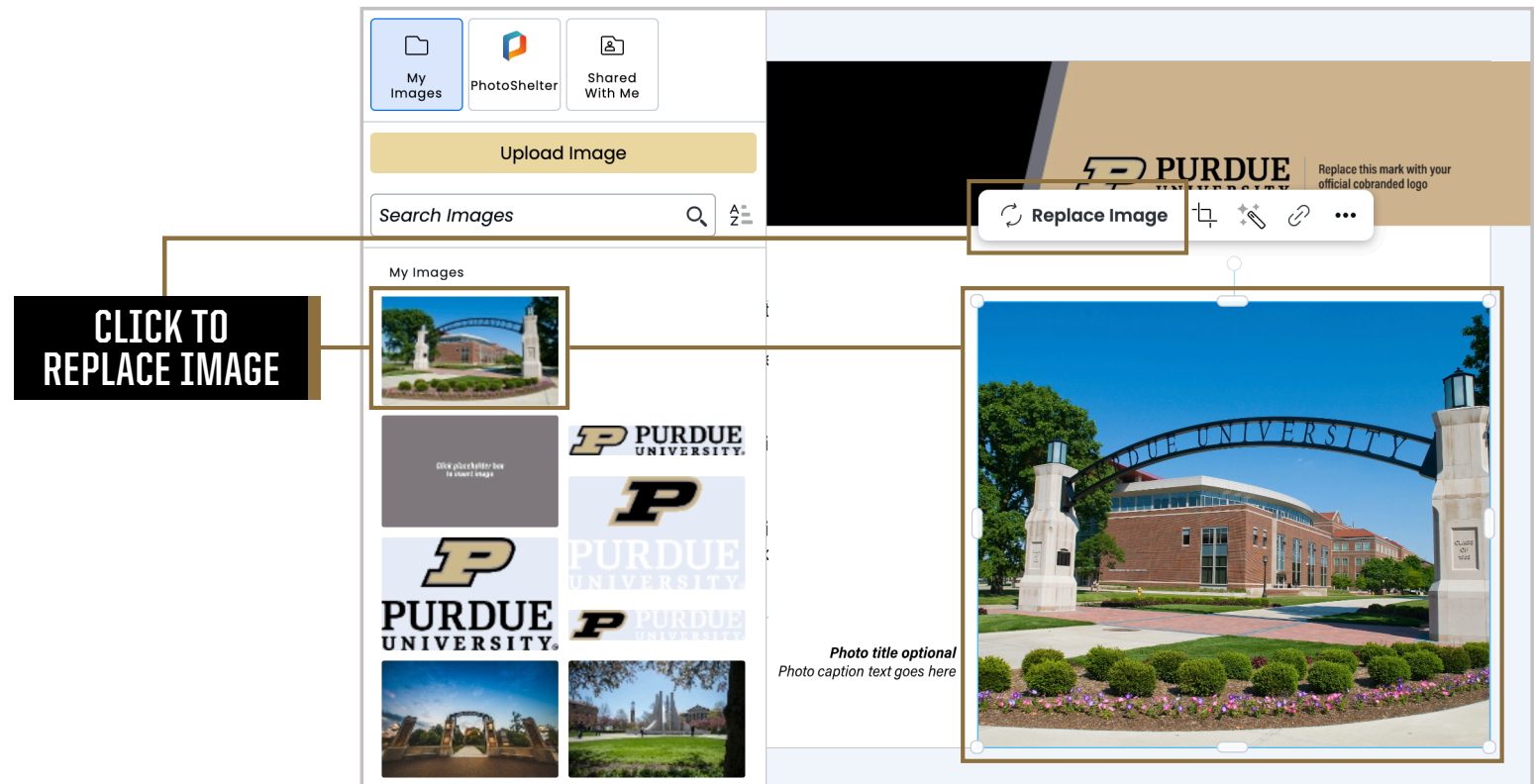
Crop and mask images

- 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.



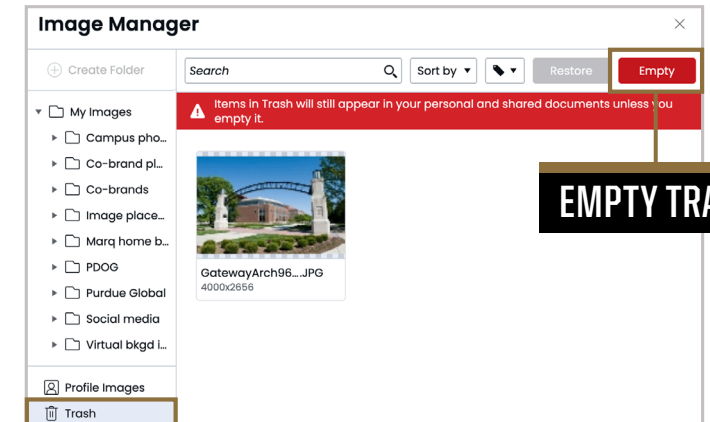
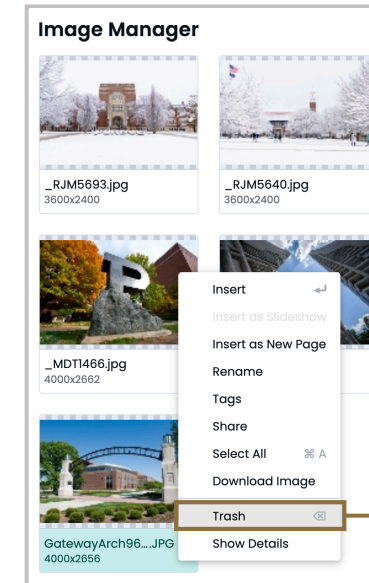
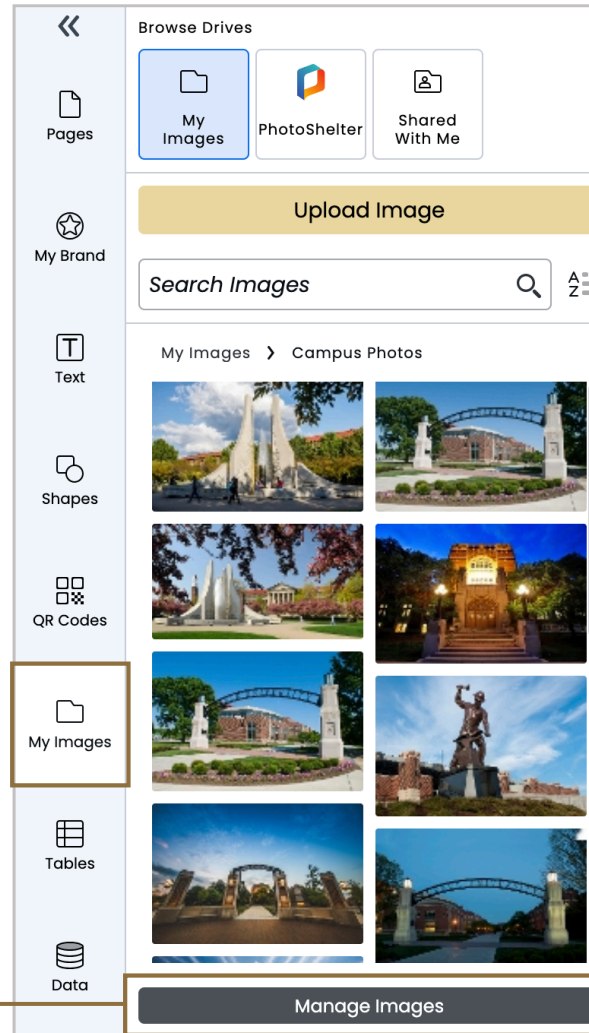
Replace images

- 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

Download for print

CMYK color format**METHOD 1: ORDER PRINTS****> SELECT STANDARD SIZE > CHECK MY DOCUMENT > CHECK SAFE AREA > DOWNLOAD AND REVIEW PDF**

Product & Size

2-Sided Bullet List Flyer 8.5 x 11 in

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](#).

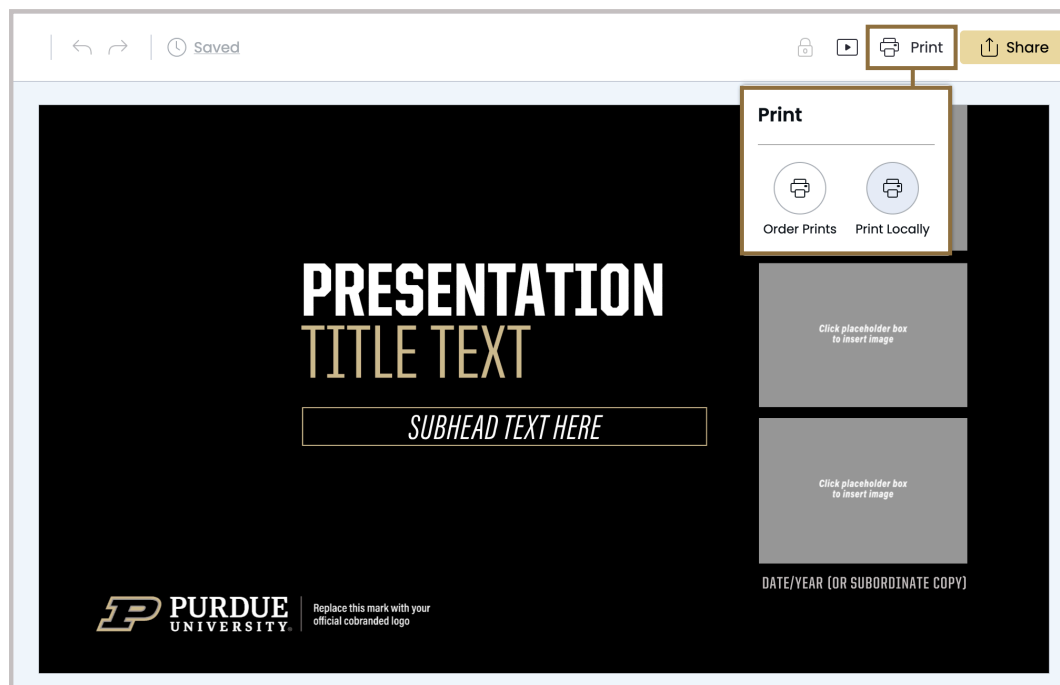
Cancel Add to Cart

PURDUE UNIVERSITY Brand Studio

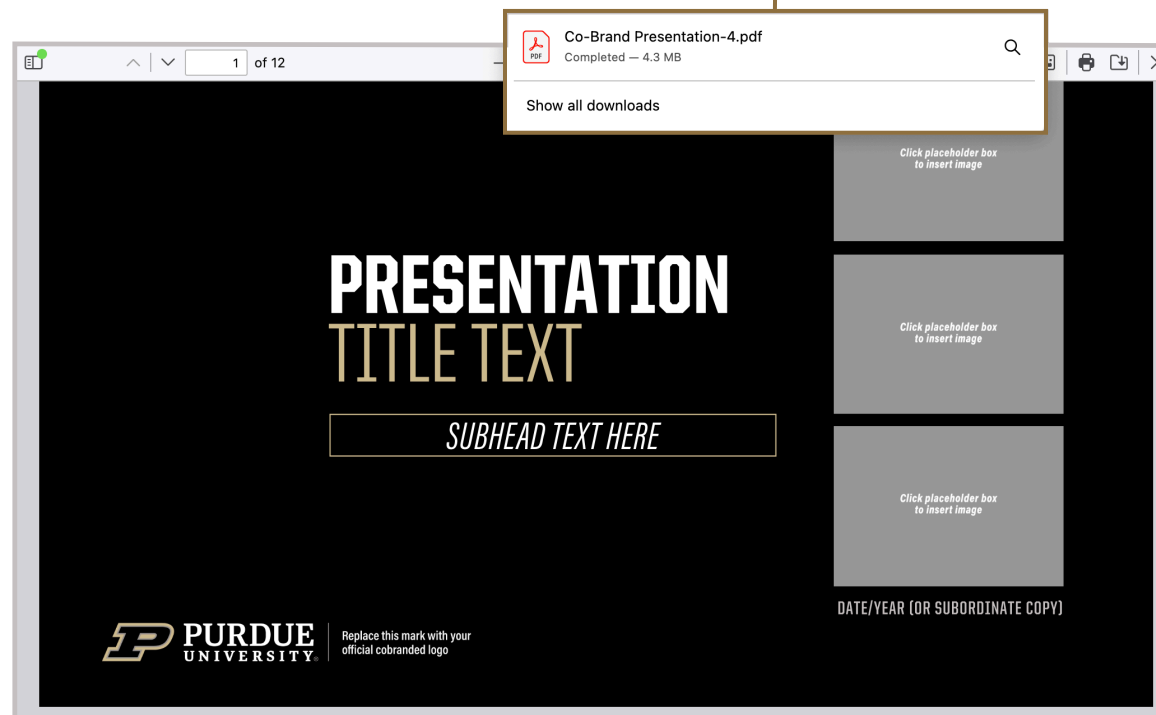
Download for print

CMYK color format

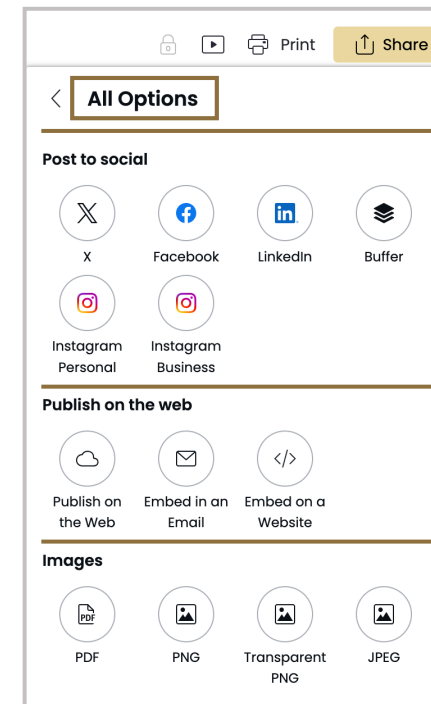
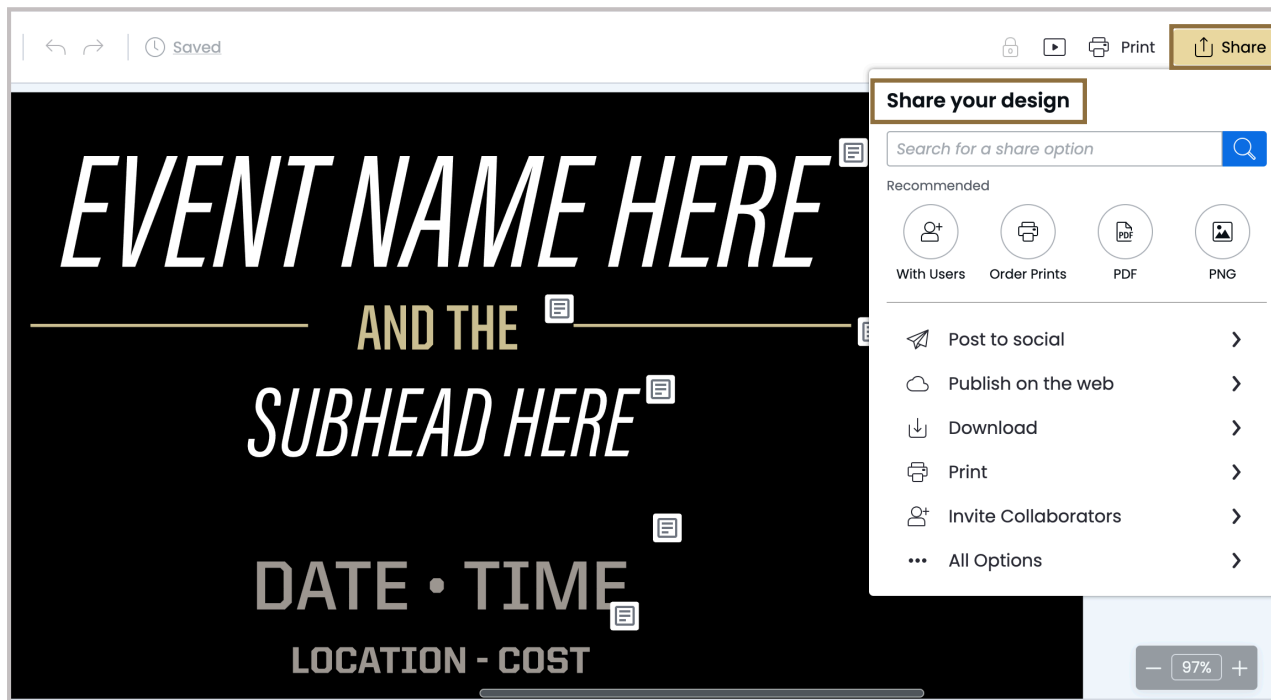
METHOD 2: PRINT LOCALLY



> DOWNLOAD PRINT-READY PDF



Download for digital/social

RGB color format**CLICK SHARE > SHOW ALL OPTIONS**

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

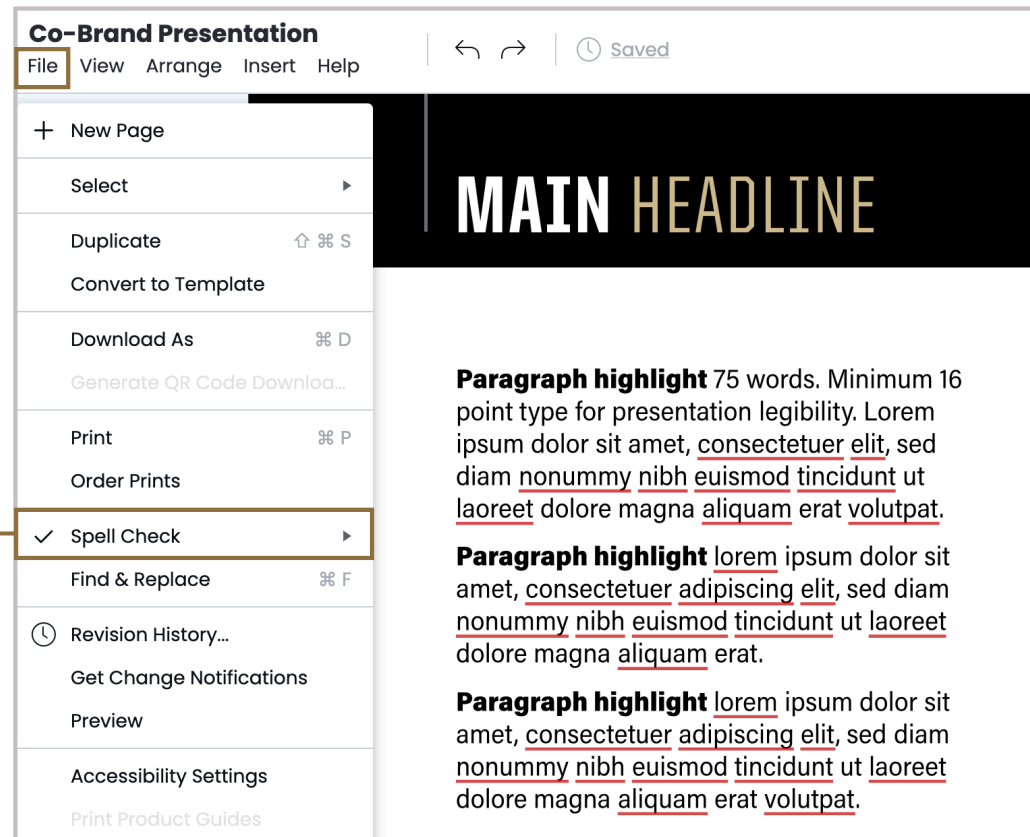
■ Publish on web
■ Embed in email/website

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

Marq features

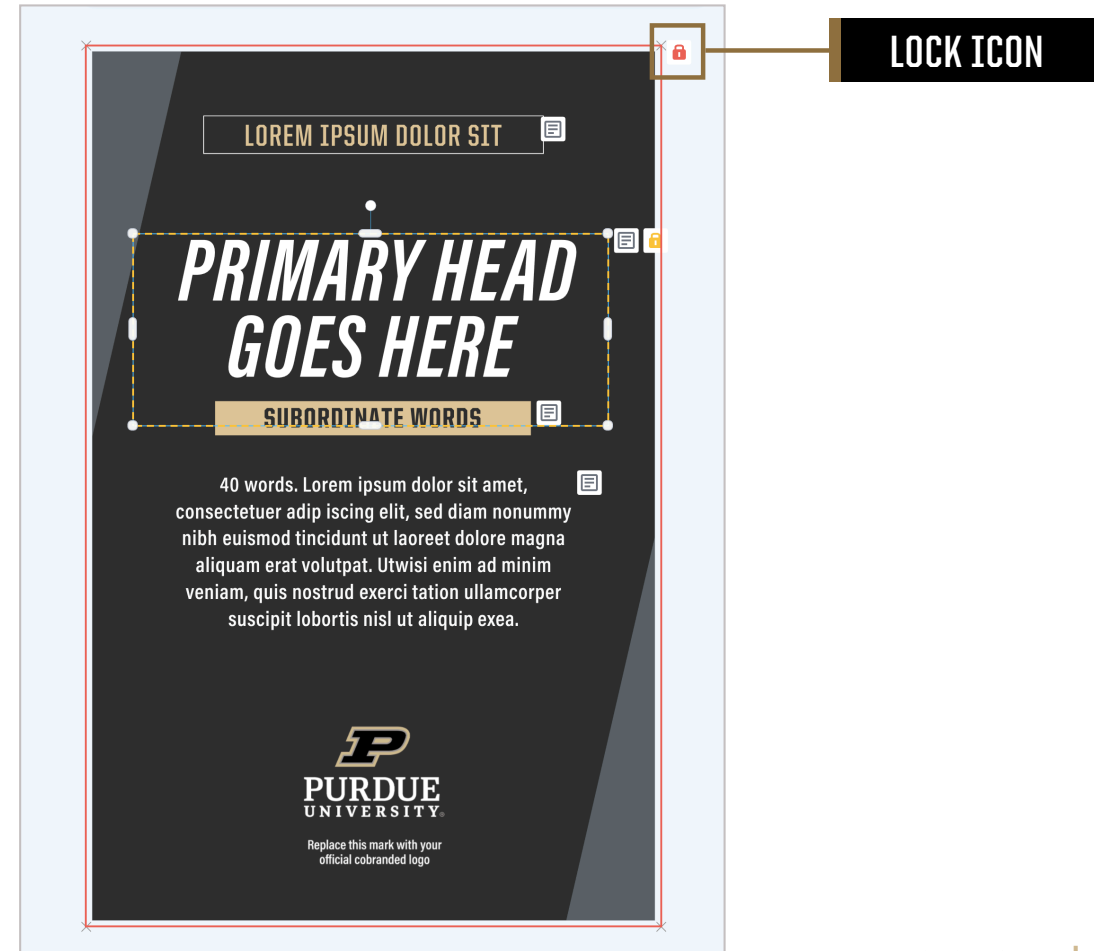
Spell check

- 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

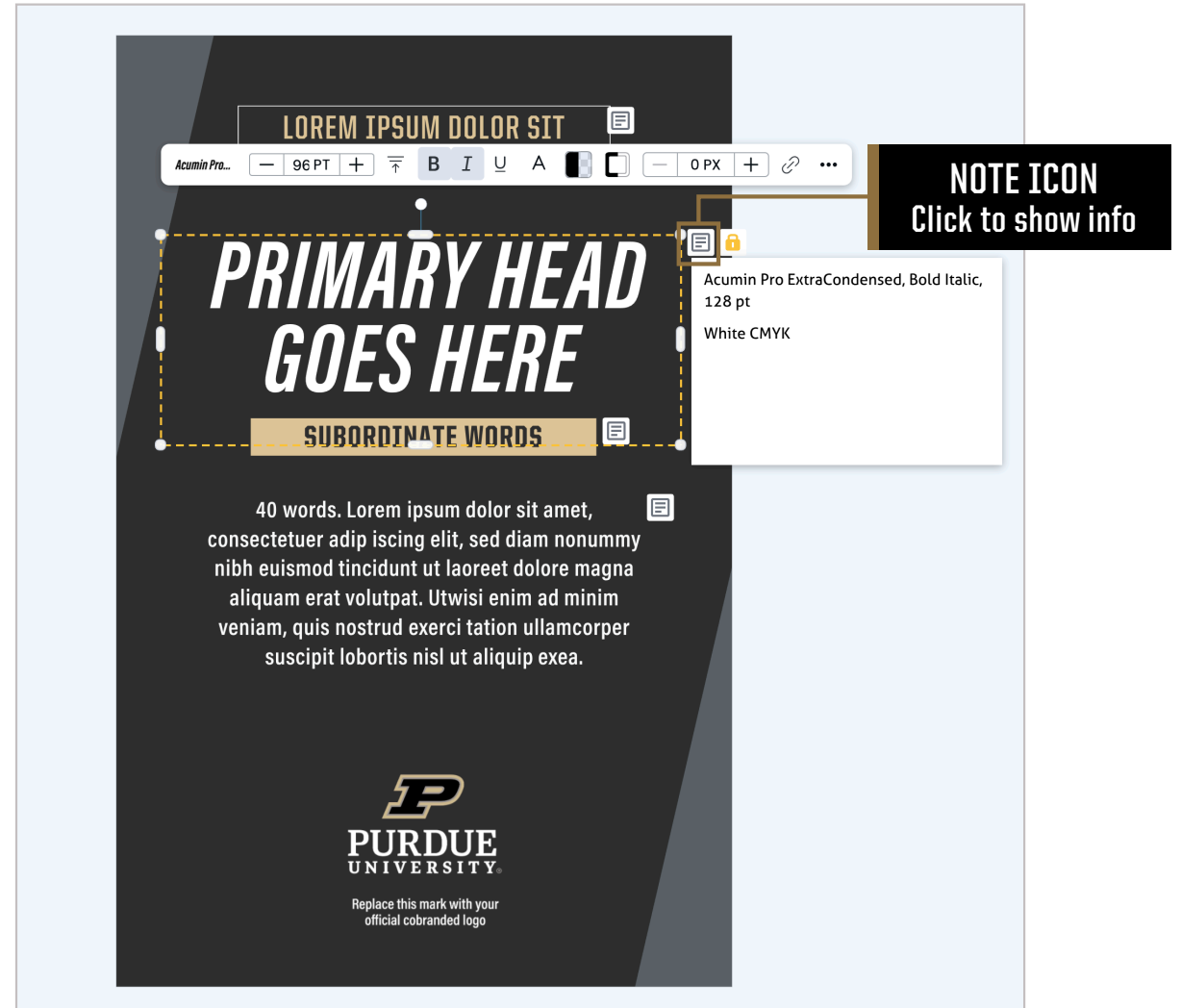
Locks

- **Locking** properties of page elements is a tool within Marq that Purdue Brand Studio 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.



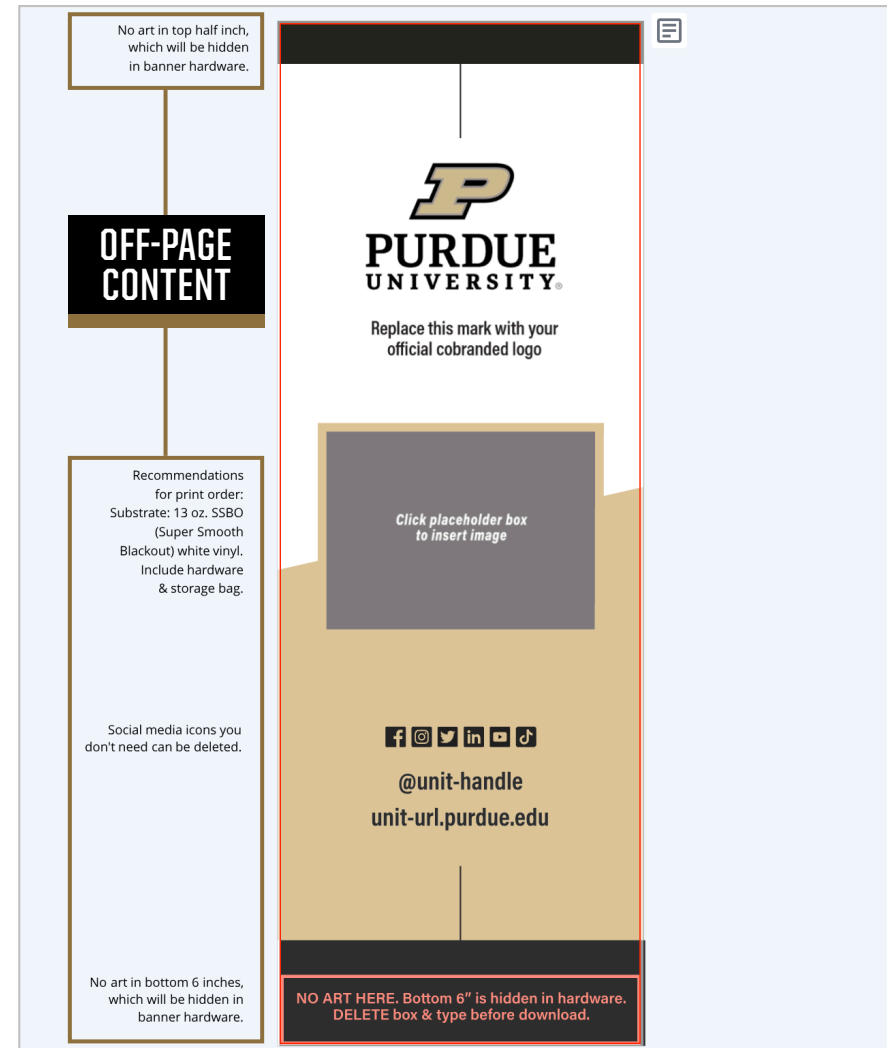
Notes

- 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.





Brand Studio

marcom.purdue.edu