

GETTING STARTED WITH LUCIDPRESS

PURDUE BRAND TEMPLATES

USER GUIDE

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Purdue Marketing and Media has created a collection of layout templates in the new brand. Having **CONSISTENT AND COHESIVE DESIGNS** in your communications and marketing materials will:

- Instill a **DEFINING LOOK AND FEEL** of Purdue's new brand chapter 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 a few **TIPS AND TRICKS** to assist you in implementing the new Purdue brand through your printed communications and marketing materials.

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1 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**.
- You can narrow your search by using the **FILTERS** column.

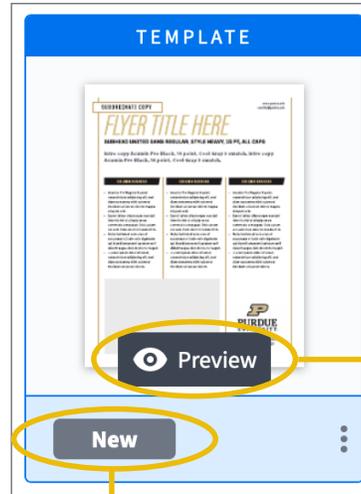
The screenshot displays the Purdue University Brand Templates interface. On the left is the **CONTENT PANE**, which includes a navigation menu with options like Home, My Documents, **Templates** (highlighted with a yellow circle), Images, Brand Assets, Data Automation, Team, Account, and Cart. The main area is titled **Templates** and features a search bar and a **FILTERS** column. The filters include Job Type (Flyer, Poster, Brochure), Document Size (8.5 x 11 in, 11 x 8.5 in, 11 x 17 in), # of Pages (1 page, 2 pages), Document Orientation (Landscape, Portrait), Purdue Branding (Brand Logo, Co-Brand Logo), Self-Mailer (Yes, No), and Bleeds (Yes, No). The main content area shows a grid of various brand templates, such as 1-Sided Flyer, 2-Sided Flyer, Brand Poster, Brand Trifold Brochure, Brand Trifold-Self-Mailer, Co-Brand Flyer, Co-Brand Flyer (Bullet), Co-Brand Poster, Co-Brand Trifold Brochure, and Co-Brand Trifold Self-Mailer.

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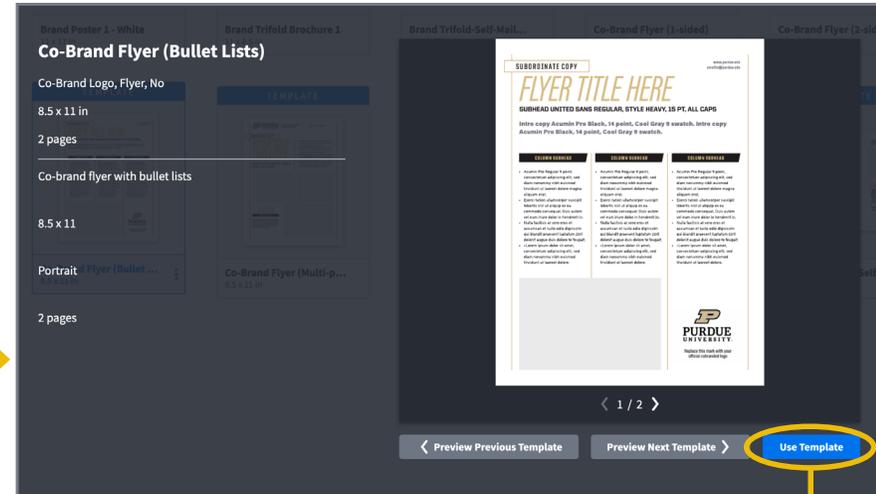
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2 PREVIEW OR OPEN A BRAND TEMPLATE

- Hover over a template and click the **PREVIEW** button.
- A **NEW DOCUMENT** can be opened from a template in either view shown here.



OPEN NEW DOCUMENT



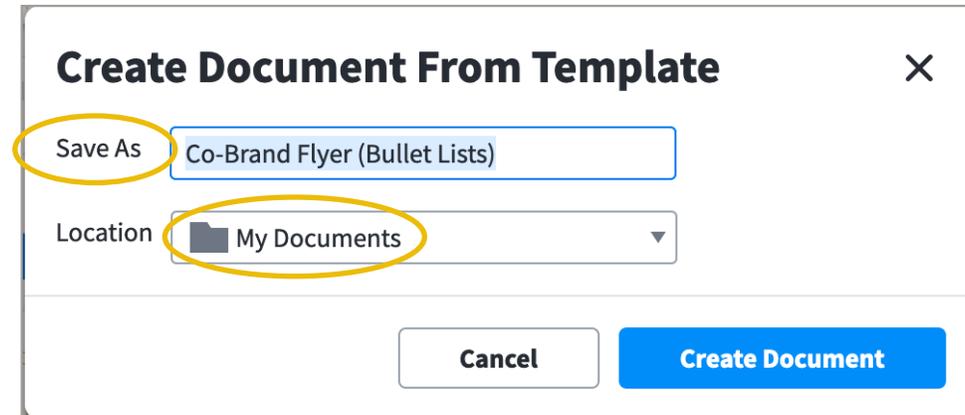
OPEN NEW DOCUMENT

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3 CREATE DOCUMENT FROM TEMPLATE

- You have the option to rename the document in the **SAVE AS** field.
- All new documents will save to your **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

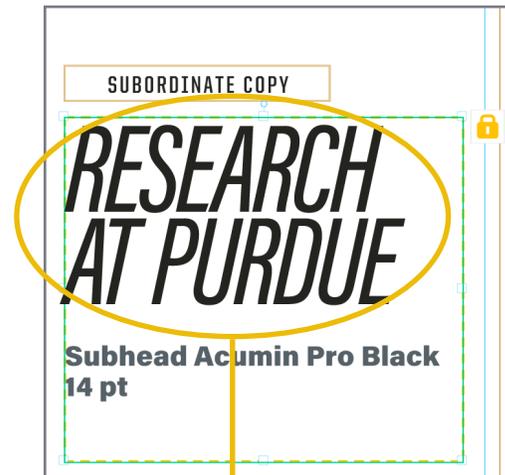
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4 WORKING WITH TEXT

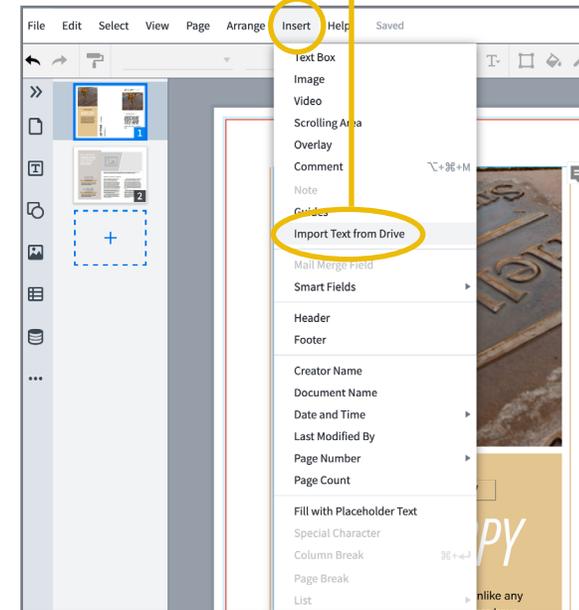
There are a few methods to customize a document by adding your own content.

- You can edit the **PLACEHOLDER TEXT** that is already in the document.
- You can also **IMPORT TEXT FROM DRIVE**, which is in the **INSERT TAB** up in the main menu.



EDIT
PLACEHOLDER TEXT

IMPORT TEXT
FROM DRIVE



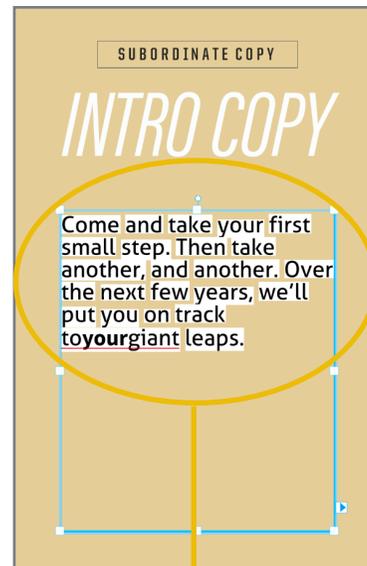
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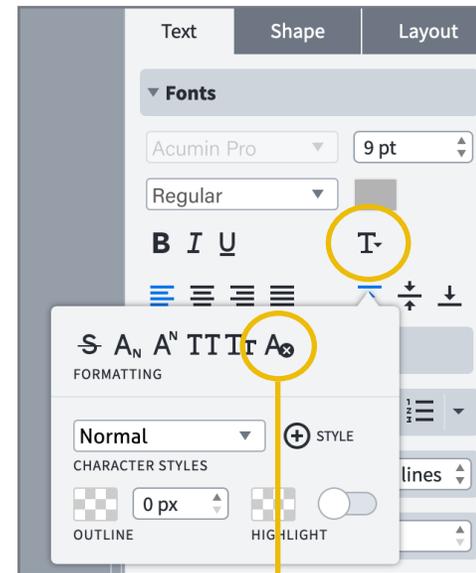
5 PASTE TEXT INTO A TEMPLATE

Pasting existing text into a template may produce white boxes behind the words. Navigate to the **FORMATS** menu in the **TEXT TAB** to correct this:

- Click on the **CAPITAL “T”** in the **FORMATS** 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’ll need to select brand fonts and other attributes for your text.



WHITE BOXES BEHIND PASTED TEXT



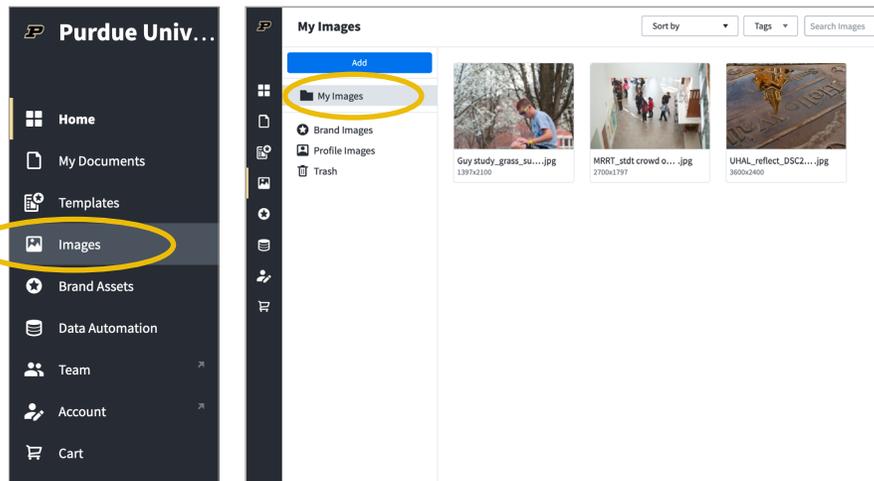
CLEAR FORMATTING

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6 WORKING WITH IMAGES

- The **IMAGE MANAGER** is located in the Content Pane in the left column of the window.
- To access the **IMAGE MANAGER**, you can click on **IMAGES** in the Content Pane, or **DOUBLE-CLICK ON AN IMAGE PLACEHOLDER BOX** in your document.



COLOR FORMATS

- For **CMYK PRINTING**, you will need to use **CMYK IMAGES**.
- For **RGB PRINTING**, you will need to use **RGB IMAGES**.

IMAGE FILE FORMATS

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

YOUR PHOTO SOURCES MAY INCLUDE:

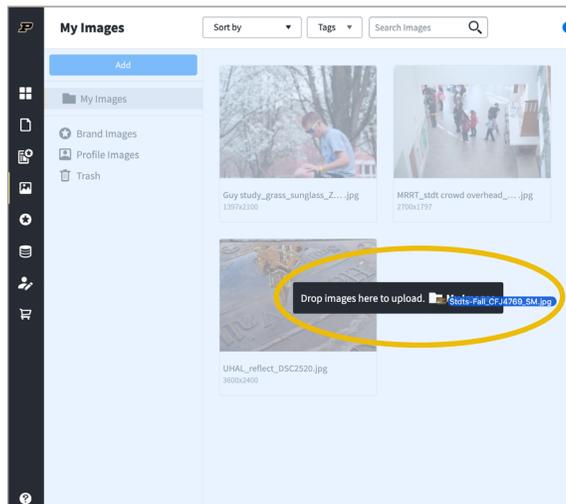
- Images from your **COLLEGE/DEPARTMENT/UNIT**.
- Purdue **BRAND PHOTOGRAPHY** for campus marketers, which is located in the **LIBRIS** online photo galleries.

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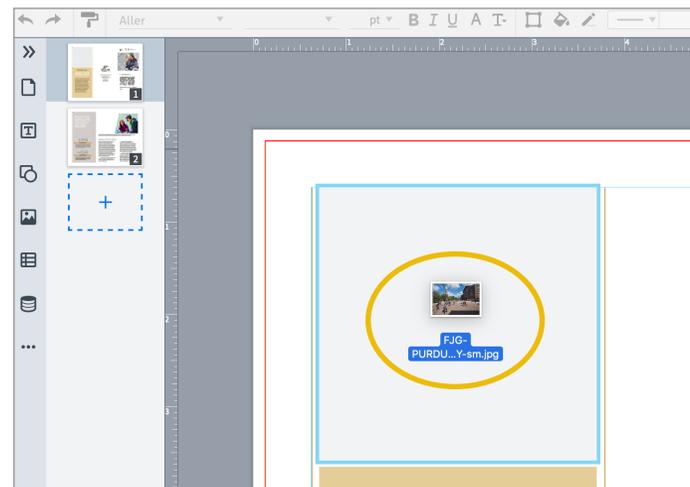
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7 WAYS TO UPLOAD/INSERT IMAGES AND CO-BRAND LOGOS

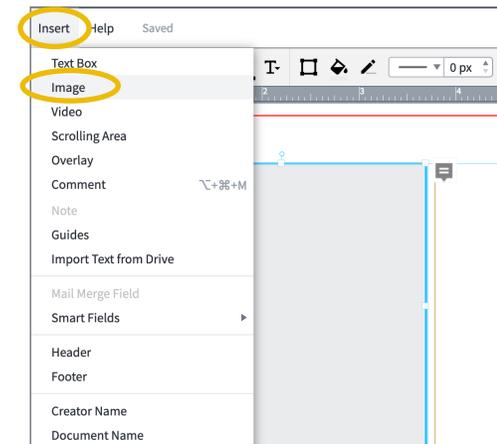
a DRAG AND DROP images and co-brand logos into the **IMAGE MANAGER** window.



b DRAG AND DROP images or your co-brand logo directly into an **IMAGE PLACEHOLDER** in your document.



c Use the **INSERT** menu in the main menu to insert an image.

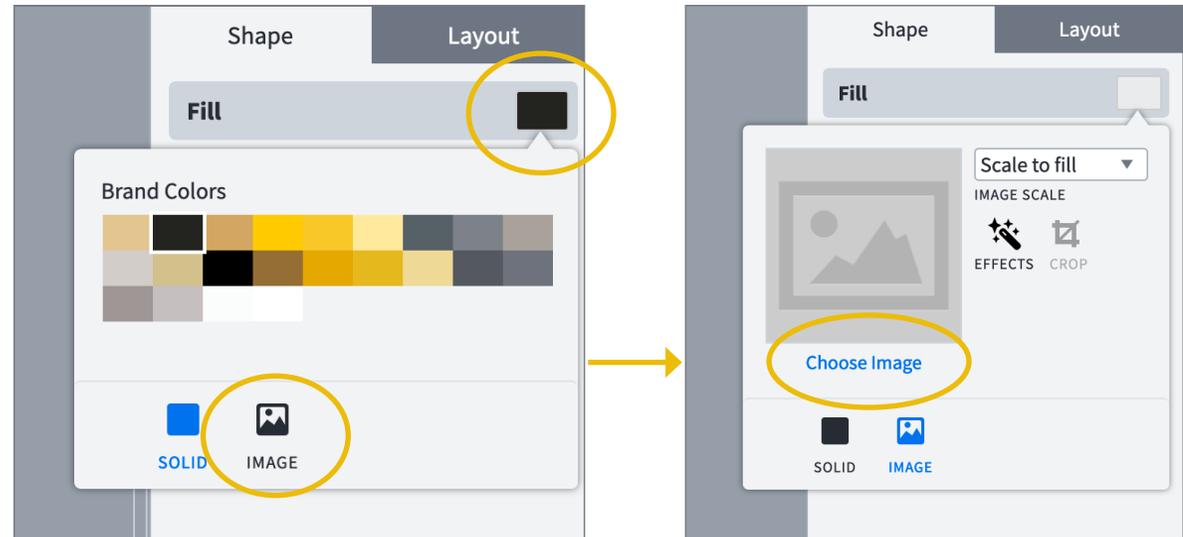


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8 PLACE IMAGE IN AN ANGLED BOX

- Click on an empty **ANGLED PHOTO BOX**.
- Go to the **FILL** bar in the **SHAPE TAB**, which is to the right of the canvas.
- Select the **GRAY BOX** from the **FILL** bar.
- 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.



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9 CROP AND MASK AN IMAGE

- Select an image in your document.
- Click on **CROP AND 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.

CROP & MASK

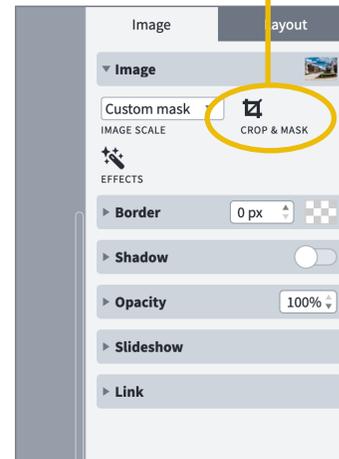


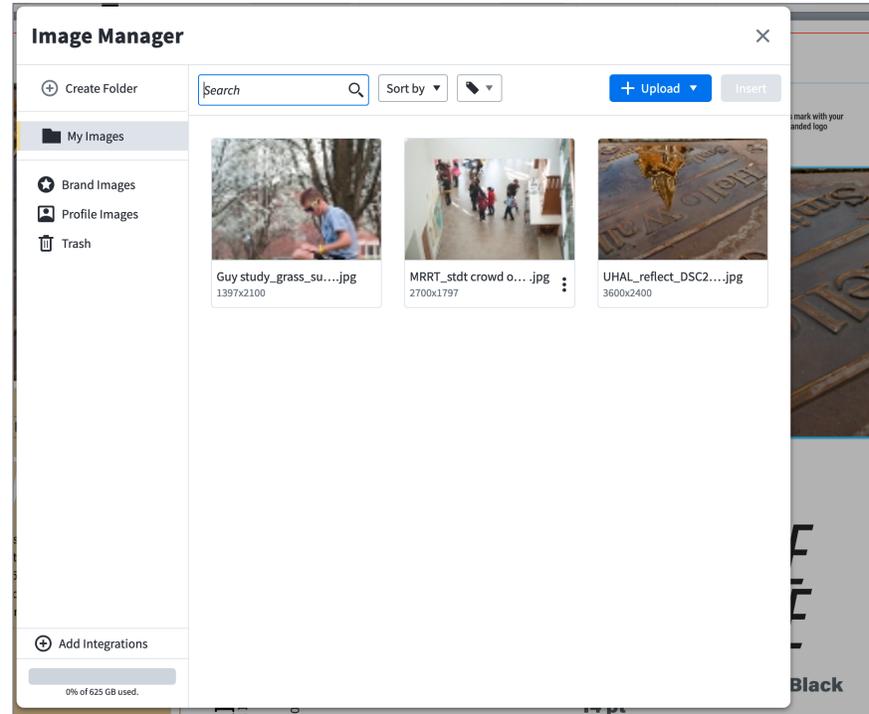
IMAGE HIGHLIGHTED FOR CROPPING AND REPOSITIONING

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10 CHANGE AN IMAGE

- Double-click on an image to open the **IMAGE MANAGER**. You'll see all the images you have uploaded.
- Select a new image and click **INSERT** to place the image in the box.

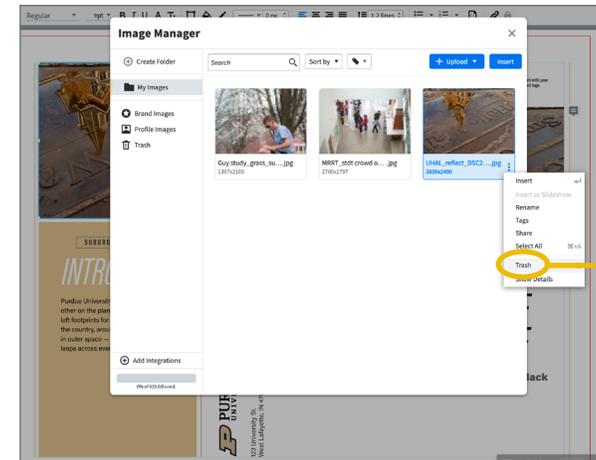


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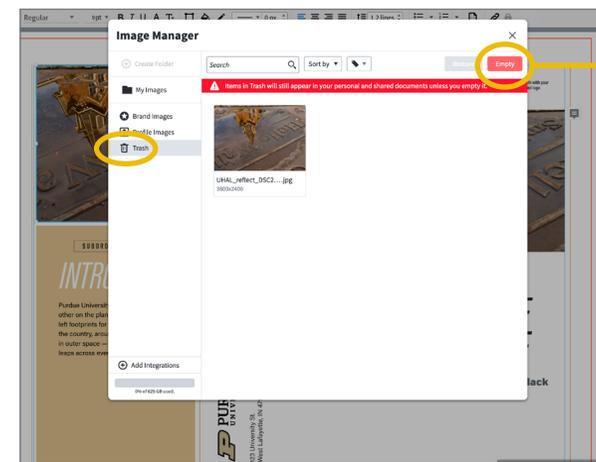
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11 DELETE AN IMAGE

- To delete an image **FROM YOUR DOCUMENT**, simply **SELECT AND DELETE IT**. The image is **STILL STORED** in your Image Manager for future use.
- To delete an image **FROM YOUR IMAGE MANAGER**, one way to remove it is to **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 will still appear in your document layouts unless you take the additional step of **EMPTYING THE TRASH**.
- You can also go directly to the **IMAGE MANAGER TO EMPTY THE TRASH** of unneeded photos.



MOVE IMAGE TO TRASH



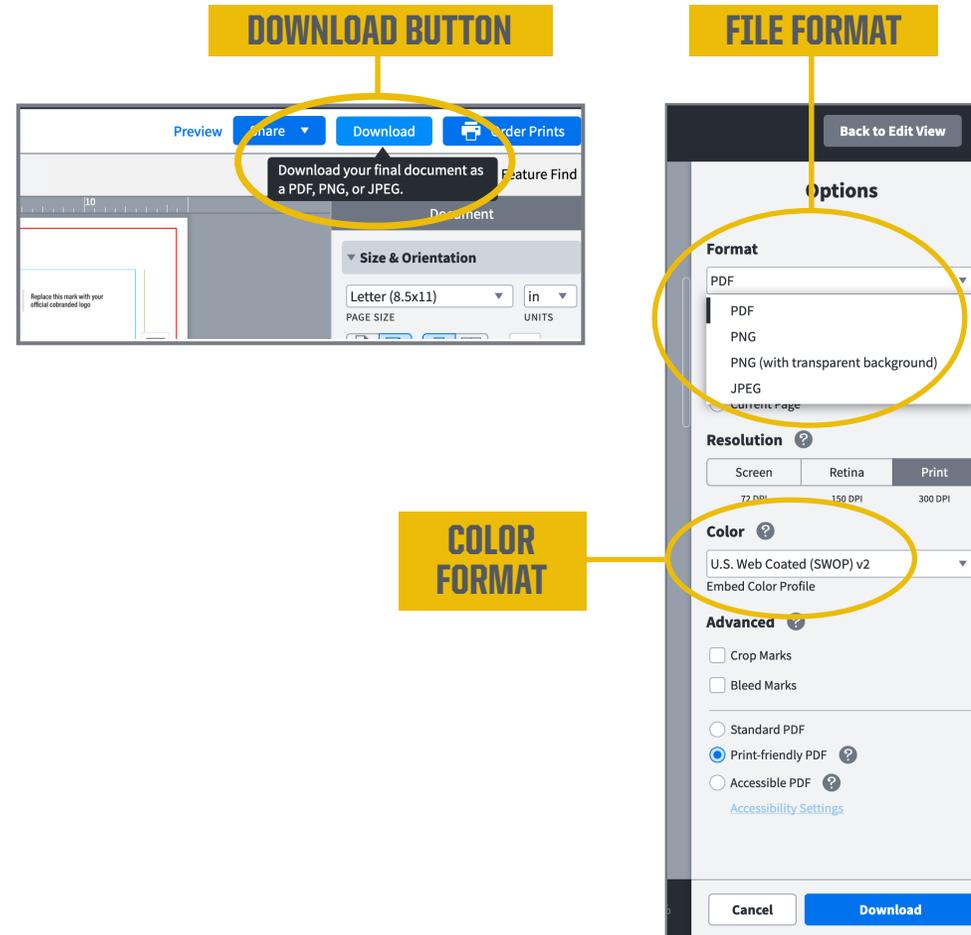
EMPTY TRASH

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12 DOWNLOAD YOUR DOCUMENT

- When your document is finished, navigate to the blue button labeled **DOWNLOAD**, in the upper right corner.
- Under **FORMAT**, the download options are listed: **PDF, PNG, PNG WITH TRANSPARENT BACKGROUND, or JPG** formats.
- Under **COLOR**, select **CMYK FOR PRINT** and **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**.





Marketing and Media

purdue.edu/marketing

purdue.edu/brand