

# A HELP GUIDE FOR BHSU BRANDED TEMPLATE EDITING

The following is a general help guide for editing and using the BHSU branded templates available at [www.BHSU.edu/Templates](http://www.BHSU.edu/Templates).

The file types available for each template (with the exception of the branded PowerPoints, email signature, and zoom backgrounds) are as follows:

**.pub** (Microsoft Publisher file); **.pptx** (PowerPoint file); **.docx** (Microsoft Word file); **.pdf** (PDF file); **.indd** (InDesign file); **.zip** (Zip file containing all the previous file formats listed).

Once you have downloaded and opened your desired file type of the template, you are ready to start editing it.

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## HEADERS

When creating the header or title on your template, it should grab attention. Pick a title or header that is fairly short, easy to read, and clearly communicates what the poster/flyer/powerpoint is about.

## PHOTOS

If you would like to change the photo on the template, keep the following things in mind while choosing the new photo.

Quality photographic images are critical for first impressions. Use of a high-resolution (300dpi) graphic or photo will make your document more visually appealing and will be high-quality when printed.

Consider what images might appeal best to your audience. Is a group photo of faculty relevant to a high school student? Will a potential donor be moved by a distant shot of a speaker at a podium? Will alumni be impressed by bored-looking attendees at a luncheon? People should be depicted in plausible settings, engaged in some pursuit, or be posed naturally.

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To change a picture in Publisher, Word, or PowerPoint, you can right-click on the photo and select **Change Picture > From a File** and then navigate to the photo you would like to change it to.

In InDesign, you can change a picture by finding your picture in File Explorer, right-click on it and select **Copy**. Then go to your InDesign file and right-click on the photo you want to change and select **Paste in Place**. The photo should be swapped out with the photo you copied.

## CONTENT

Try to keep text as simple and uncluttered as possible and then direct them to the website where they can get the details. If for an event, be sure to include the date, location, and time on the design.

Be sure to include a contact name and phone number or email address in case people request more information.

If the poster is for an event, make sure to include the disability statement with the correct contact info included:

*Persons with disabilities requesting accommodations for this (these if it's more than one) event may contact <name> at <phone number> or email <email> at least 48 hours prior to the start of the event.*

## LOGOS

The BHSU logo should be prominent and be immediately noticeable on all publications. To download a copy of the logo or Sting, visit [www.BHSU.edu/Logos](http://www.BHSU.edu/Logos).

Sting, the Yellow Jacket mascot, may be used in addition to but not as a replacement for the official logo on most publications. Specific departments, athletics, alumni, and student organizations, may choose to use the mascot rather than the logo as long as the words Black Hills State University are prominently included. Other departments and organizations may use the mascot in conjunction with the official logo.

## MARGINS

When printing a poster or flyer from the Printing Center, you will need to leave at least a 0.25" white margin around the entire edge of the design. All the templates are built with the 0.25" border already included, just make sure you don't add any text, shapes, pictures, etc. in that white margin space.

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## PROOFS

If you have any questions or wish to have your poster reviewed by Marketing & Communications, make a high-quality pdf and send it to **Kristen.Kilmer@BHSU.edu** or **Laurel.Simpson@BHSU.edu**.

## FINISHED WITH YOUR POSTER?

Be sure to package your file if you are taking it to another computer or sending it to the printing center. Packaging your file ensures that all fonts and linked graphics are included with your design for handoff to the Printing Center.

Packaging is different for each program, so you'll need to follow the directions below for the program you are using to edit your template.

**Note:** *If you make changes to your publication after you package your files, be sure to package the updated file again so that the changes are included in the publication that you provide to the Printing Center.*

### **InDesign**

1. With your project open in InDesign, click **File > Package**.
2. Click **Package**.
3. Tick boxes to include fonts, linked graphics, and document settings. Choose where you want to save your file and click **Package** again.
4. Your InDesign document, image links and fonts will all be included in one folder which can be zipped and sent to the Printing Center for printing. If the file is over 2MB, you will probably want to save it to a jump drive to take to the printing center.

### **PowerPoint**

**NOTE:** *The ability to package a file for printing is not available for PowerPoint so you will need to export it to a PDF file that will still preserve the formatting, fonts, and images.*

1. Click **File > Export > Create PDF/XPS Document**.
2. Click **Create PDF/XPS**.
3. In the **Publish as PDF or XPS** task pane, choose the location where you want to export the file. Make sure the **Save as type** is set to **PDF**.
4. Click **Publish**.
5. The PDF can then be sent to the Printing Center for printing. If the file is over 2MB, you will probably want to save it to a jump drive to take to the printing center.

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## **Microsoft Publisher**

1. Click **File > Export > Save for a Commercial Printer**.
2. In the **Save for a Commercial Printer** task pane, select **High quality printing** and **Both PDF and Publisher.pub files**.
3. Click the **Pack and Go Wizard** button.
4. In the **Pack and Go Wizard**, choose the location where you want to export the file, and then click **Next**.
5. The **Print a composite proof** check box is always selected by default. Clear the **Print a composite proof** check box, and then click **OK**.
6. The packaged folder can then be zipped and sent to the Printing Center for printing. If the file is over 2MB, you will probably want to save it to a jump drive to take to the printing center.

## **Microsoft Word**

**NOTE:** *The ability to package a file is not available for Word so you will need to export it to a PDF file that will still preserve the formatting, fonts, and images.*

1. Click **File > Export > Create PDF/XPS Document**.
2. Click **Create PDF/XPS**.
3. In the **Publish as PDF or XPS** task pane, choose the location where you want to export the file. Make sure the **Save as type** is set to **PDF**.
4. Click **Publish**.
5. The PDF can then be sent to the Printing Center for printing. If the file is over 2MB, you will probably want to save it to a jump drive to take to the printing center.

## **RESOURCES** .....

### **Publisher Resources**

Publisher General Support Page - <https://bit.ly/3r5BsQY>

Quick-start Training for Publisher - <https://bit.ly/2ITUxeC>

### **Word Resources**

Word General Support Page - <https://bit.ly/3afZo50>

Quick-start Training for Word - <https://bit.ly/37p3czf>

### **PowerPoint Resources**

PowerPoint General Support Page - <https://bit.ly/37qh6RA>

Quick-Start Training for PowerPoint - <https://bit.ly/2WrVlud>

### **InDesign Resource**

Adobe InDesign Learn & Support - <https://adobe.ly/3gRBrCm>