

Editable Marketing Materials Style Guide

Headers:

Font: Futura Bold

Font Size: 14

Colors: C-100 M-90 Y-10 K-0 (set as default)

Paragraphs:

Font: Helvetica Neue or Helvetica

Font Size: 8

Colors: 25% Gray or C-69 M-63 Y-62 K-58 (set as default)

Editable Marketing Materials Editing Instructions

1. Open the **PDF in Adobe Acrobat Pro**. You must have Adobe Pro to edit.
2. In the upper right hand corner click **Highlight Fields**. This allows you to see the editable text areas.
3. Click in the field you wish to edit and add your content.
4. To adjust font sizes, colors, or other elements, in the tools bar click the **Forms**.
5. In the drop down choose **Edit** (this may say Add or Edit Fields).
6. Select the box in which you want to make font or other appearance changes, and select the appearance tab and select your fonts, etc.
7. Select **Close Form Editing** to return to preview and text editing.
8. Follow this process to update all editable text areas.
9. To add your logo, choose Edit, double click the **Logo** field or any field where there will be an image specific to your college location, a pop-up window will appear.
10. Choose the **Options** tab, in the pop-up window.
11. Click the **Choose Icon** Button. Then browse your files for specific school logo you wish to use in the brochure. (**NOTE: The Logo must be saved as a PDF**)
 - a. To save logo as PDF open logo by double clicking JPG, PNG etc... Then Export as PDF. Make sure your logo is print resolution (at least 300 dpi). If you are not sure, ask your marketing department for a high-res logo pdf.
 - b. If logo doesn't fit into the space, click **Advanced** button. In dropdown choose fit if too big. Ratio should be 50/50. Click OK.
12. Click **Close** in the pop-up window to save the changes made to the logo image.
13. To return to preview **Close Form Editing** to see edits.
14. Double check through your work in the preview mode.
15. Save the file by going to **File**, then **Save As**
16. Create a **NEW file name** for the PDF.
17. Open **NEW PDF** and print.
18. To print, from the File pull down, choose **Page Set Up and set the page size**. Choose the correct page size or create a custom page size. In order to get full bleed on all print pieces they must be printed on paper larger than the original file and trimmed.
 - a. Tri-fold- Original file is 11 X 8.5, needs to be printed on ledger (17 X 11) paper. *This file landscape*
 - b. Sumo postcards- Original file is 11.125 X 6.125, needs to be printed on legal paper (14 X 8.5) *These files are in landscape*

Be sure to inform your printer of the actual document size for each piece. The pieces will need to be trimmed on the crop marks in order to get the correct final document size. Additionally, for the tri-fold, we recommend having your print shop professionally fold them for you.