

Graphic Guidelines/Best Practices Working With Newsletters

CSU Extension

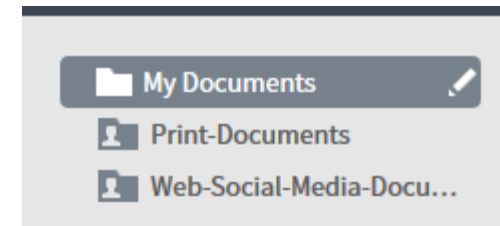
March, 2018



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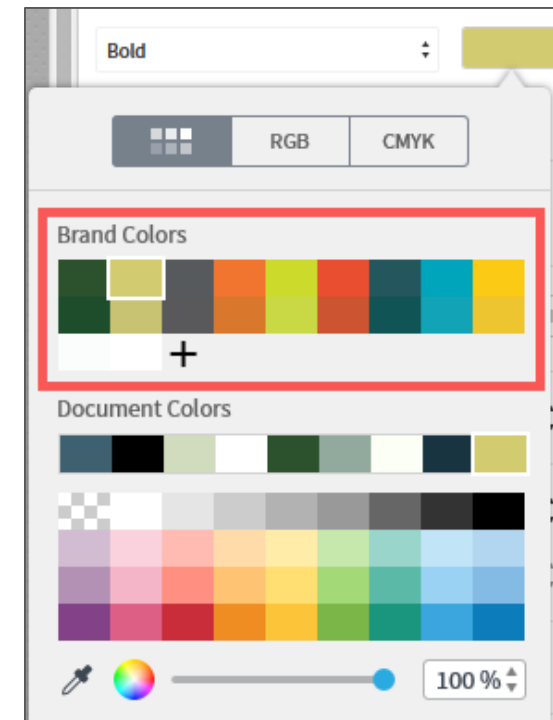
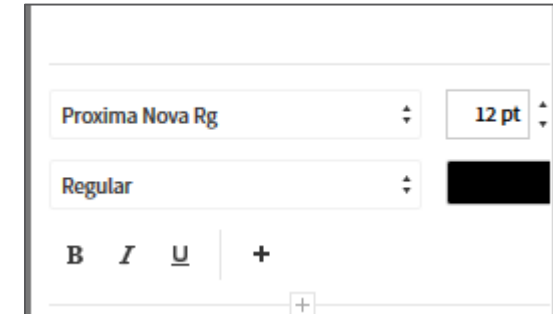
LucidPress templates

- Upper left hand corner
- My Documents>Print-Documents
- When you select a template, it will go into your My Documents
 - Three dots at lower right allow you to rename (good idea)
- Communication!
 - We are still working on the templates
 - If you think something needs to be tweaked, let Joanne or I know, we will work with you
 - The goal is to make them user-friendly for you!
- Need to request and receive approval before downloading, so give yourself enough time



Fonts and colors

- These choices are locked in for some, but not all, templates
- Font Styles for newsletters
 - Headline: Vitesse Book
 - Subhead: Proxima Nova Rg
 - Body text: Proxima Nova Rg
- Font sizes:
 - I'll provide specifics as we build it
 - Resize body text/line spacing in tiny increments to fit
- Font colors:
 - Choose all colors from Brand Colors (and print or web respectively)
 - Black for white background
 - White or Gold for green backgrounds
 - I'll provide specifics as we build it



Header

- Header: Vitesse Book, 44 pt, white
 - Adjust size if needed
- Subhead: Proxima Nova Rg, 16 pt, white
 - Adjust size if needed

The logo for 'Family Matters' is displayed on a dark green rectangular background. The words 'Family Matters' are in a large, white, serif font, enclosed within a thin white rectangular border. Below this, the tagline 'Improving Health Together' is written in a smaller, white, italicized serif font. A small white dot is positioned above the top center of the logo box.

Family Matters

Improving Health Together

Left Sidebar

- Header: Proxima Nova Rg, 15 pt, Gold
- Body text: Proxima Nova Rg, 10 pt, White

March 2018 Newsletter

For back issues visit:
[www.ext.colostate.edu/
Pubs/fammatrs/fmmenu.
html](http://www.ext.colostate.edu/Pubs/fammatrs/fmmenu.html)

For more information
contact the CSU Extension
office nearest you, or visit:
extension.colostate.edu

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are copyrighted, but may
be reproduced in full
without modification if
credit is given to Family
Matters, Family and
Consumer Sciences, and
Colorado State University
Extension. For all other
requests contact the
author.

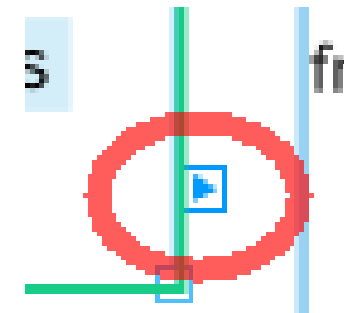
Extension programs are
available to all without
discrimination. Colorado
State University, U.S.
Department of
Agriculture and Colorado
counties cooperating.



Body text, page one

- First Header: Proxima Nova Rg, 15 pt, black
- Body text: Proxima Nova Rg, 10 pt, black
 - Bolded byline
 - After you have connected ALL your text boxes, you can edit and/or make small adjustments to text size and line spacing to get the text to fit the space
- When too much text is in the text box you get an “overflow” indicator
 - Blue arrow icon in lower right of column
 - Hover over the blue arrow icon
 - Your cursor will change to a plus
 - Drag and drop into the second column and/or next page

Pistachios: A Small But Mighty Nut



Images

- You need to switch out the upper right image in the second column
- Import image into LucidPress using image tool
- Make sure you have rights!!!
 - CSU Extension material have to have a commercial license
 - Google>Settings>Advanced Search>Usage rights
 - “Free to use, share or modify, even commercially”
- Select old image, insert new image
 - Right side panel>Fill>Click on pic>Choose image
- Resize to margin and border lines
 - NEVER size a image larger, smaller is okay



Body text, page two

- Body text: Proxima Nova Rg, 10 pt, black
- Connect up page 1, second column into the upper left hand column of page two if necessary
- Resize font/line spacing only after all text is in place
 - Tiny increments is a huge difference when spread over the columns

2nd Page Footer

- Body text: Proxima Nova Rg, 8-9 pt, black
 - Resize to fit
- Two columns, one overflowing into the other

Additional Resources:

For a quiche type muffin recipe go to www.ext.colostate.edu/Pubs/fammatrs/fmmenu.html and look for the Family Matters Newsletter, September 2016 "The Power of Protein" issue.

For a banana oat muffin recipe go to the above link and look for the Family Matters Newsletter, April 2017 "For the Love of Bananas" issue.

CSU Extension – Live Eat Play: <http://www.liveeatplay.colostate.edu/eat/nutrition101/foods-a-z/pistachios.php#.WleTg66nEdU>



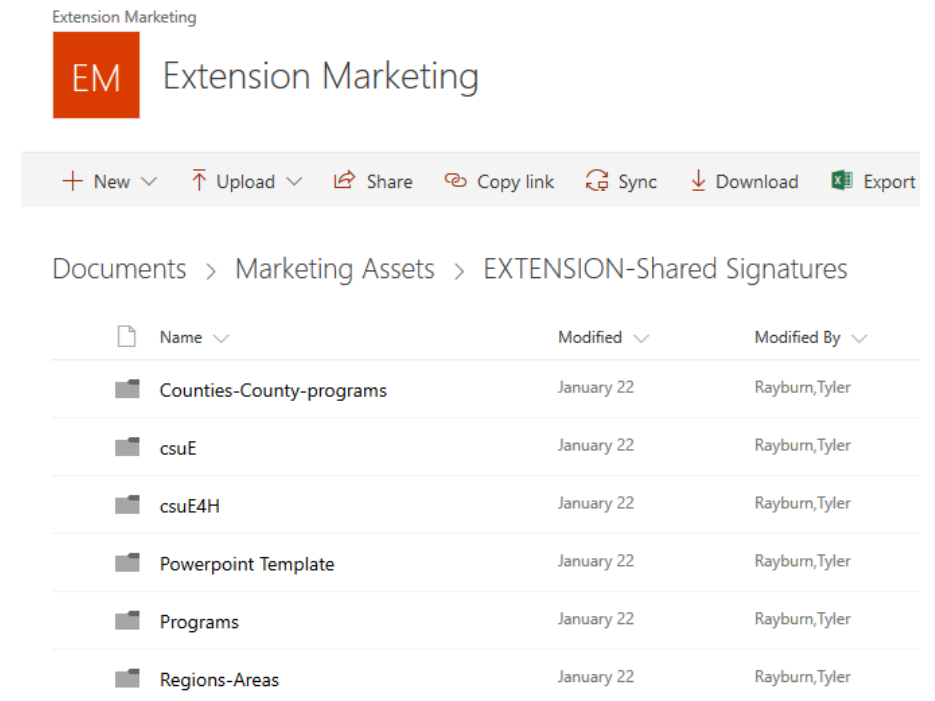
Other image tools

- All but Photoshop are free
- Detailed image manipulation
 - Pixlr (free, intuitive, browser based)
 - Photoshop (not free, powerful but with a learning curve)
 - GIMP (free, open source, not too intuitive)
- Social media and the web
 - Canva
 - Static, text and images
 - Adobe Spark
 - Three flavors: post (static text and images), page (animated scrolling web page) (and VERY cool), video (video or “Ken Burns effect” stills)
 - Pablo
 - Offshoot of Buffer, very simple text and images



Where to find logos

- Flash Drive from Joanne during Forum
- Sharepoint>Documents>Marketing assets>Extension Shared Signatures
 - colostate.sharepoint.com/sites/Extension_Marketing/Shared Documents/
- .eps or .png
 - .eps is native to Adobe Illustrator (vector-based graphic)
 - .png can be manipulated with Photoshop, Pixlr, GIMP
- Types:
 - County specific logos
 - With program areas: 4-H, Master Gardener, Plant Master, etc.
 - CSU Extension, CSU Extension 4-H
 - Program logos
 - Community Development, Food Safety Works, Energy, etc.
 - PowerPoint template for CSU Extension (this is an example)
 - Region and Area logos
 - Front Range, Golden Plains, Tri River Area, etc.



CSU Style Guide

- brand.colostate.edu
- Signatures
- Color, Typography, Photography guidelines
- Web guidelines, Email Signature and guidelines
- Templates



Contact Information

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 - Jeff.wood@colostate.edu
- Webinars and Webinar materials:
 - <http://training.extension.colostate.edu/>



Thank you



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