

Step by step guide to editing DL leaflet template

1. **Amending text**, text is easily amended as the template is saved in a Microsoft document so can be edited the same way as any word document. The DL template has one main text box plus a small header and footer. It is recommended that you change the header and footer first so as not to forget them and inadvertently leave them with any fill in text or xxxx. The main text box is not formatted so has a flexible layout. To keep it simple though we would recommend following the following format:

- **Header box**, keep the size as 12 and un-bold. Ideally this will be the name of your division, school or faculty.
- **Title in main text box**, make size 16 and bold. Try to keep the title fairly brief, it shouldn't run over two lines.
- **Introductory text in main text box**, make size 12 and un-bold. This is a good place to write a brief overview of what the leaflet is for. Keep to about five to seven lines.
- **Subheadings in main text box**, make size 12 and bold. Subheadings are a good way to break up the leaflet, a maximum of four is suggested, as this helps the reader identify the parts of the leaflet that they need. Keep subheadings to one line.
- **General text in main text box**, make size 10 and un-bold.
- **Footer**, keep as size 8 and bold. Change to the appropriate web address.

Colours for titles, intro texts and subheadings can be modified to a colour from the guidelines. It is not recommended that the general text in the leaflet changes colour as this will make it difficult to read.

See the DL example pdf to see the recommended layout.

2. **Adding an image**, when choosing and including imagery the identity guidelines should be adhered to on the correct use of imagery bristol.ac.uk/visualidentity/guidelines/imagery.pdf. By adding the image before choosing colours from the University's colour palette you can see which colours will work best with your image.

- Click in the image area to highlight the greyed out image box area
- Click on *insert* along the top navigation
- Click on *picture* in the top navigation
- Choose your picture from your saved files and double click to insert
- The image should fill the entire space, if extremely large then you can resize, but do not distort image.
- Image can also be formatted to be made, brighter, darker, more or less contrast, transparent or greyscale.

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3. **Customising colours**, colours need to be chosen from the colour palette in the Identity guidelines. Guidance on how these colours can be used and paired is available here bristol.ac.uk/visualidentity/guidelines/colours.pdf. The CMYK codes of all the colours are also available so that you can customise the colours in your Publisher template.

- To change the colour of text, highlight the text you would like to change.
- Right click and then click on the drop down arrow on the *A box* that shows in the small formatting tools box.
- Go down and click on *more fill colours*.
- On the colour palette box click on *custom* to add in the codes for the correct colours in the UoB palette.
- Make sure the *colour model box* is showing *CMYK* which is suitable for professional and desktop printing. This should then have four boxes that you can add numbers values in. All the CMYK codes are available in the identity guidelines. Add in the code for the colour you want and click *OK*.

Once you have added your custom colours they will appear in the *recent colours* section and you can select from there.

4. **Saving your document**, it is important that your document is suitable to send to a printer. The best way to do this (whether you are printing on your own desktop or sending to print services) is to convert your document to a PDF.

- Save your document in the usual way.
- Once saved click on the *File* tab in the top navigation again and select *Save as Adobe PDF*. This will convert the document to a PDF which can be saved along with your editable Publisher file.

Please note: a DL leaflet is half the size (width way) of an A4 page so when you save the Publisher file to a PDF it will automatically save two copies of your design on one document in order to print two leaflets per page. The PDF will also show quite a bit of white area at the bottom of the page. Do not worry about this, it is because a DL leaflet is not quite the length of an A4 page.

On completion of designing and saving your poster, contact print-services@bristol.ac.uk, and a member of the Print Services team will advise you on the next steps to get your poster produced.

All guidance on the brand can be found at: bristol.ac.uk/visualidentity/