



Network for a Healthy California

Microsoft Word Template Tip Sheet

(Instructions are for standard PCs. Some instructions may differ on a MAC.)

VALUABLE TIPS TO HELP YOU CUSTOMIZE NETWORK TEMPLATES

HEADERS AND FOOTERS

Why Images, Logos, or Borders Look Faded in a Template:

- These images are in the **Header and Footer** section of the document so they won't move when format changes are made. When printed, the page will print in full color.

Changing Headers and Footers:

- Click **View** on the top menu bar.
- Click **Header and Footer**.
- This brings you into the header and footer area of the page and allows you to edit as needed.
- To get back to the regular page, click **Close** on the header and footer toolbar.
- Or, double click outside the header and footer area anywhere on the page.

FONTS

- All *Network* templates use alternative fonts -Tahoma for headers and Arial for sub headers and body text.
- The official *Network* fonts (Officina Sans & Helvetica Neue) can be used if accessible.
- To use the official fonts, change cover titles and headers to Officina Sans.
- Change subheads and body text to Helvetica Neue.
- **Note: If official fonts are used, some computer users may not be able to view the fonts used. Save your document as a PDF so all viewers see the official fonts.**
- Use of the *Network* fonts, colors, and graphics will help create a strong, effective design. Therefore, using the WordArt feature in Word is not recommended.

COLORS

Network Color Palette:

- Colors on the standard Microsoft Word color palette toolbar are not the same as the *Network* color palette. Although, some shades may look similar.
- To get the exact *Network* color, click **Format** on the top menu bar.
- Select **Font**.
- Under the **Font Color** drop down section click **More Colors...**
- Click the **Custom** tab and make sure that the Color Mode is **RGB**.
- Enter the RGB numbers for each color. See page 17 of the Branding Guidelines Manual for additional information about colors.
- Remember, one primary color should be used as the dominant color (except yellow) and one to three complementary colors from the full palette. Choose the number of complementary colors based on the size of the project. See page 18 of the Branding Guidelines Manual for more details.

IMAGES

Insert a Picture:

- Click **Insert** on the top menu then click **Picture** > **From File...**
- Select the picture and click **Insert**.
- An inserted picture might not move on the page, which means it is locked.

Unlocking and Moving Pictures/Images on the Page:

- To unlock or move a picture anywhere on the page, right click on the picture and click **Format Picture**.
- Click the **Layout** tab and select **In front of Text** and click **Ok**.

Resizing Pictures/Images while Maintaining Proportions:

- Click on the picture so that the sizing handles are in view.
- Drag in or out one of the corner sizing handles to increase or decrease the size.
- **DO NOT** use the side or top and bottom handles because it will stretch the picture vertically or horizontally out of proportion.
- To change the size of a picture or image to a specific size, right click on the picture and select **Format Picture**.
- Click on the **Size** tab and under **Size and Rotate** enter the exact number for height or width. When you change one dimension, the other automatically changes proportionally.

LOGOS

Logos on Colored Backgrounds:

- Logos on colored backgrounds should be white or black only.
- To place a logo on a solid color background, always use a .GIF or PNG. file.
- **DO NOT** use a .JPG file because the logo will appear with a white box around it.
- The logo should be a minimum of 3/4" to ensure the words are visible.

Equal Sizing for Side-by-Side Logos:

- See instructions for "Resizing Pictures/Images while Maintaining Proportions" to view the height and width proportions of the logo size you desire.
- Go into the other logo(s) and change either the height or width to match one of the dimensions of the first logo.
- **Please Note:** Different logos are set up in different sizes, so the heights and widths will not be the same unless they are all perfect squares.
- To get close and have similar size logos, if one dimension matches, they will be close in proportions.

Including Partner/Other Logos:

- To include a partner/other logo on a flyer, click on the placeholder circle, click on **Insert, Picture from File** and select the logo from your files.
- Follow the direction under "Unlocking and Moving Pictures/Images on the Page."
- **Don't forget to delete the circle with text from the page.**

TIPS ON CHOOSING THE CORRECT FILE TYPES

USE	.EPS	.TIFF	.JPG	.GIF	.PNG
Print (Professional)					
Word Processing (Microsoft Word)					
PowerPoint					
Web					

- .EPS is the most versatile graphic format available. Many users will not be able to open them if they do not have a graphics program. If you can't open an .EPS file it does not mean something is wrong with the file. A professional printer will be able to open the file.
- .TIFF graphics are generally used for high resolution images, but it's possible for them to be low resolution and they can be black and white, gray-scale, or full color. Before you get something professionally printed, check that the images are high enough resolution.
- .JPG files are not transparent. **Do not** place a .JPG file on a color background or a white box will appear around the logo. This is not a good design and should be avoided.
- .GIF files are transparent so use a .GIF file to place a black or white logo on a solid color background.
- .PNG files are also transparent when used in Microsoft Word, email, and just about any program except Internet Explorer.
- A high resolution image means the file is 300dpi or larger no matter what file format an image is saved in.