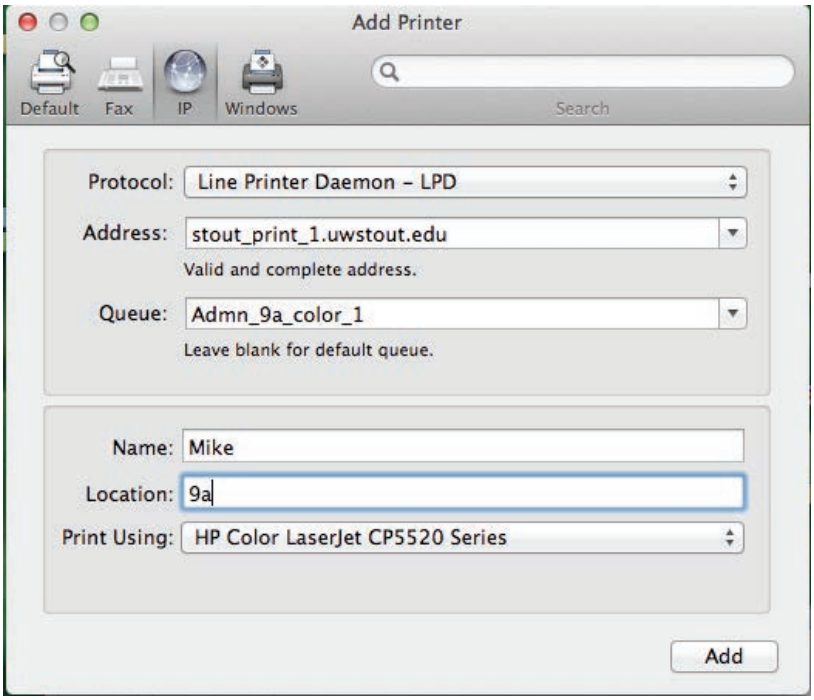
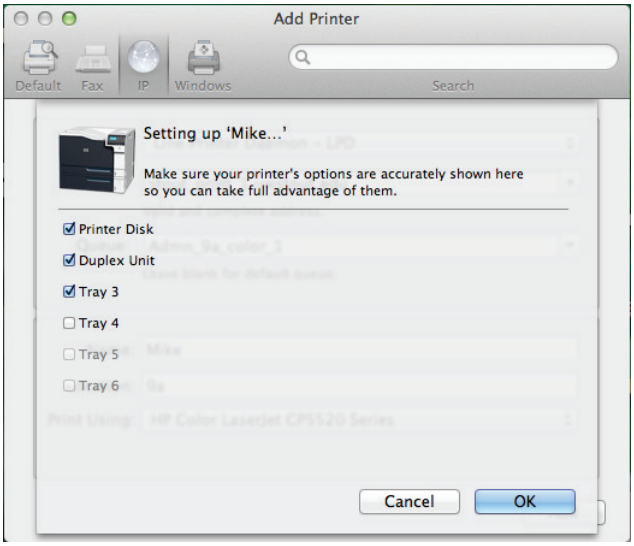
UNIVERSITY MARKETING

IMPORTANT INFO

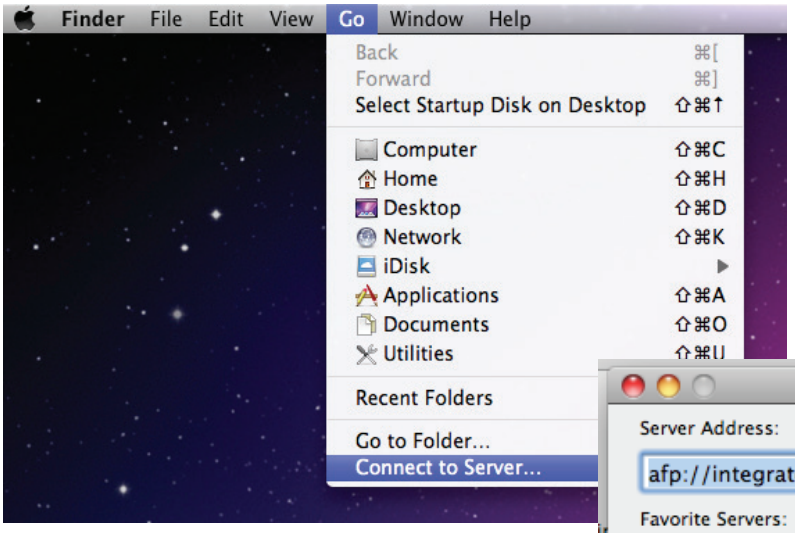
SET UP PRINTER

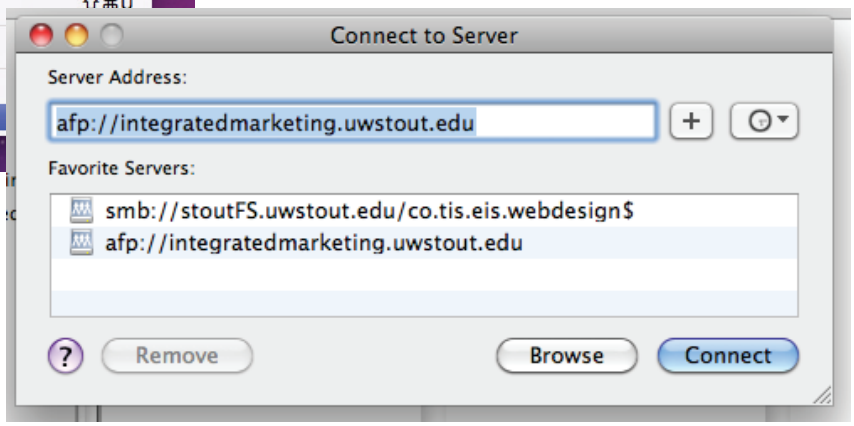




CONNECTING TO SERVER

- Sign in using your UW-Stout user-name and password





PROJECTS ORGANIZED BY YEAR

2014
2013
ect.

THEN BY CLIENT ABBREVIATIONS

ADM – Admissions
ASLS - Administrative & Student Life Services
BUS - Business & Financial Services
CAHSS - College of Arts, Humanities & Social Sciences
CEHHS - College of Education, Health & Human Sciences
CHNC - Chancellor's Office
CM - College of Management
CMPS - Campus Initiatives
CO - Credit Outreach
CRSV - Career Services
CSTEM - College of Science, Technology, Engineering & Mathematics
DC - Discovery Center
DNSTD - Dean of Students
ETH - Center for Applied Ethics
EXT - Extension and Partnership Services
FNDN – Foundation
GRAD - Graduate School
HONRS - Honors College
HR - Human Resources
IM - Integrated Marketing
INTL - International Education
MCNR - McNair Scholars Program
SMOC - Stout Manufacturing Outreach Center
PARQ - Planning, Assessment, Research & Quality
PEPS - Professional Education Programs and Services
PROV - Provost's Office
RS - Research Services
TRANS - Transfer Office
UNCOM - University Communications
UWSO - UW-Stout Online

FILE ORGANIZATION

FILE NAMING

Year_ClientProject_Deliverable

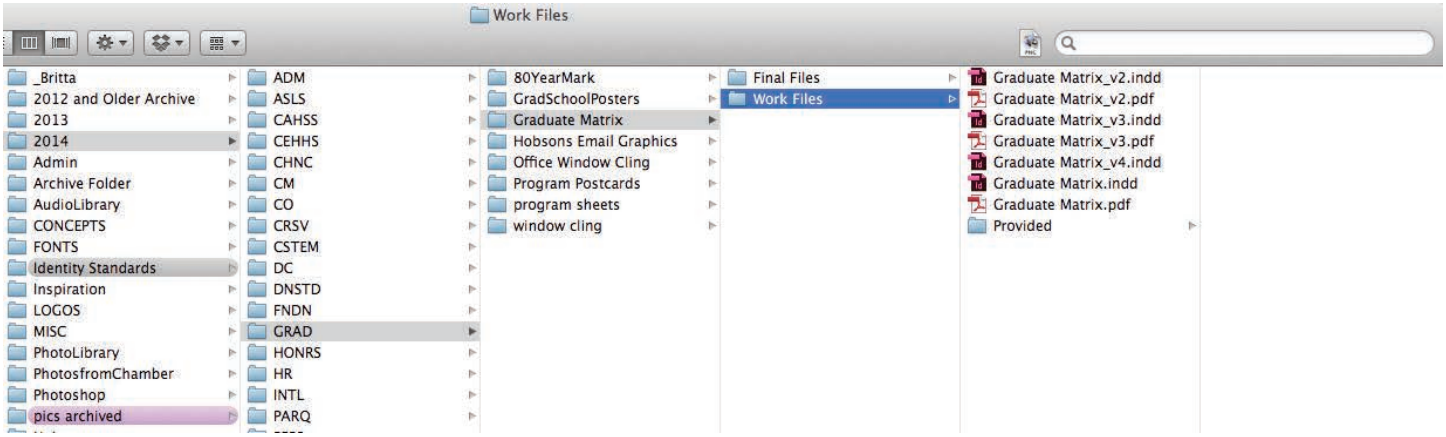
FOLDER STRUCTURE

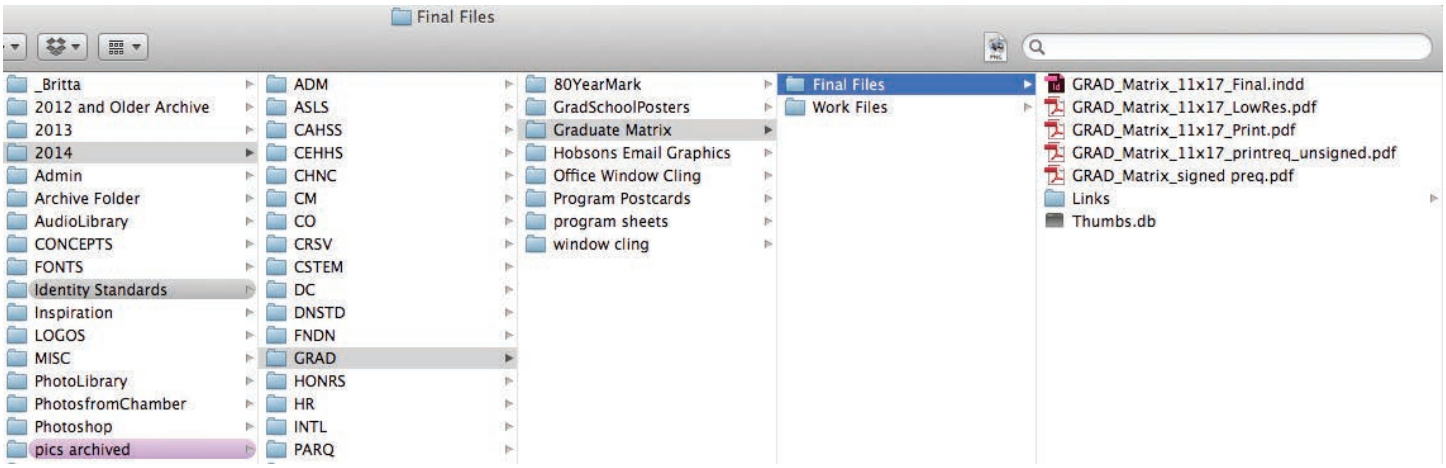
Work Files/ (working inDesign files and proofs)

- FileName_v1.indd
- FileName_v1.pdf
- FileName_v2.indd
- FileName_v2.pdf
- Source Files/ (provided files, images, inspiration, ect)

Print Files/ (Final files)

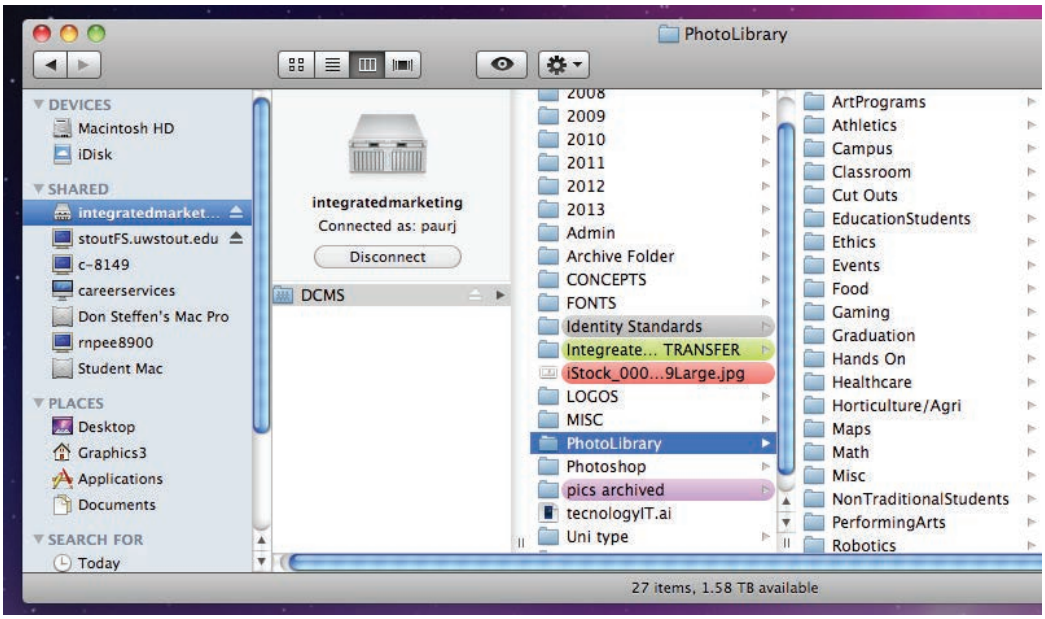
- FileName_Final.indd
- FileName_Print.pdf
- FileName_LowRes.pdf
- printreq_unsigned.pdf
- Links/ (packaged images)



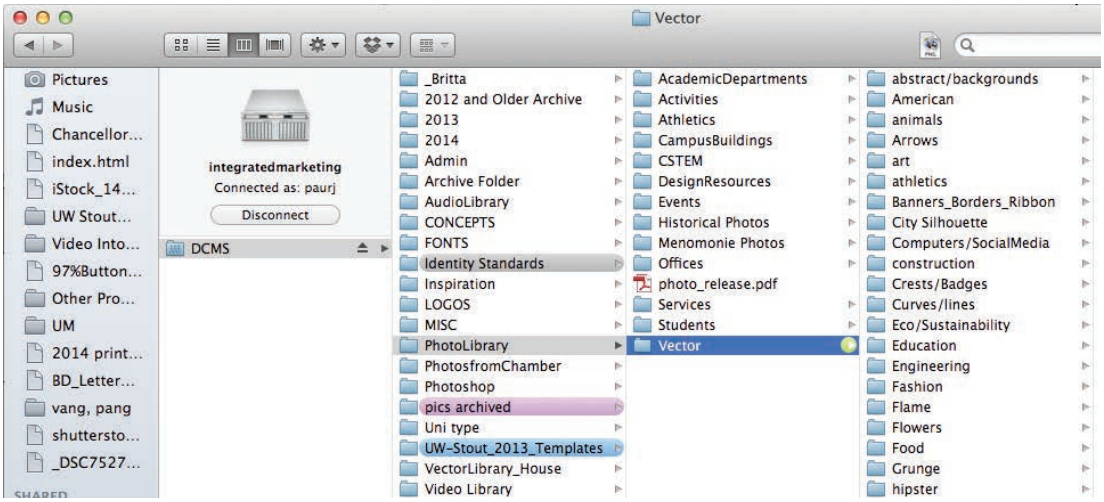


HOW TO FIND THINGS

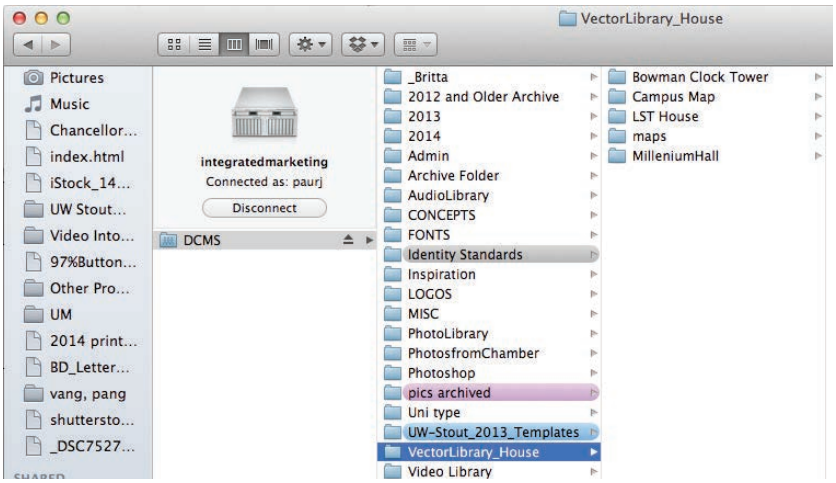
PHOTO LIBRARY



VECTOR STOCK LIBRARY



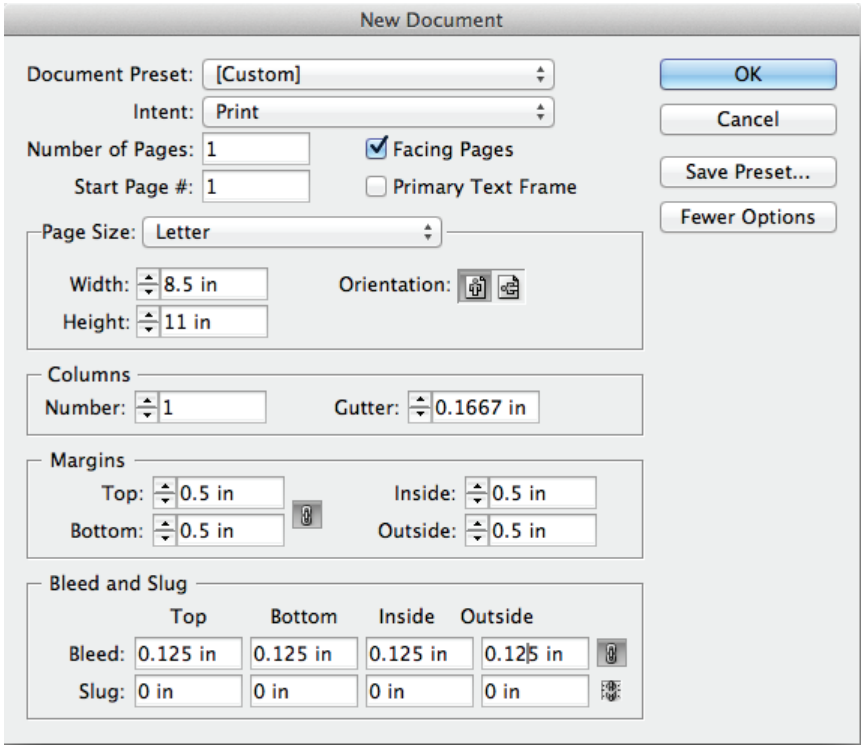
VECTOR HOUSE LIBRARY



FILE SET-UP

INDESIGN

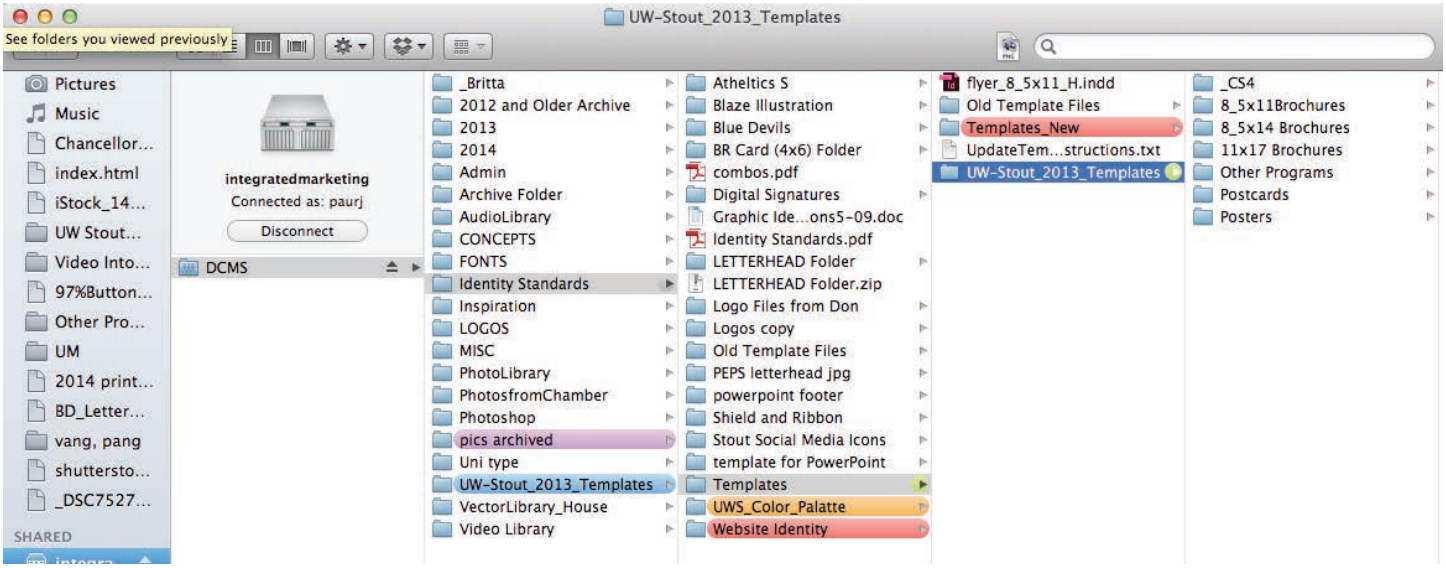
- ⌘N to open new document
- Set appropriate size, orientation, ect.
- Set bleed to .125”



IDENTITY STANDARDS

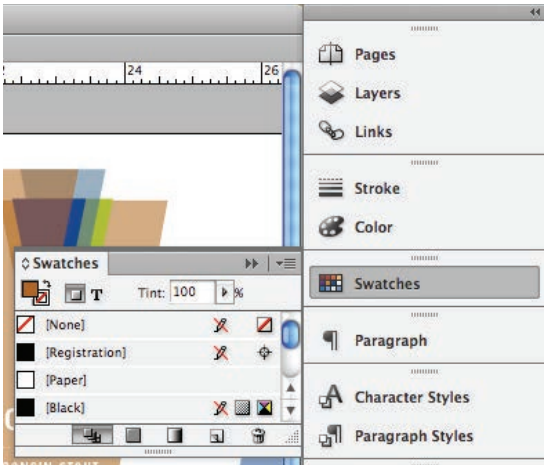
IDENTITY TEMPLATES

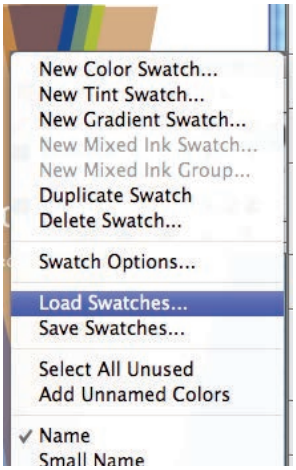
- Use a new template for every project
- Use quick guide to verify shield and ribbon is correct

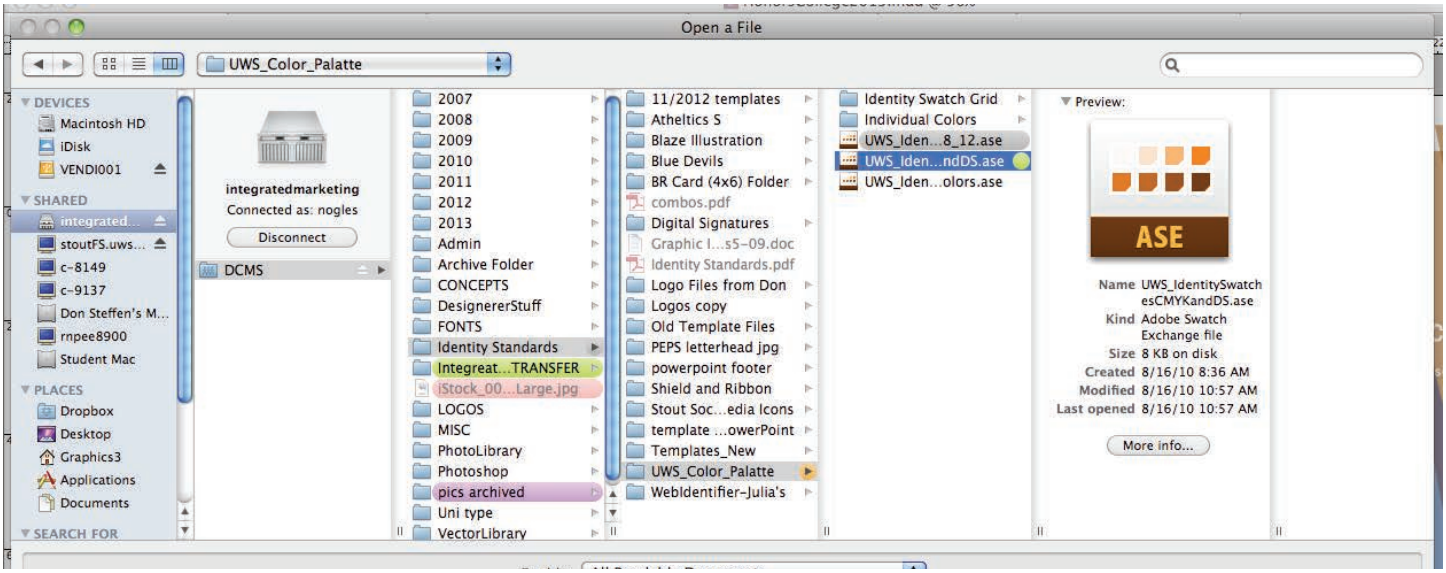


OPEN SWATCH LIBRARY

- Open swatch palette
- Click drop-down, select Load Swatches...
- Locate correct swatch palette on server

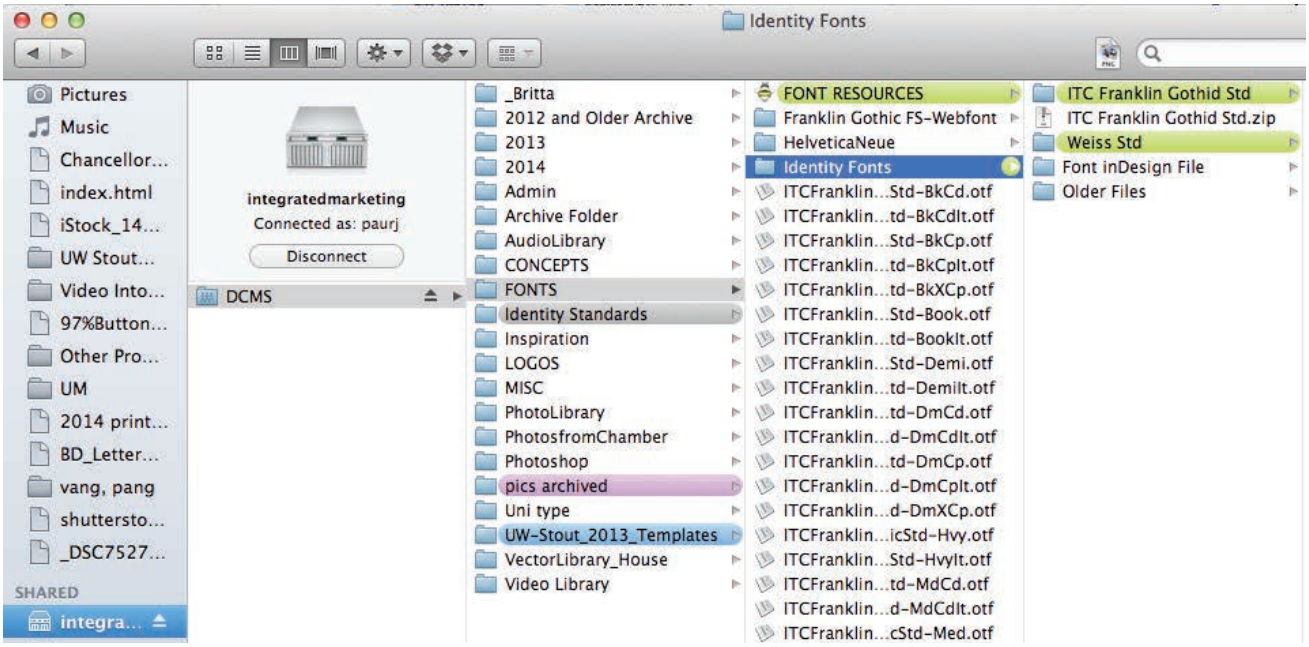






IDENTITY FONTS

- Only use ITC Franklin Gothic and Weiss



BRANDING QUICK GUIDE

This piece is designed to provide some quick tips for daily reference and does not constitute the full UW-Stout branding guidelines. The full guide can be found at: ***http://www.uwstout.edu/identity/index.cfm***

1 USING THE TEMPLATES

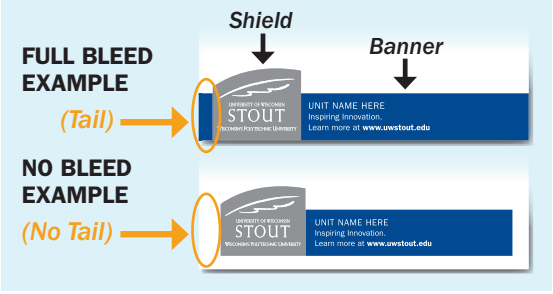
WWW.UWSTOUT.EDU/IDENTITY/INTRANET/DOWNLOADS.CFM

Shield and ribbon must be located on the first page of a multi-page document or on the front of a two-sided piece.

Use a template for anything larger than 3" x 5"

Email ***identity@uwstout.edu*** *when:*

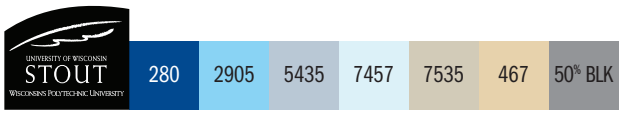
- *A template is not available in your desired size*
- *You are creating a large banner or exhibit graphic*
- *If you have any questions*

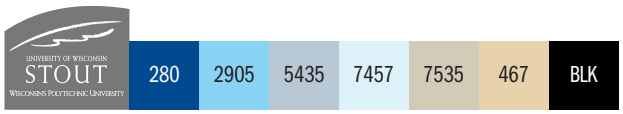


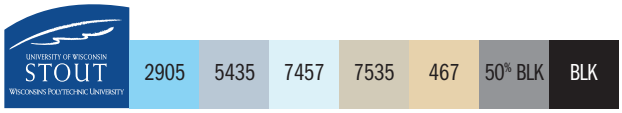
2 SHIELD AND RIBBON COLORS

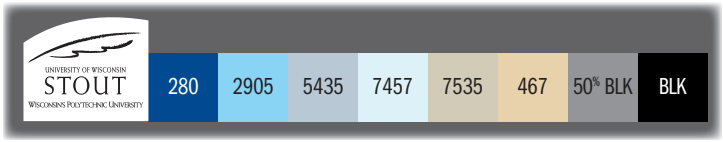
DO NOT EDIT, DELETE, SCALE OR OTHERWISE MODIFY THE LOGO, SHIELD OR RIBBON

(Numbers represent PMS colors)









3 RIBBON TEXT

NO ADDITIONAL TEXT OR IMAGES ARE ALLOWED IN THE RIBBON

REPLACE "UNIT NAME HERE" - *Use your department, college name or* UNIVERSITY OF WISCONSIN-STOUT *(ALL CAPS)*

UPDATE LINK - *Replace with the most relevant link to your content or leave as* **www.uwstout.edu** *(Demi-weight)*

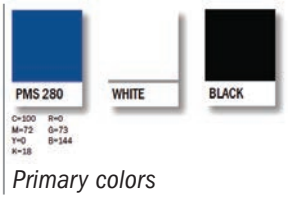
Text color can be white, 50% black or black, as long as it is readable against your ribbon color

4 UW-STOUT APPROVED FONTS AND COLORS

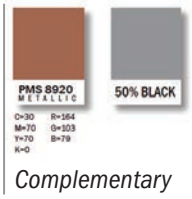
PLACE ALL ARTWORK IN A LAYER BEHIND THE SHIELD AND RIBBON

APPROVED FONTS - *Weiss (Substitute Times New Roman) or ITC Franklin Gothic* *(Substitute Helvetica or Arial)*

APPROVED COLORS - *Colors are built into the templates swatches panel.* *(www.uwstout.edu/identity/colors-fonts.cfm)*



Primary colors



Complementary

(Images of the shield and ribbon use above are for illustration purposes only. Please reference the approved templates for correct sizes.)

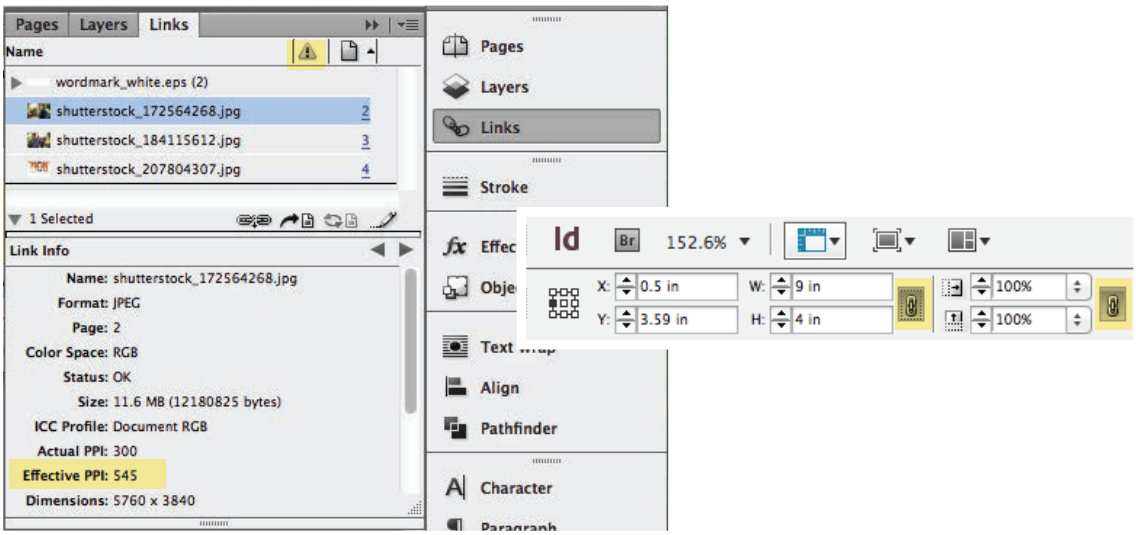
UNIVERSITY OF WISCONSIN STOUT
WISCONSIN'S POLYTECHNIC UNIVERSITY

UNIVERSITY OF WISCONSIN-STOUT
Inspiring Innovation. Learn more at **www.uwstout.edu/identity**

CHECK FILE

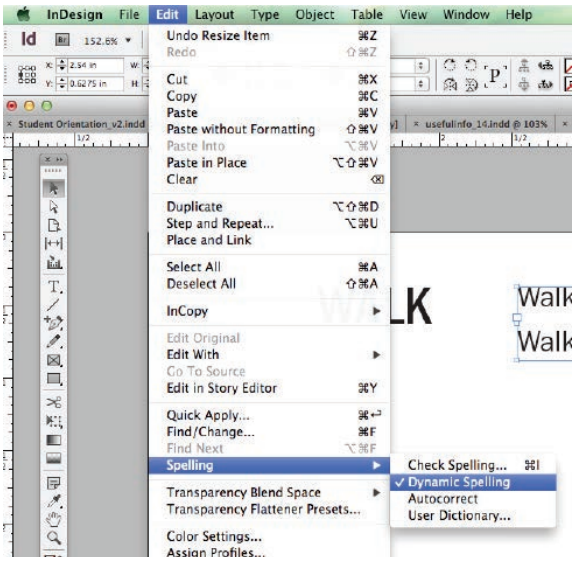
PHOTOS

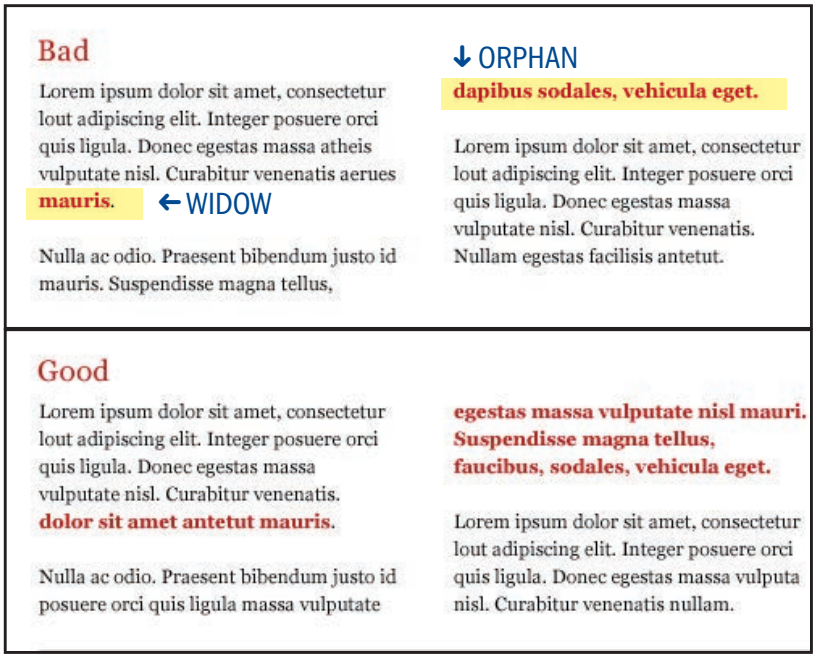
- Check that photos are over 300 Effective PDI in links palette
- Make sure links are updated in links palette (no ⚠)
- Make sure you use constrained proportions when scaling/resizing photos



TEXT

- Turn on dynamic spell-check (Edit ➜ Spelling ➜ Dynamic Spelling) and run spell-check (⌘I)
- No over-set text boxes (no ⊞ on text boxes)
- Check for widows and orphans

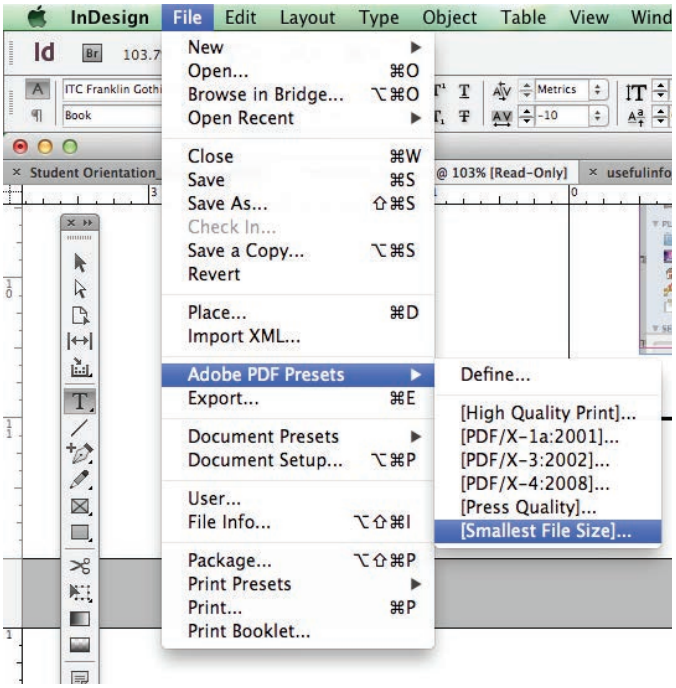


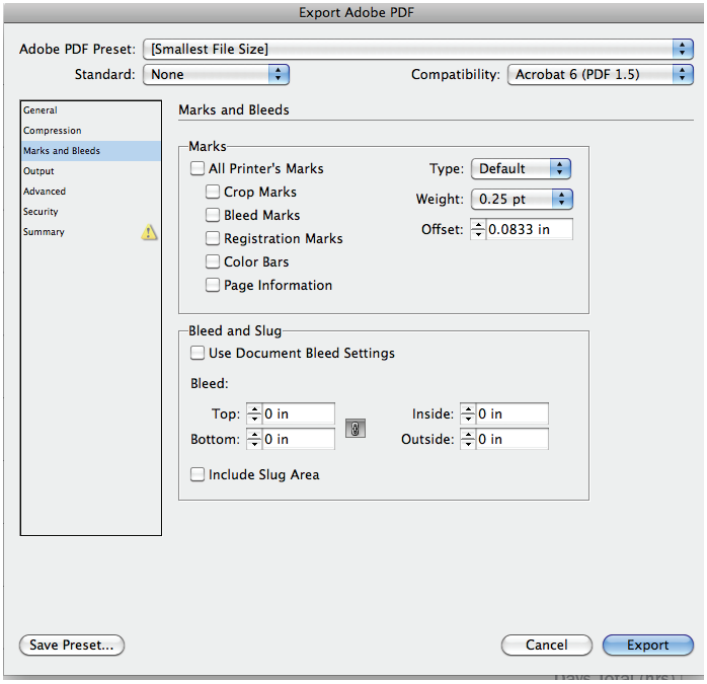


EXPORT FILE

EXPORTING PROOF TO .PDF

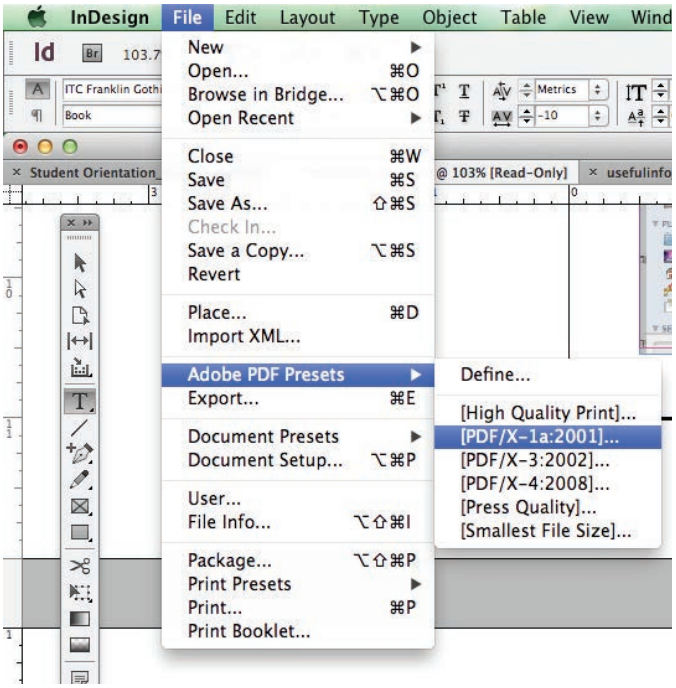
- File➔ Adobe PDF Presets ➔ [Smallest File Size]
    - No bleed or crop marks

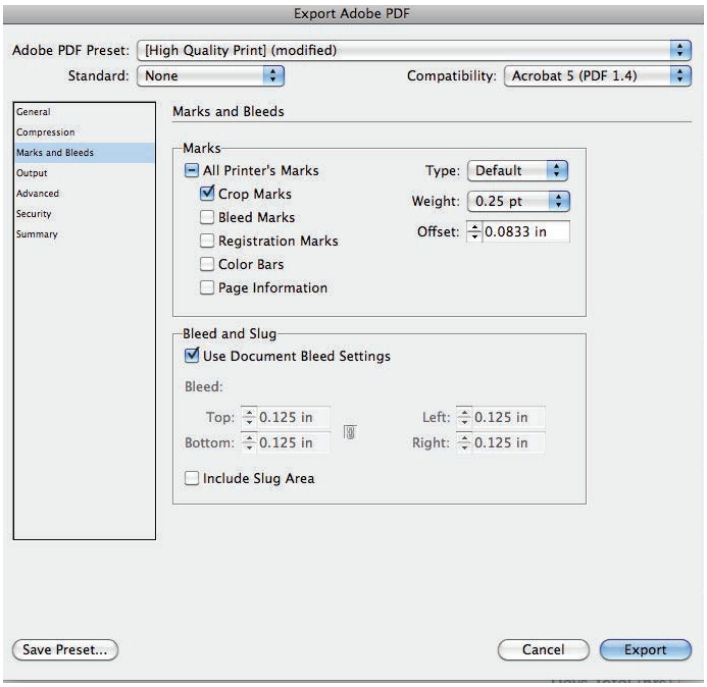




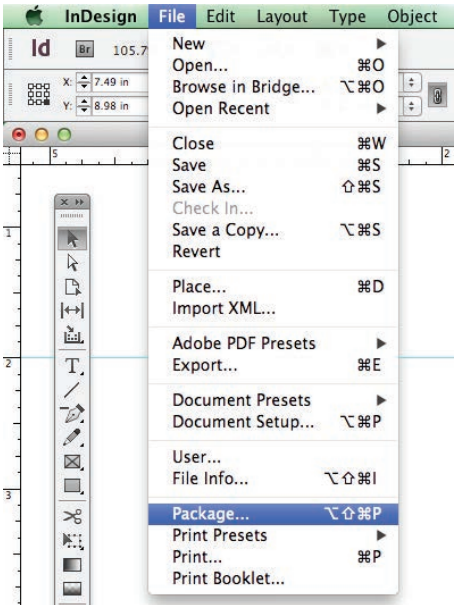
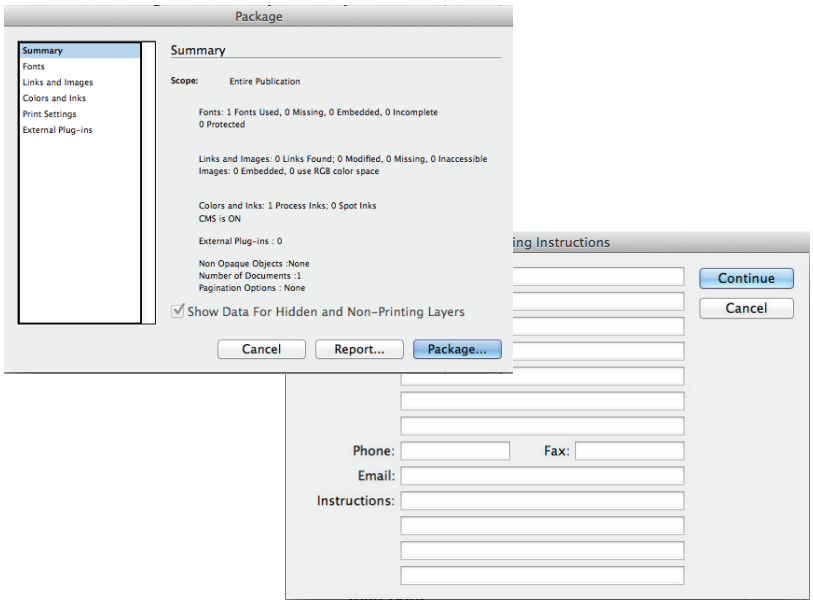
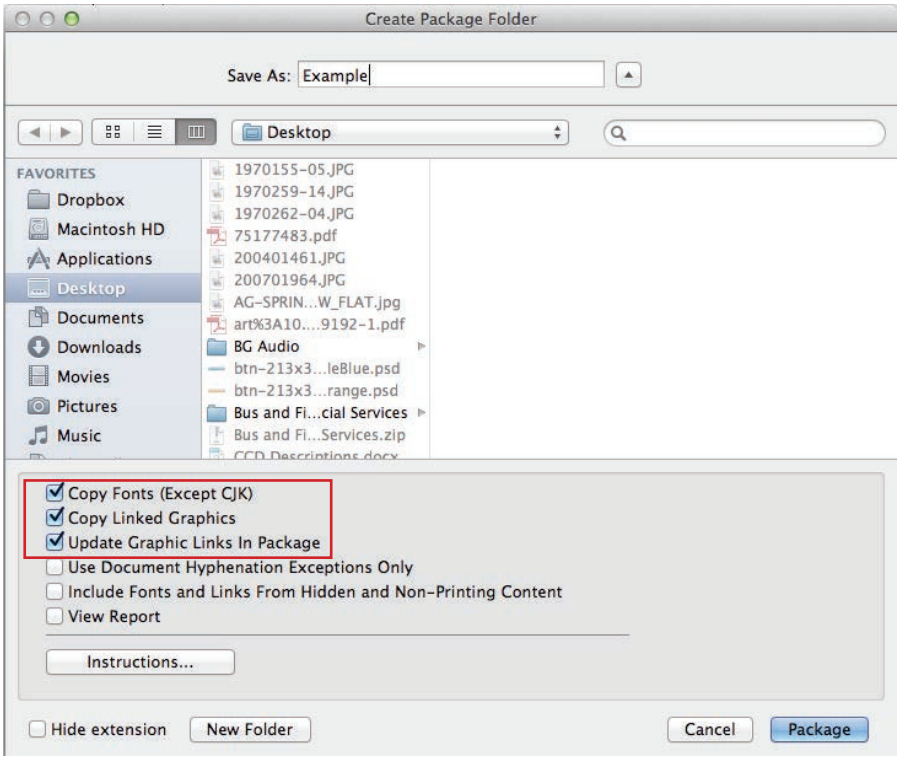
EXPORTING PRINT READY .PDF

- File➔ Adobe PDF Presets ➔ [pdf/x-1a:2001]]
    - Include bleed and crop marks





PACKAGE FINAL FILE

EXPORTING PROOF TO .PDF

- With our file open in InDesign go to ➜ File ➜ Package
- In pop up; click “Package”; click “Continue”
- In new pop up make sure that first 3 check boxes are checked
- Click the“Package” button
- This will create a packaged folder