



Logging in

Access the self-service marketing templates site with your University email address and **nine-digit** employee ID.

- Enter your University email address.
- Enter your nine-digit Banner/employee ID. **Note:** This number is slightly different from the number on your University ID card.
- You can find your employee ID on your pay stub, which can be accessed through Porches. (Porches>HR Connections>Employment Details Channel>Pay Stub).
- Have problems finding your employee ID? Call the UDiT help desk at x9-3888.

Types of templates

Once on the site, choose **Marketing Templates** from the navigation. You will have a choice of eight templates – three handouts, one postcard, three posters and one trifold brochure. Each template has a layout option including the UD logo or the Campaign Lockup.



- 1. Handout 1**
- 1-sided
 - 8.5”x11”
 - Full bleed (prints edge to edge)
 - Place for one photo
 - Approx. 200-250 words (depending on what body copy size you choose)
 - Choice of the UD Logo or Campaign Lockup



- 2. Handout 2**
- 1-sided
 - 8.5”x11”
 - No bleed
 - Place for one photo
 - Approx. 215-275 words (depending on what body copy size you choose)
 - Choice of the UD Logo or Campaign Lockup



- 3. Handout 3**
- 1-sided
 - 11”x8.5”
 - Full bleed (prints edge to edge)
 - Place for three photos
 - Approx. 200-250 words (depending on what body copy size you choose)
 - Choice of the UD Logo or Campaign Lockup



- 4. Postcard 1**
- 2-sided
 - 8.5”x5.75”
 - Full bleed (prints edge to edge)
 - Place for one photo
 - Approx. 250-300 words
 - Choice of the UD Logo or Campaign Lockup

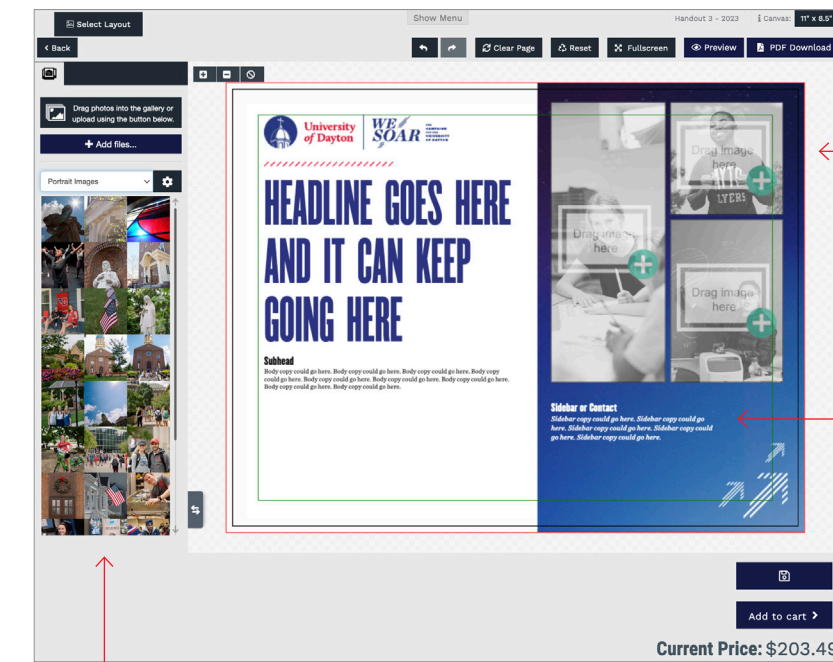
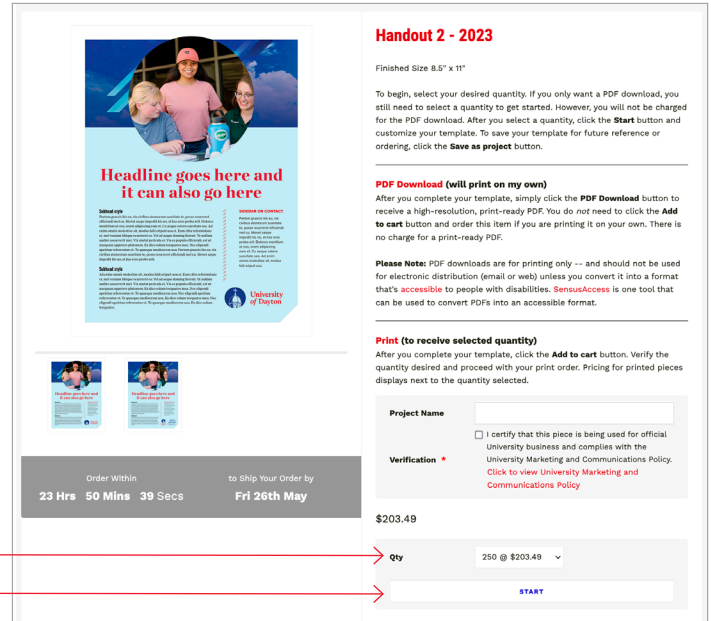


Using templates

1. Once you choose the template you want, click **Details**.
2. To begin, name your project and then select your desired quantity (you have the option of ordering printing through the site or downloading a high-resolution print-ready PDF that you can print on your own). If you only want a PDF download, you still need to select a quantity to get started. However, you will not be charged for the PDF download. After you select a quantity, click the **Start** button to customize your template.

Note: PDF downloads are for printing only — and should not be used for electronic distribution (email or web) unless you convert it into a format that's [accessible](#) to people with disabilities. [SensusAccess](#) is one tool that can be used to convert PDFs into an accessible format.

3. An edit window will appear where you can begin to customize your design.



The landscape and portrait images can be previewed from this column. You can also upload your own images into a gallery, which will be saved and can be accessed for future projects. See more instructions on Page 4.

Your total cost.

Note: There is no charge for the **PDF Download** option.

Use the **Preview** button to see your design outside of the edit window. Use the **PDF Download** button to download your finished PDF (with bleeds).

To add a photo, drag a photo from the galleries in the left column. Select from the prepopulated landscape and portrait images, or you can upload your own photos using the **Add files** button. See more instructions on Page 4.

Each text block area is editable by double-clicking on the text box. You will be able to edit your copy directly in the window. See more instructions on Page 4.



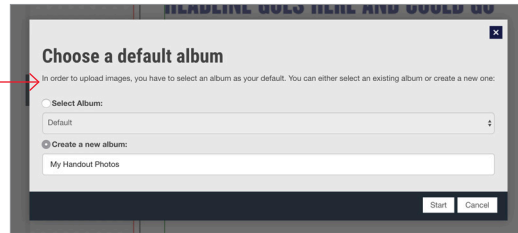
When you click the **Save** button, it will save and close your document. You can reopen the file — and continue editing it — from **Saved Projects** under the **My Account** tab at the top of your screen.

If you want to order printed copies of your piece, click **Add to cart** once you are done editing the file. (If you only want a PDF of the file, click the **PDF Download** button instead.) See Page 5 for instructions on submitting your print order.

Using templates, cont.

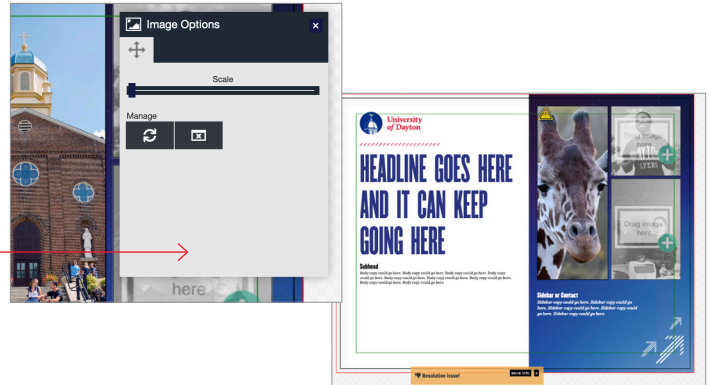
Selecting images

There is a small library of landscape and portrait images to choose from (80 images). You can also upload a photo from your computer which you can save to an album you have already created for another project or to a new one. These photos will be saved for future use.



Note: You can request additional images from [creative.udayton.edu](https://www.creative.udayton.edu). If you upload other images, it is your responsibility to ensure you do not infringe on copyrights. View the [photo guidelines](#) (.pdf) for more information.

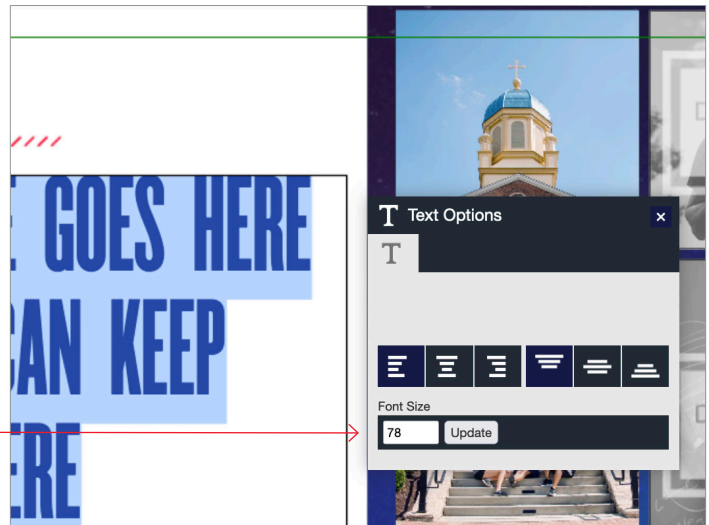
Once you have found or uploaded the image you want to use, drag the image into the photo box. You can move the photo around and increase or decrease its size within the frame by double-clicking on the frame.



Note: If you upload a photo that is low-resolution or zoom in too far on an image, you will get an error that the image quality is low (and thus will not print well).

Editing headline text

Once you double-click on a text box, you can type directly into the box and see changes in real time. You can alter the alignment of the headline by clicking the buttons in the **Text Options** box that pops up. You can edit the size of the font in the font size box by either entering a font size or clicking the up and down arrow and then by clicking the **Update** button.



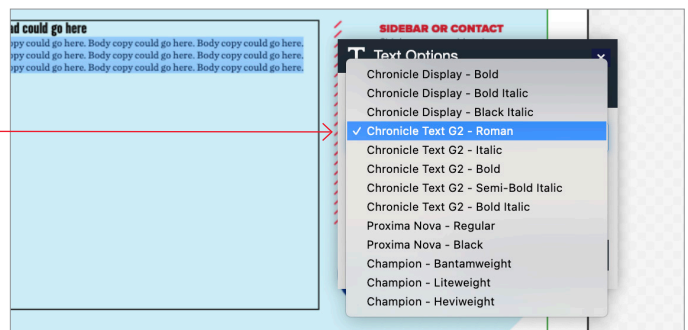
While you could change the headline font size to something small to be able to fit a lot of copy, we would not recommend going too far below the default size that is set in the templates.

Note: The headlines on Handout 1 and 3 and Poster 1 and 3 are set in our brand font *Champion*. The [University brand guide](#) specifies that headlines set in *Champion* should be uppercase. Please try to comply with this specification when typing your headline.

Editing body text

The body copy text is edited the same way you edit the headline copy. However, with the body copy, you can choose from multiple fonts (including the *italic*, **semibold**, *semibold italic*, **bold** and **bold italic** styles of the font, if available).

Please refer to the typography section of the [University brand guide](#) as to the uses of each font and the typographic legibility recommendations (it is not recommended that you choose a body copy size less than 9 pts.).



Note: The styles (*italics*, **bold**, etc.) you may have in another document (*Word*, etc.) will not copy over. You will have to manually create those again.

Using templates, cont.

4. After editing all your photos and text, either click the **PDF Download** button if you would just like a PDF, **Add to cart** if you want to order printing or the **Save** button if you would like to return to the project later.

Note: The print-ready PDF file will include a .125" bleed on every side (for example, for an 8.5"x11" handout, the PDF you download is actually sized to 8.75"x11.25"). It will not include crop marks. When sending the file to a vendor, please instruct them that the trim is included.



5. If choosing to print copies through the site, proceed to your cart. Please confirm your order quantity is correct. Then click **Checkout**. You will then be re-directed to Runway to finish the transaction.

