Using the brochure templates shows your affiliation with the University of North Dakota. This template will require basic knowledge of Microsoft Word.
It is recommended that before you start your brochure, take a moment to look through the UND Identity Guidelines and Writing Guide, following the ‘Print’ guidelines. You can find them at UND.edu/identity.

Fonts and Text

Titles: Franklin Gothic Medium or Franklin Gothic Heavy, 16 pts

Headers: Arial Bold, 14 pts, left or center aligned

Body: Arial, 10 pts, left alignment only.

Note: Text should be high-contrast (i.e., dark text covering a light background), and not positioned over busy backgrounds.

Maintain single spacing or higher.
Do not reduce line spacing below 1.0.
Highlight the text you would like to change, and replace it with your own content.

Be sure to highlight only the text, and not the entire text box.

If you copy and paste content from another document (website or PDF), it may overwrite the styles of the template with the new formatting from that material.

To paste content without changing the text style:

- On the **Home** tab, click **Paste dropdown arrow**
- Then **Paste Special**
- Then **unformatted text**

To add an additional text box, be sure to select an existing one and copy and paste it to keep the formatting.
Images

There are placeholder spots for images. To replace the images:

- **Select** the current image.
- In the ribbon choose **Insert**.
- Choose your photo or picture.

Resize image proportionately, **do not stretch or compress**.

- To resize the image, **Click** on the photo.
- Place your cursor on one of the corners while holding the **Shift** key.
- See the section on Image Resources and Image Tips for more information.

If your image does not fit the photo’s spot, use the crop tool after resizing to get the desired look.

To keep the document looking professional, do not use the free clip art in Microsoft Office.
**Image Resources**

UND now has several high resolution images available in the UPA photo archive.

UPA photo archive: http://portfolio.und.edu:8085/general_und_gallery/.
Password: undphoto

**10,000+ images and growing!**
- UPA has a growing archive of 10,000 photos and they’ve been working on a way to share them with campus for over two years.

**Really old to really new**
- Our historical photos date back to the early 1900s. Our newest photo is from yesterday!

**The magic of keywords**
- How do we manage all of these images? Keywords! All images get tagged with keywords as they are entered into the system, which makes searching for photos simple.

There will be one big general gallery that will be populated with a variety of campus photos, including: Campus scenic photos (eternal flame, coulee, campus buildings, celebrated wall, etc), Student life photos, and Academic (classroom) photos. There are also galleries that represent all nine colleges and schools and the Student life gallery (wellness, housing, dining, student involvement, etc).

**How to select the right image**
With hundreds of photos now at your fingertips, how do you choose the best image? The best photo ties in to the content of the story, or website, or social media post and helps to connect your message.

**Content**
How will the photo be used? Select a photo that will complement or add to the story.

**Color is key**
When selecting multiple photos, pay attention to how colors in the photos will coordinate. Be cautious when mixing outside bright photos with inside lighting.

**Scale**
Have a big space to fill? Choose a photo that has more going on. Smaller space to fill? Use a less busy photo or a detail photo.
When bad things happen to good people ...

There are a few bad things that can happen as you are working with photos. Here are three photo sins:

1. Not using shift when resizing
2. Cropping in the wrong spot
3. Using the wrong size

1. **Not using shift when resizing**
   
   To properly scale a photo, always using your friend the SHIFT 1 key when resizing.
2. **Cropping in the wrong spot**
   In general, photographers would recommend that you never crop a photo. But in reality, most people need to crop a photo to fit a space better. So, when you can’t avoid cropping, please try to keep the orientation of the photo the same (don’t make a horizontal into a vertical and vice versa.). Also, try to avoid cutting off limbs or heads.

3. **Using the wrong size**
   Please don’t use a web-sized photo in a print publication. If you do, things get pixelated (ewww). Usually, photos used in print are at least 300 dpi.
Colors

At least one color from the primary color palette (orange or preferably green) must be the most dominant color in the design. To find more information about colors, visit UND.edu/identity.

- UND Green
  - CMYK 93 0 100 0
  - RGB 0 154 68
- UND Orange
  - CMYK 0 70 100 0
  - RGB 255 103 31

To get the correct colors
- Select the object
- Click the drop down arrow for the fill
- Select More Colors
- Select the Custom tab
- Enter RGB or CMYK numbers
Colors Usage

UND’s dominant color is green. To the right, you can see a pie chart that demonstrates approximately how much of UND’s colors should be used in relation to each other.

That does not mean that everything must bleed green. Generally, most pages in a brochure should be neutral (such as white). The graphic below demonstrates the usage of UND color mixed with neutrals.
The UND logo system must be used prominently in the design of all print and digital communications associated with the University. The official logos and marks within the UND logo system must not be altered or modified in any manner. Find the appropriate UND logo usage at UND.edu/identity.
Printing

It is recommended that you send your final document to print at Duplicating Services on campus. Save as a PDF when sending to Duplicating Services to make sure the text and the images stay in their correct location. To save as a PDF:

- Go to File > Save As
- Click the Format dropdown menu to find PDF.