

# ACTIVATE FONTS

Go to <https://fonts.adobe.com> and login with your Penn State credentials

**Make sure to activate the following fonts:**

Proxima Nova Extra Condensed

Serifa

## PHOTOSHOP TOOLS YOU'LL NEED TO KNOW

**NOTE: If you the tools window is not visible, go to the "Window" menu and select "Tools."**



← **MOVE** — this allows you to move the selected item around the artboard and resize it

← **PAINT BRUSH** — this allows you to make marks of the selected color on the artboard

← **PAINT BUCKET** — this allows you to change the color of whatever you click on

← **TEXT** — this allows you to change text in a text box or create a new text box

← **FOREGROUND/BACKGROUND COLOR** — this is where you can change the color; to change color of existing text, you must first highlight it. NOTE: To get exact colors, enter the RGB or CMYK values (depending on whether this is a digital-only or print item) Digital only = RGB; Print = CMYK

# OFFICIAL BRAND COLORS

## PRIMARY COLOR



### NITTANY NAVY

RGB: R-0, G-30, B-68

CMYK: C-100, M-90, Y-13, K-68

HEX: #001E44

PMS 282

## SECONDARY COLORS

(can be used as accents or occasionally in lieu of Nittany Navy as primary color)



### BEAVER BLUE

RGB: R-30, G-64, B-124

CMYK: C-100, M-76, Y-0, K-18

HEX: #1E407C

PMS 287



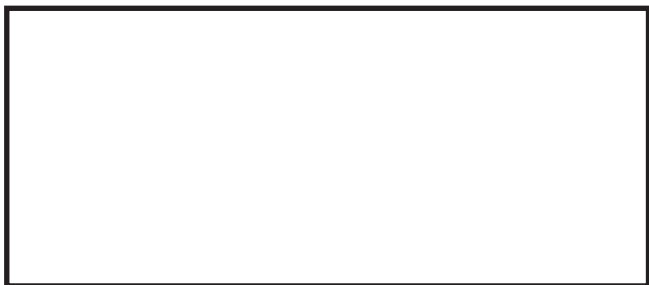
### PUGH BLUE

RGB: R-150, G-190, B-230

CMYK: C-100, M-76, Y-0, K-18

HEX: #96BEE6

PMS 284

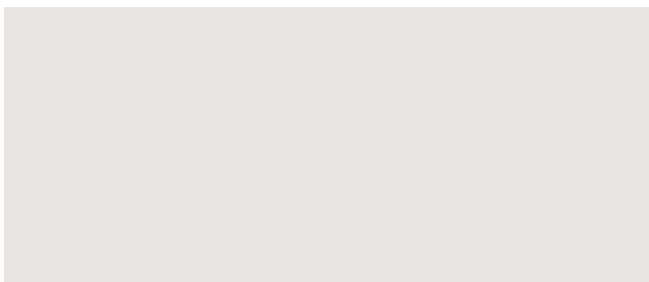


### WHITE OUT

RGB: R-255, G-255, B-255

CMYK: C-0, M-0, Y-0, K-0

HEX: #FFFFFF



### REFLECTIVE BEIGE

RGB: R-233, G-228, B-226

CMYK: C-7, M-3, Y-6, K-0

HEX: #E9E4E2

# IMPORTING PHOTOS/IMAGES

Open the image in Photoshop by going to “File,” then clicking “Open.”

When the image opens in a separate tab, turn that tab into its own window by clicking and dragging the item off the top tab bar.

Then click and drag the image from the window onto the artboard.

The image can be resized by going to the “Edit” menu and selecting “Transform” and then from the submenu, select “Scale.”

To resize proportionally, hold the Shift key while clicking and dragging from one of the image’s corners until the desired size. **Failure to resize proportionally will result in distorted and skewed images (including logomarks) and will be cause for an item to be returned as needing corrections.**

# INCREASING/DECREASING FONT POINT SIZE

Using the text tool, select the text box. Highlight all the text in the box, using control + a if using a PC or command + a if using a Mac.

Select the “Properties” tab on the right side. If the “Properties” tab is not open, go to the “Window” menu and select “Properties.”

In the “Properties” tab, adjust the font size to the desired size. There are preloaded sizes to choose from or you may manually enter your own value.

# LEGAL STATEMENTS/UBR NUMBER

At the bottom of the flyer template, you’ll notice a series of legal statements. Depending on what your flyer is advertising, you may only need some of these statements. ALL flyers must carry the alternative media statement and the Affirmative Action/Equal Opportunity statement. If what is being advertised is an event, then the accommodations statement is also required. In that statement, you’ll notice a blank. It is here where you will replace the blank with the name and contact information (an email address is sufficient) for whoever would be in charge of arranging any needed accommodations for someone who wishes to participate.

Once the flyer is completed, the flyer must be submitted to [edrelations@psu.edu](mailto:edrelations@psu.edu) for approval under the University Brand Review (UBR) process. Once submitted, a member of the marketing and communications team will review the flyer and either approve it or will return the item to the sender and notify them of the edits needed for it to gain UBR compliance. Once the edits are made, return the revised version to [edrelations@psu.edu](mailto:edrelations@psu.edu). This process will continue until the material is compliant with UBR regulations, at which time it will be issued a UBR number in the following format: UBR EDU XX-XX. Unless instructed otherwise by marketing and communications staff, that UBR number must be displayed on the flyer, usually after the legal statements.