

Marketing and Communications

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ACES Promotional Materials Best Practices

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1/2019

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Topics to be discussed

- What should be on your promotional materials
- Copyright guidelines
- Graphics fundamentals
- Graphic design concepts
- ACES branded templates



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What should be on your promotional materials

- **WHAT** is your event? (Short, descriptive title.)
- **WHEN** is it? (Date, time.)
- **WHERE** is it? (Location, special instructions for directions.)
- **WHY** are you having the event and **HOW** will attendees benefit? (Short description, agenda, topics covered, etc.)
- **WHO** is putting on the event? (College, dept., county office, event co-sponsors, etc.)
- **HOW** can people learn more or register? (Website, phone number, other contact info.)



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What should be on your promotional materials

Other things to include:

- ACES logo setup
- ACES statement
- ADA statement with contact info in case attendees need auxiliary services
- EEO statement
- Photos!
- For more details, visit the ACES Branding FAQ page:
<https://aces.nmsu.edu/branding/faq.html>



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Copyright Guidelines

As a best practice, assume that all material (including images!) you find online or in print is copyrighted. Therefore, if you want to use any such outside material, you will need to seek permission from the copyright holder.



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Copyright Guidelines

However, certain works are not copyrighted:

- Works by the U.S. government
- Works published in the U.S. before 1923
- Works with a Creative Commons license (creativecommons.org/faq)

ALWAYS CITE YOUR SOURCE, even when using copyright-free material.



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Photo Credit Example

We regularly use photos from other sources in our Extension publications. Here's an example of a photo credit.



© Elena Veselova | Dreamstime.com



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Copyright-free image resources

- **Wikipedia public domain image resources**
http://en.wikipedia.org/wiki/Public_domain_image_resources
- **Center for Invasive Species and Ecosystem Health**
<http://bugwood.org/>
- **U.S. Fish & Wildlife Service**
<http://digitalmedia.fws.gov>
- **NOAA Photo Library**
<http://www.photolib.noaa.gov/>
- **Creative Commons**
<http://creativecommons.org/>



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Graphics Fundamentals

Understanding graphics fundamentals is essential as you build your promotional materials.

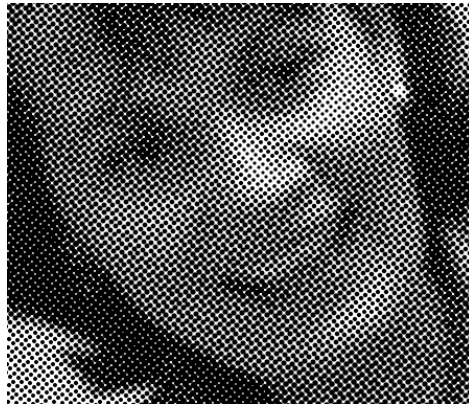


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Graphics Fundamentals: Resolution

Resolution is the amount of information or pixels contained in an image. It is measured in DPI (**dots per inch**) or PPI (**pixels per inch**). These are literally the number of dots or pixels that can be placed side by side in a line one inch long. The more dots or pixels, the better the clarity—the higher the resolution—of the image.

Dots Per Inch (DPI): The larger image here shows you the actual DOTS that are used to print a photograph on a printing press.



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Graphics Fundamentals: Resolution



low resolution



high resolution

How do you know when an image is low- or high-resolution?

Image is probably low-resolution:

- if the placed or inserted image is SO small you have to enlarge it.
- if the image's file size is smaller than 500KB (kilobyte).

Image is probably high-resolution:

- if the placed or inserted image fills the page
- if the image is at least 1MB (megabyte)

(PC users can right-click an image and choose "properties" to see resolution.)

The recommended DPI for an image used for a printed project is 300 DPI! The image **MUST** be the size you need it to be or larger! You can always reduce the size manually, but you should **NEVER** enlarge it manually.



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Graphics Fundamentals: Good sources of image files

- **Images from digital cameras or phones.**
The default resolution setting should be fine for most promo materials, but if you're building a conference poster, set the resolution to the highest setting.
- **Downloadable high-resolution images.**
Always remember to look into copyright permission when using photos produced by a third party. **Always properly cite the source of any third-party photos!**
- **ACES Promo Photos website**
(<https://aces.nmsu.edu/promophotos/>)
- **NMSU Photo Archive website**
(<https://photo.nmsu.edu/>)



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Graphics Fundamentals: Bad sources of image files

Screen captures are usually only 72 DPI and are not recommended for print materials because they may be pixelated or blurry when printed—especially if they are enlarged manually.

Cut or copied and pasted images usually have very low resolution, and as the images continue to be copied and pasted the quality tends to degrade.

NOTE: Always use the original image file if you have it!



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Graphics Fundamentals: Embedded images

PowerPoint and Word **embed** or permanently insert images placed into the file. So, the more images you include or the larger the image size, the bigger the PowerPoint/Word file itself will be. If the file is too big, it will be difficult to share by email and it may be difficult to print.

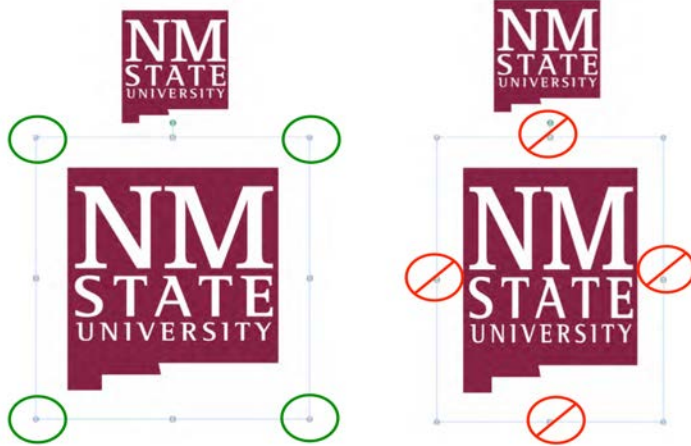
Here are a few tips to keep in mind:

- 1) Limit the number of photos used.
- 2) Don't use the highest resolution setting on your camera/phone when taking photos so the file won't be too big.
- 3) Crop your image before you place it to reduce the file size.



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Graphics Fundamentals: Resizing images



- You **CAN** manually reduce the size of a graphic, but you shouldn't enlarge it!
- When you're resizing, **ONLY** use the anchor points at the the four corners! This will resize your images proportionally. Otherwise, your images will be distorted like the logo on the right shown here.



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Graphic Design Concepts

Understanding graphic design concepts will help make your promotional materials more attractive and look more professional.



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Basic Graphic Design Concepts

- **Legibility** is crucial to getting your message across. Be concise in your text and limit the number of images—LESS IS MORE! **If you can't read it, what's the point?**
- **Alignment** is one of the easiest ways to make your project attractive and easy to read. Remember that magazines/newspapers are built on a grid for a reason! **Align images, columns, and headings throughout your document.**
- **Repetition** of fonts (use no more than two!), color scheme, and placement of images will help strengthen your message.
- **Contrast** helps with legibility and can make your project more dynamic!
- **Grouping** text logically helps organize the message for your reader.



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Graphic Design Concepts: Legibility and capitalization

**HURRICANE KARL BATTERS
MEXICO AS IT NEARS LANDFALL**
POWERFUL HURRICANE KARL
BATTERED THE CARIBBEAN COAST
OF MEXICO ON FRIDAY, BRINGING
TORRENTS OF RAIN AND FIERCE
WINDS SEVERAL HOURS BEFORE
ITS CENTER WAS EXPECTED TO
MAKE LANDFALL.

**Hurricane Karl batters Mexico
as it nears landfall**
Powerful Hurricane Karl
battered the Caribbean coast of
Mexico on Friday, bringing
torrents of rain and fierce winds
several hours before its center
was expected to make landfall.

Which is easier to read?



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Graphic Design Concepts: Alignment and Repetition



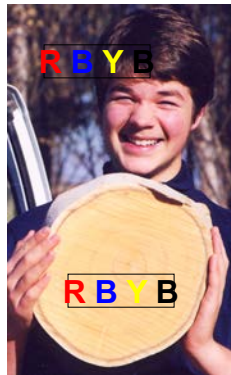
These samples demonstrate effective use of alignment and repetition throughout.



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Graphic Design Concepts: Contrast

These examples show how the lack of **contrast** between background photos and font colors affects **legibility**. Also, notice the contrast in this presentation's headings. White text on crimson is easy to read and dynamic and is a **good example** of contrast.



Full color



Watermark



Grayscale



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Graphic Design Concepts: Good vs. Bad Design



The example on the **LEFT** shows what can happen when multiple fonts are used, too many images are used, alignment isn't considered, having good contrast is ignored, and when information isn't grouped logically. Legibility is also difficult in this version.

The example on the **RIGHT** contains the same information where all of these factors are considered and when an ACES logo setup is used.



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ACES Branded Templates

The ACES branded templates in PowerPoint already include NMSU branding color scheme, fonts, layout options, and College of ACES required elements. Some include the ACES logo setups and others do not.



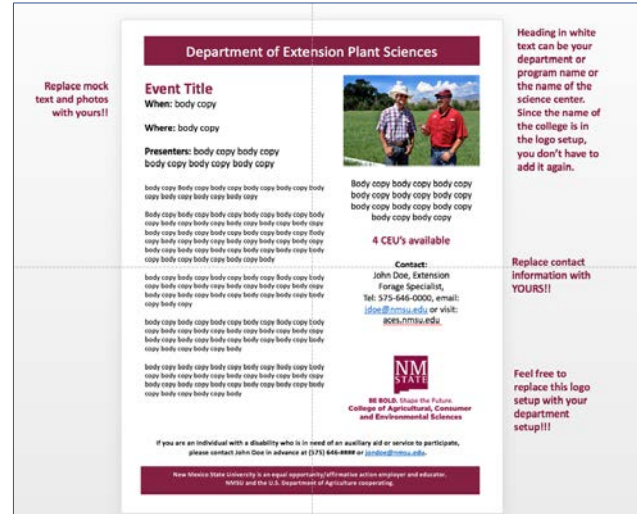
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ACES Branded Templates

Using these templates will make the process of developing these materials easier for faculty and staff. You can modify these templates as necessary to fit your content.

If you zoom out from the PowerPoint file, you'll see additional guidance in crimson outside the margins.

<https://aces.nmsu.edu/branding/branded-templates.html>

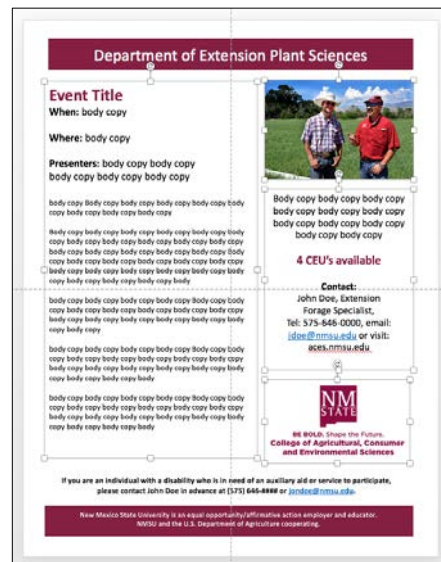


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ACES Branded Templates

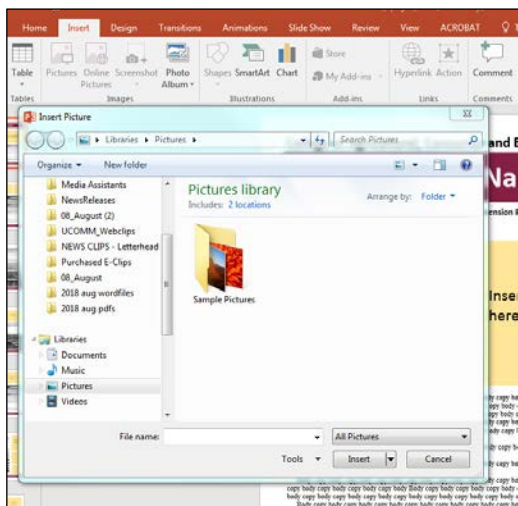
There are a wide variety of templates available for you to choose from—newsletters, flyers, brochures, and posters! The templates are set up with separate text boxes for the content (as highlighted here). Replace the mock text by copying and pasting YOUR text into these text boxes. You can also replace the images by inserting your own photos. This particular template can be used if you have a lot of text to include.

Remember that you CAN modify these templates to accommodate your content, but keep in mind all of the graphic design concepts we've covered in this best practices resource!



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ACES Branded Templates



To insert photos in PowerPoint, click **INSERT > PICTURES >** (locate the image you'd like from your computer) **> INSERT**.

It is always a good idea to place all images and supplementary electronic files in the same folder that you're saving your PowerPoint file in. This will make it easier if you have to modify the document in the future.

Unlike MS Word, PowerPoint doesn't move the images automatically with the text, so where you place the image is where it will stay. It won't move or shift with the text like in Word.

PowerPoint 2016: Text Basics

<https://www.youtube.com/watch?v=F9RL0Lk5cmw>



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We hope you found this resource useful!

Please contact us if you have questions about this material or if you have specific questions about how to use the templates. Ana is also available to review and critique your promotional materials if you would like some feedback.

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