Lucidpress, Graphic Standards, and Best Practices

CSU Extension, September 2018

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New Lucidpress policy

- No more "**Request Approval**" button, beginning November 1

- *Still need to make sure graphic standards are being met*

- Use "**Share"** button and share with either Joanne Littlefield or Doug Garcia
  - This insures graphic standards are being met
  - Joanne.Littlefield@colostate.edu
  - Doug.Garcia@colostate.edu

- Lucidpress is strongly preferred as tool to create graphics, not required
  - Strongly preferred because it insures you are using proper fronts, proper colors, and are following graphic standards
  - It's also a really robust graphics tool

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CSU Style Guide

- brand.colostate.edu

- Signature (logo) downloads
    - Extension, county and county/program signatures are not here

- Color, Typography, Signatures

- Photography guidelines, Web guidelines, Email Signature guidelines

- Icon downloads!

- Templates

Colors

- CSU green should be the primary color of title and end cards for presentation and videos

- Primary color of headers and footers of websites

- Signature often used within green bar at bottom of publication with contrasting colors (like this Ppoint!)

- Use HEX and RGB formulas for Web and Screen applications, CMYK for four-color printing, and PMS colors for spot color printing
  - Don't eyeball it! Use codes to get an exact match

- Primary

- Secondary

- Tertiary

CSU Green
HEX	#1E4D2B
RGB	30, 77, 43
CMYK	92, 18, 94, 61
PMS	Pantone 357

CSU Gold
HEX	#C8C372
RGB	200, 195, 114
CMYK	11, 6, 64, 13
PMS	Pantone 617

CSU White
HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PMS	

80% Black
HEX	#59595B
RGB	89, 89, 91
CMYK	0, 0, 0, 80
PMS	425

Aggie Orange
HEX	#D9782D
RGB	217, 120, 45
CMYK	0, 65, 100, 0
PMS	Orange 021

	Name	HEX	RGB	CMYK	PMS
	Alfalfa	#C9D845	201, 216, 69	28, 0, 100, 0	Pantone 382
	Canyon	#CC5430	204, 84, 48	0, 82, 94, 2	Pantone 173
	Dark Slate	#105456	16, 84, 86	96, 16, 42, 57	Pantone 323
	Reservoir	#12A4B6	18, 164, 182	98, 0, 28, 4	Pantone 7711
	Sunshine	#ECC530	236, 197, 48	0, 20, 100, 2	Pantone 7406

Fonts

- Lucidpress comes pre-loaded with all necessary fonts

- **Vitesse,** a modern slab serif font for headlines.

  - **Suitable for:** Shorter blocks of copy such as headlines, pull quotes, single words, and subheads.
    Not suitable for: Long lines of body copy.

  - **Recommended weights:** Vitesse looks best in its Light weight. Avoid using Thin.

- **Proxima Nova**, a versatile typeface, from headlines to body copy

  - **Suitable for**: Any number of applications – from subheads to body copy.
    Not suitable for: Distinctive headlines.

  - **Recommended weights:** Proxima Nova Regular in body copy, Proxima Nova Bold or Black in headlines.

- **Elena,** a distinctive serif font that works well in large blocks of body copy.

- **Legacy fonts**: In the absence of the University fonts identified above, **Minion** and **Helvetica Neue** are acceptable replacements. These fonts pair well with our headline font, **Vitesse.**

Signatures (Logos)

- Clean, contrasting background

- The clear space around the signature is equal to the height of the "o" in "Colorado," regardless of the size.

- The downloadable signature files include a bounding box around the artwork. Don't impinge on the bounding box.

- Do not alter the signatures in any way except to resize
  - Try to avoid drastic resizing by choosing the closest signature size (many to choose from)
  - When using .png's, never make images larger, only resize smaller
  - .eps can be resized larger in Adobe Illustrator
  - The minimum size for the unit identifier and signature (CSU and Extension) is 2.5 inches
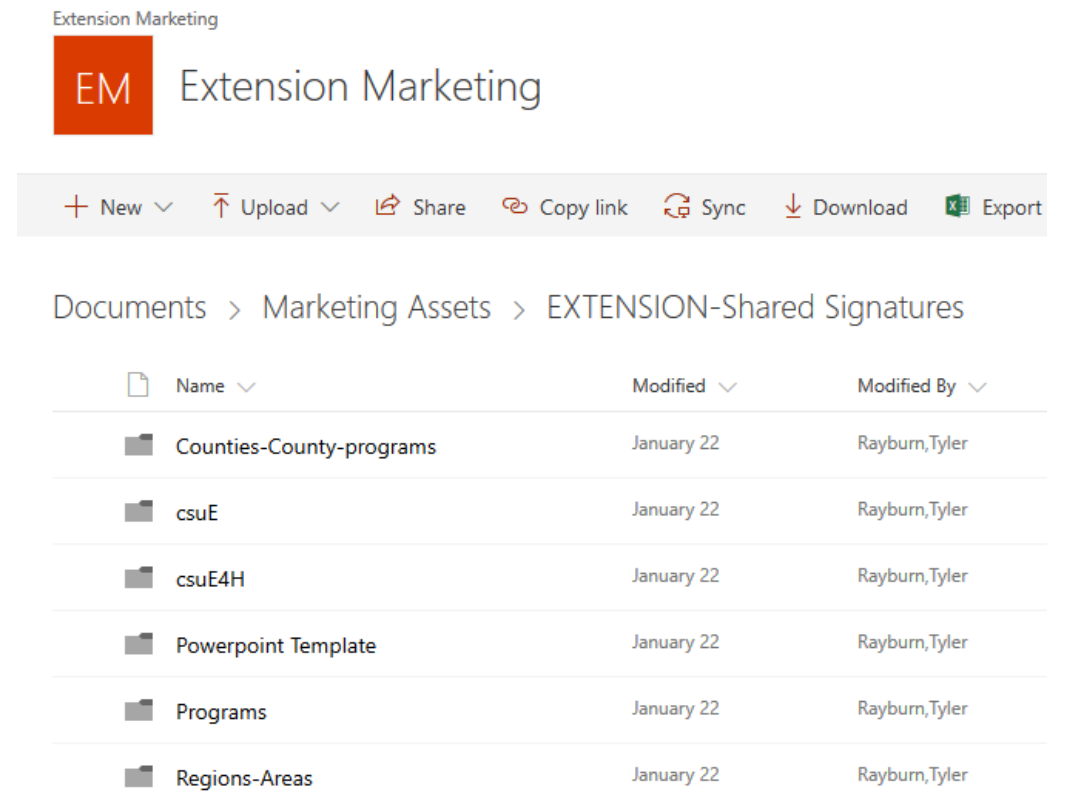
Multiple Signatures

- Common problem area: make sure you get okay from Joanne or Doug when working with multiple signatures

- Example for branding guide

    1. Colorado State University sponsors identified below the unifying signature

    2. Green bar anchors signature, highlights accent colors, and provides a clear contrasting background

    3. Other University signatures display below the word mark

    4. Other University partners listed in Proxima Nova

Where to Find Signatures

- Sharepoint>Documents>Marketing assets>Extension Shared Signatures
  - colostate.sharepoint.com/sites/Extension_Marketing/Shared Documents/

- .eps or .png
  - .eps is native to Adobe Illustrator (vector-based graphic)
  - .png can be opened with Photoshop, Pixlr, GIMP

- Types:
  - County specific signatures
    - With program areas: 4-H, Master Gardener, Plant Master, etc.
  - CSU Extension, CSU Extension 4-H
  - Program signatures
    - Community Development, Food Safety Works, Energy, etc.
  - PowerPoint template for CSU Extension (this is an example)
  - Region and Area signatures
   - Front Range, Golden Plains, Tri River Area, etc.

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Downloading Signatures from Sharepoint

- Sign in with CSU eID

- Find and select appropriate signature
  - Upper right, choose All documents>Tiles to see thumbnails

- Naming conventions:
  - ARAP-csuE-C1c
    - ARAP = Arapahoe county.
    - csuE = Colorado State University Extension
    - C1c=Centered signature in 1 color

- Choose download from upper left toolbar
 - If you download more than one it will be a .zip file

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Lucidpress

- https://www.lucidpress.com/
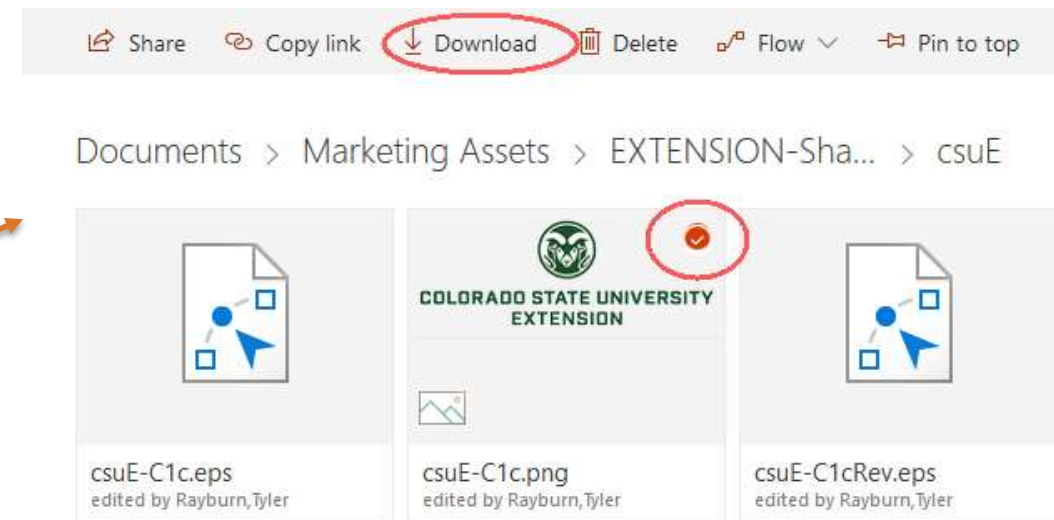
- Educational account for CSU Extension employees
  - Need to request account from Joanne or Tyler (Tyler.Rayburn@colostate.edu)

- "Go to" design tool to build flyers, brochures, posters, promotional materials, social media posts
  - Very powerful tool, lots of control
  - *CSU approved font styles and colors automatically chosen!*

- Projects can be shared and collaborated upon

- Share with Joanne Littlefield and Doug Garcia (Creative Services) so they can check your project meets minimum brand standards
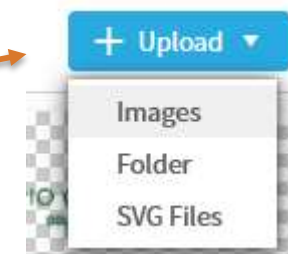
Importing Signatures into LucidPress

- Pull up template or blank document
 - No toolbar until document is up
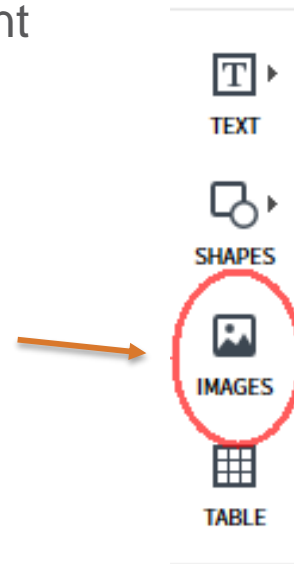
- Select Images in left side toolbar

- Select Manage>Upload>Images in upper right side of dialogue box
  - Organizing them into folders makes things much easier

Adding Text to a Template

- Use existing text boxes
    - Check to make sure font style is correct
    - To copy and paste text, use Chrome or IE, Firefox has multiple issues

- If there is no text box:
    - Go to Text tool in left side panel
        - Choose a Heading, Subheading, or Body text, add your text
        - Make sure you are set to proper font style and color
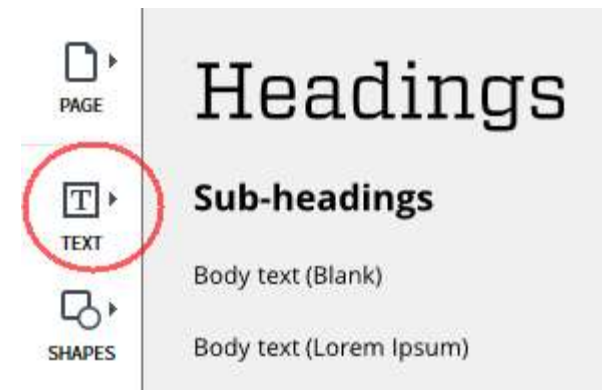
Contact Information

- Joanne Littlefield
    - Joanne.Littlefield@colostate.edu

- Doug Garcia
    - Doug.Garcia@colostate.edu

- Tyler Rayburn
    - Tyler.Rayburn@colostate.edu

- Jeff Wood
    - Jeff.Wood@colostate.edu

- Webinars and Webinar materials:
    - http://training.extension.colostate.edu/

Thank you

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