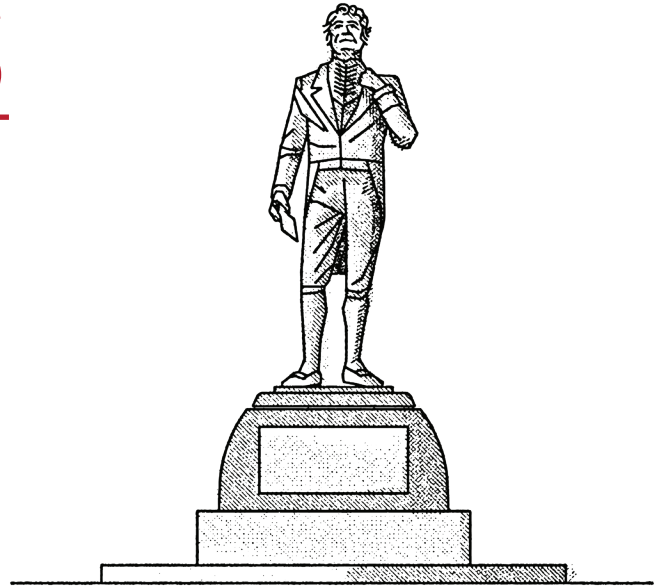


TEMPLATE TIPS

A reference guide for use of the University of Georgia DAR proposal templates. If you have questions about the templates that this document does not answer, contact proposal writer Clarke Schwabe (ccschwabe@uga.edu, 706-542-8386).



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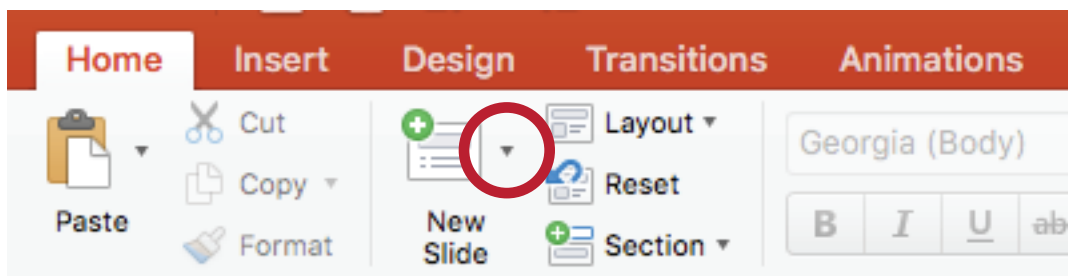
COMMON TIPS

Preferred fonts and colors

Our templates are designed specifically with UGA brand colors and fonts in mind, so **please use only those fonts and colors designated as theme fonts and colors in the templates.**

- Our fonts are Georgia or Arial Narrow Bold. Generally, Georgia is good for body text and Arial Narrow Bold works well for titles and headers.
- Your document's primary colors should be the designated theme colors in the template. UGA brand colors found at brand.uga.edu/color may be used very sparingly.

Adding pages to your document



Once you've opened a template file and you're ready to begin constructing your document, you can add pages by clicking the small down-arrow next to the New Slide button in PowerPoint. This will present you with all the page options.

Some of these options have two versions, an Example sheet and a Template sheet.

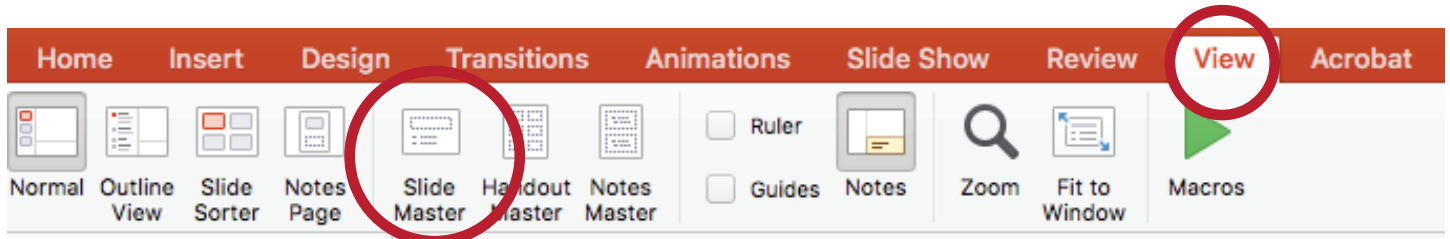


The Example sheet cannot be edited outside of Slide Master view and exists to show you what a Template sheet can do. The Template sheet is what you should use as a page for your document.

Accessing Slide Master

Slide Master is where you can make changes across your entire document. In Slide Master view, you're able to edit every pre-set page the templates allow you to place, and those edits are implemented across every page of that type in your document. **For this reason, it's important to be very careful about the changes you make in Slide Master.**

To access Slide Master, click the View tab at the top of your PowerPoint window, then select the Slide Master button.

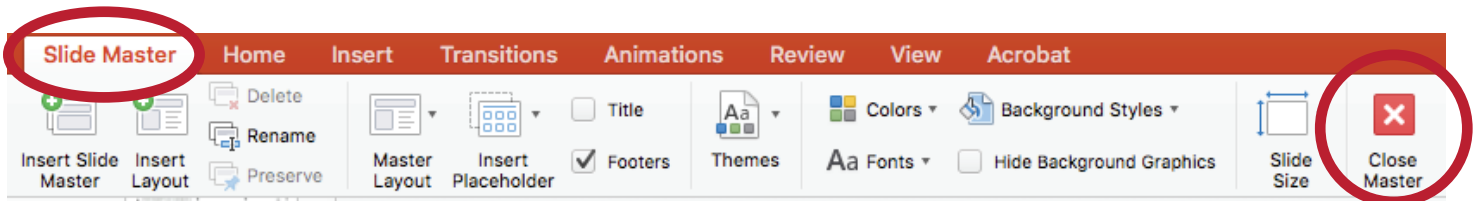


One change you will want to make for every document you produce using these templates is found in Slide Master: the header. **If you want to include a header with the document recipient's name(s) on it, select the top page in the list on the left side of the window, then click the text on the page that reads "RECIPIENT NAME HERE" and change it to your recipient's name(s).** If you do not wish to have a header in your document, select this text and delete it.

As a side note to this, two other things you should always check when creating documents with these templates: the cover and the table of contents. If you are using either of these pages, note that you must manually adjust the recipient name on the cover page and the page numbers on the table of contents.

When in Slide Master, **do not change any settings under the Themes, Colors, Fonts or Background Styles buttons.** Any change to these settings affects all elements of the document and removes UGA branding.

Finally, to return to the normal view of your document, select the Slide Master tab and click Close Master.



Saving your document

What you plan to do with your finished document determines how you should save the completed file. **If you are planning on printing the document or presenting it as a digital document, click File, then Export. On the resulting window, make sure the selected File Format is PDF, then save your file.** If you are planning to use the file as a PowerPoint presentation, you can simply save as normal: click File, then Save.

Transferring large files

Sometimes the files created by using these templates will be too large to send via email. **In the event that you need to send a large file electronically and email is not an option, we recommend using wetransfer.com to send these files.**

Using WeTransfer is very easy. When you navigate to the page, click the Add Your Files button and select the files you want to transfer. Next, click the ellipsis to the left of the Transfer button and make sure that the link option is selected, not email. Click Transfer, and after your file uploads, the site will give you a link you can send to your intended recipient(s) that will allow them to download your file.

Please note that links created via WeTransfer expire one week after they are created, so make sure to upload your file again and create a new link if it's been a week or more since you last uploaded it.

Alternatively, you can reduce the size of your file if you have Adobe Acrobat. Open your finished PDF in Acrobat, then select File, Save As. In the window that opens, near the top, check the box that reads “Reduce File Size.” Then select Choose a Different Folder, select where you want to save the file and the file name, then click Save. The process will take a moment, but when it's finished, you should have a dramatically smaller file.

TEXT

Body text size

When dealing with body text, **we recommend using a font size no smaller than 11 pt and no larger than 14 pt.**

Title/header size

When sizing the text in your titles and headers, watch out for the number of lines your title/header creates. Use your best judgment on this—the idea is to balance emphasis with readability. **We believe that limiting the title/header to 1 line is best, 2 lines are good, 3 are acceptable, but more than that begins to be distractingly large.**

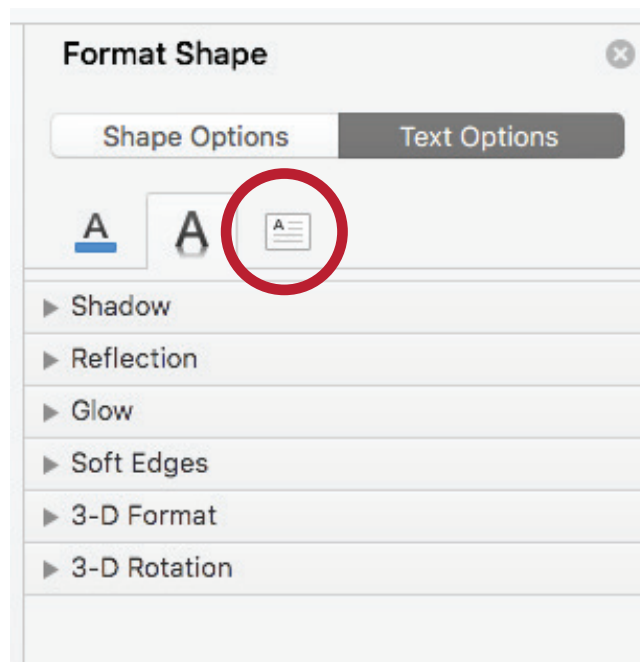
Text frame resizing

Text frames can be set to either automatically resize the text within them or to resize themselves based on that text. This can be useful if you have a set amount of space you'd like to devote to text, regardless of text length, or if you need a text frame to adjust to the length of your text, in order to use the text frame to align other objects on your page.

Text frame resizing, continued

By default, all text boxes (except on the cover page) in our templates do not have either option selected. If you would like to enable these settings, though, you can do so by accessing Text Options.

To access a text frame's Text Options, right-click anywhere in the text frame and select Format Text Effects. This will open a panel on the right side of your window. Here, select the Textbox button, which looks like a small white block of text.



This will present you with a number of options, including **Do not Autofit**, **Shrink text on overflow**, or **Resize shape to fit text**. These options will apply only to the text frame you right-clicked.

Do not Autofit: Text you enter will appear at the size you designate, regardless of the size of the text frame.

Shrink text on overflow: Text you enter will appear at the size you designate until you enter more text than will fit in the space of the frame. At this point, PowerPoint will automatically resize all text in the frame to fit.

Resize shape to fit text: Text you enter will appear at the size you designate. Once you enter more text that the frame can fit, PowerPoint will automatically resize the frame to fit.

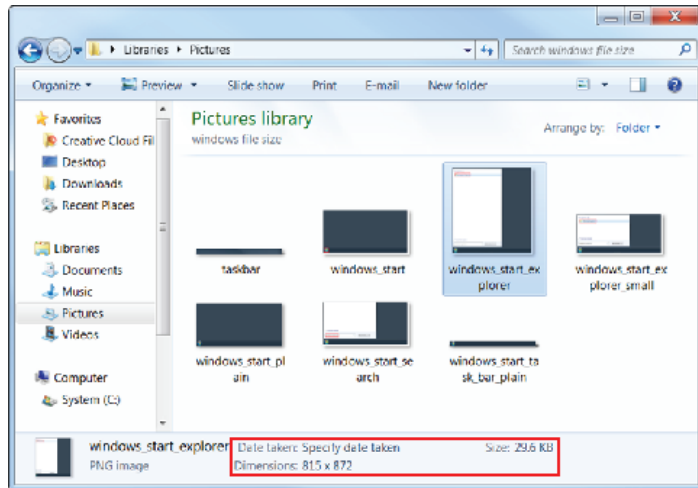
PHOTO/GRAPHIC

Using your own photos

Sometimes the photo you need is one that didn't come from the Proposal Toolkit, and you're not sure how it will appear on paper—no one wants a highly pixelated image in their proposal. A good rule of thumb is to use photos which have a smallest dimension of 2550 (1700 minimum).

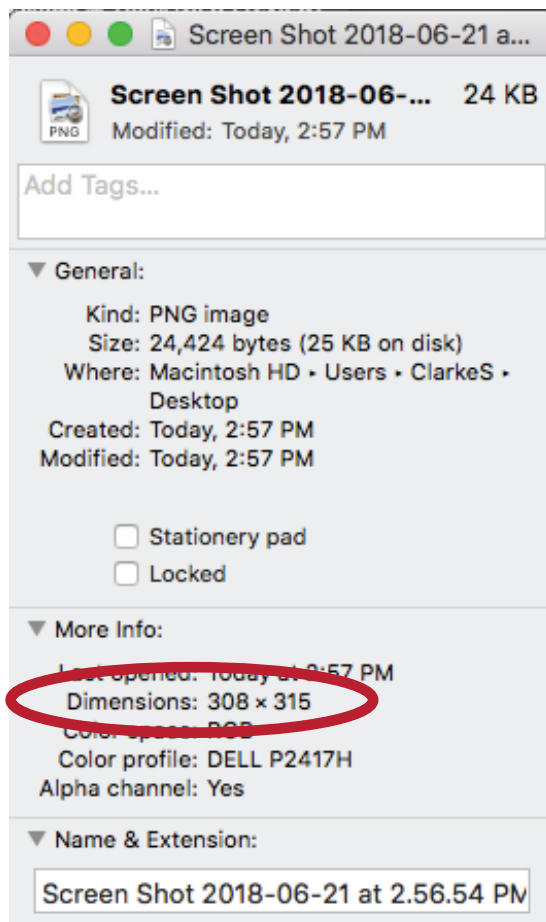
To check your image's dimensions:

- On Windows, click on your photo in an Explorer window. The dimensions should appear at the bottom of the window.



- On Mac, in a Finder window, right-click on your image and select Get Info. In the window that opens, under the More Info tab (click the title to open that tab if it isn't already open), you will find the image's dimensions.

If your image doesn't meet the suggested minimums and you still want to use it, it's best to print a test sheet using that image to see how it appears. Insert your image in the template, size and crop it the way you want it to appear, then print this page to see if the resulting image is too pixelated.



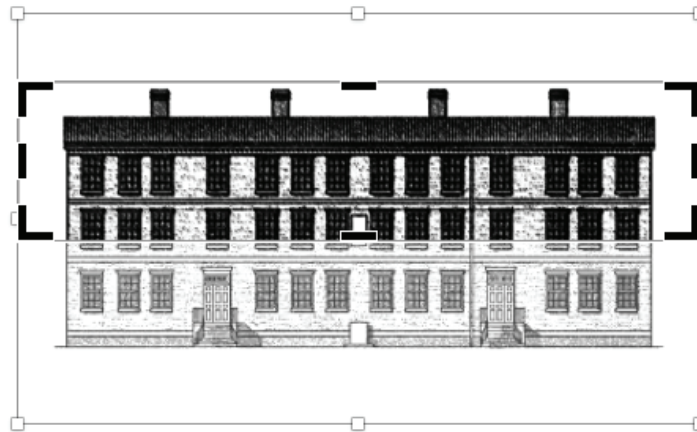
Graphic frames

In order to size your images on the page correctly and display only the part of the image you wish to show, you'll need to understand how to work with graphic frames.

To resize an image on your page, click on the image, and then click and drag one of the 8 handles (small white boxes around the image) in any direction. To maintain the aspect ratio of your image (in other words, to make it larger or smaller without making the image look “stretched”), use one of the handles on the corners of the image.



To control how much of your image is displayed, right-click your image and select Crop. This will add black bars around your image. By clicking and dragging those bars, you can control the shape of your graphic frame, which dictates how much of your image is displayed. For example, in the image below, only half of the image will be displayed because the bottom-center bar has been dragged up.

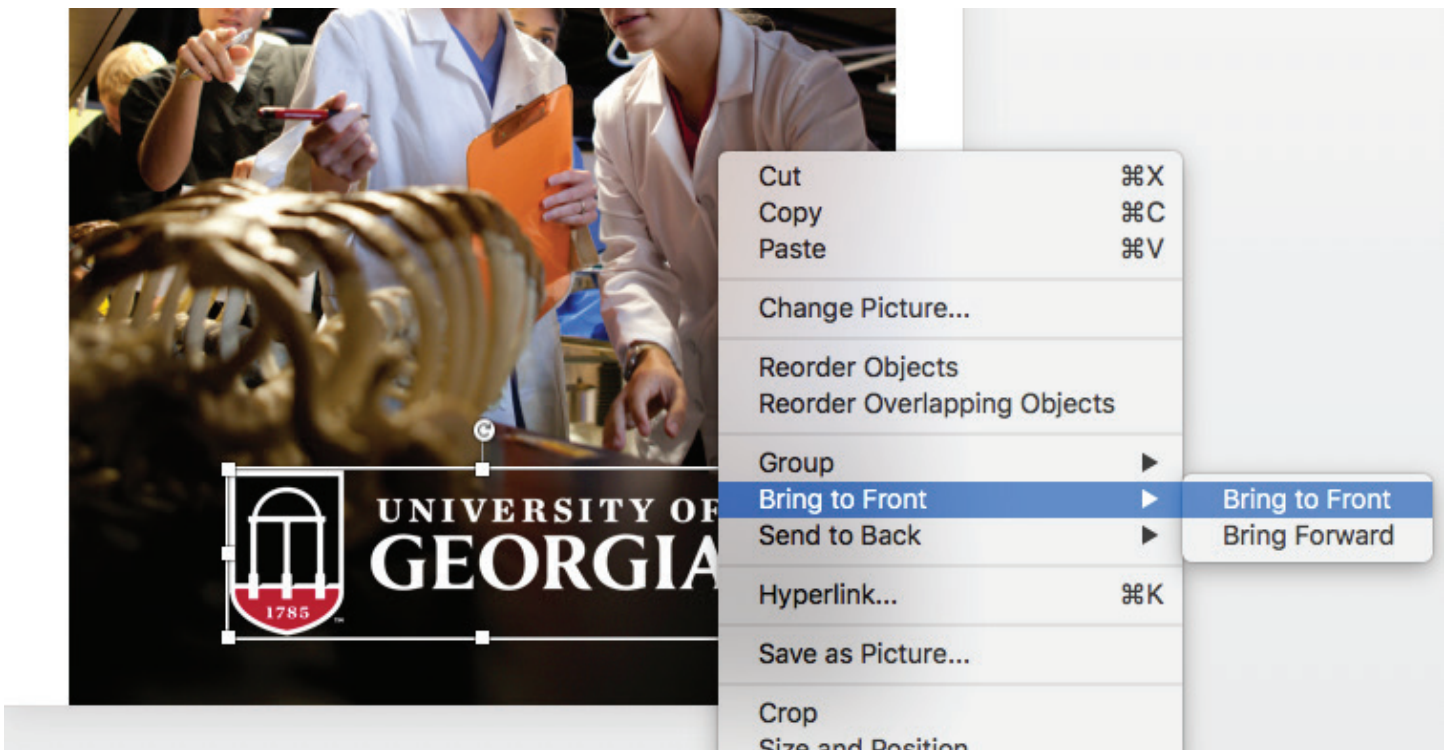


Because the handles are still visible, you can adjust the size of your image within the frame while cropping. You can also move your image within the frame while cropping by clicking and dragging the image itself.

Working with layers

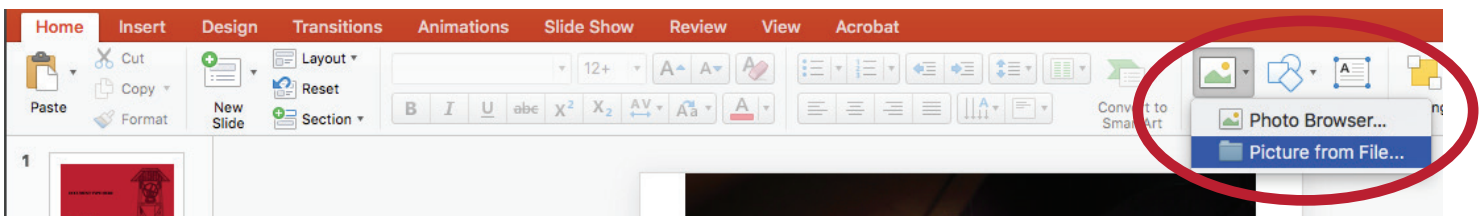
PowerPoint organizes elements on each page using a layer system. This means that you can control which images and text appear “on top” of others. **In the event that you are trying to put, for example, a logo over a larger image, you can use PowerPoint’s Bring to Front and Send to Back commands.**

Right-clicking any image will present you with those options. Bring to Front and Send to Back move the image to either the absolute front or absolute back of the layers on your page, and Bring Forward and Send Backward move the image forward or backward one layer at a time.



Inserting new images

To add new images to your document, find the Picture button on the Home tab of PowerPoint. Click that button and choose Picture from File.



Moving elements from Slide Master to your document

If you find an image on an example page that you'd like to move to a document of your own, you can easily copy and paste it. **Just find the page with the image you want to copy within the Slide Master, right-click the image and select Copy, then return to your page, select Edit in the toolbar at the top of the screen, then select Paste.** This should put the image onto your page in the exact position it was in on the example sheet, and from here you can adjust it as you wish.

Inserting PDFs

It is possible to insert PDFs into your PowerPoint template, though you are limited to inserting just the first page. For this reason, we encourage you to only insert single-page PDFs into your template document.

ON APPLE: select Picture then Picture from File on PowerPoint's Home tab. This will allow you to select a PDF file just as you would any other image file.

ON PC: Click the Insert tab near the top of your PowerPoint window, then select Object, and in the resulting window, click "Create From File..." and navigate to your PDF.

COMPOSITION

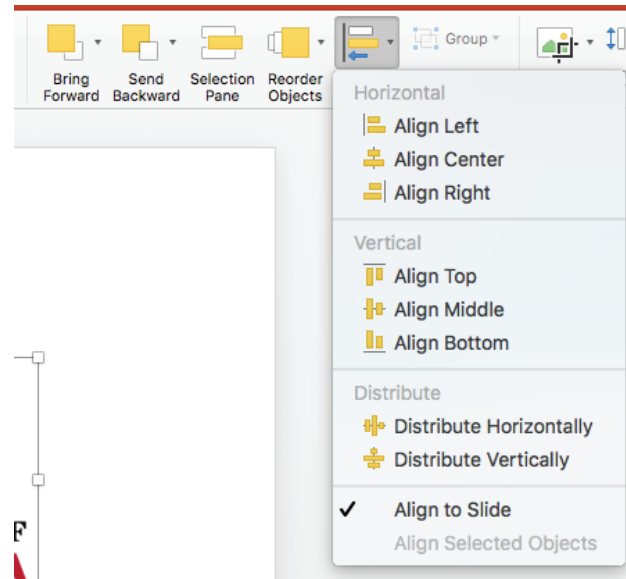
Aligning and moving objects

If you need to align one object to another, PowerPoint will automatically "snap" most objects to another object when their edges or centers are close to one another. Additionally, if objects have corresponding edges that are aligned—even if they are on opposite sides of the page—PowerPoint will display a line to illustrate their alignment. **This is useful if, for example, you want the bottom of a text box and the bottom of a photo next to it to be perfectly aligned or if you want to make sure that two objects are centered with each other.**



Aligning and moving objects, continued

You can also align objects by selecting them and selecting the Shape Format or Picture Format tab (depending on the type of object selected) from the top of your PowerPoint window. Here, you can select multiple alignment options from the Align button.



Sometimes, when moving objects, the “snap-to” feature might be a hindrance. **If you need to temporarily disable the “snap-to” feature while moving objects, hold the Option key (on Mac) or Alt key (on Windows) to move your object freely.**

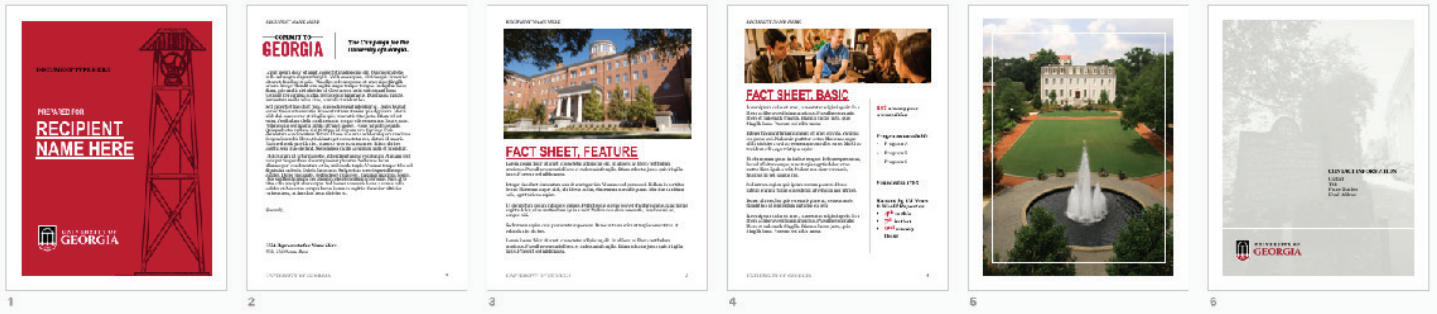
Finally, the Shift key can be used while moving objects to restrict the direction of its movement. **When moving objects, hold Shift while dragging the object to limit its movement to a single horizontal, vertical or diagonal axis.** This is useful if you want to move something directly up, down, left or right.

Ideas for document layout

One of the advantages of these templates is that while you have all the tools necessary to create a variety of documents, the composition of your document is up to you—you can build whatever you need based off of the materials you have and the info you want to convey. But if you need a few ideas to get started, the next few pages show a few ways you might compose your document.

Ideas for document layout, continued

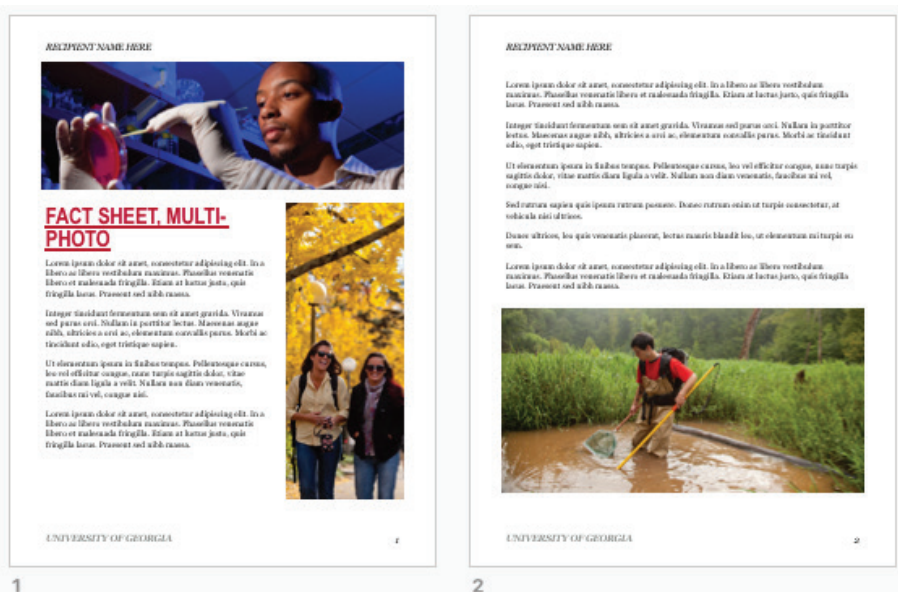
Six page proposal



Eight page menu of opportunity



Double-sided one pager



Ideas for document layout, continued

Four page single fold tabloid sheet (option C of Proposal Toolkit Printing Guide)



Eight page naming opportunity menu

