

## Helpsheet 1 - Using your logo JPEGs

I have provided you with your logo in a JPEG file format (.jpg), and have probably given you this in 3 file sizes - small, medium and large. These sizes relate to the resolution (and therefore the file size) of the image.

You can choose which of these files to use depending on the application. See below for suggested uses:

### Which logo do I use, and when?

#### Small logo

- as header or footer in a document (in the same way as my Smart Station logo is at the top right of this page)
- often for web applications
- whenever you need to limit the overall document size (eg. where it is being used many times in a large document - each time it appears will add to the document file size, so better to use the small file in this instance).

#### Medium logo

- for larger applications such as the cover of a report, or the title slide in a presentation
- for instances where, although the printed version will be quite small - such as business cards, letterheads, etc, you still need a really crisp image (higher resolution)



#### Large logo

- Ideal for posters, banners, exhibition material, etc, where file size is not an issue
- Whenever you need an enlarged image and high resolution is important.

### Additional requirements and web use

Although the images I have supplied are suitable for most applications, if you find you need an even higher resolution, please get back to me and I will resave the file for you in an appropriate format.

Also if you plan to use your logo on the web (on your website, for example), please check with your website creator what file type and resolution they require (usually stated as a maximum pixel size), and again, let me know if you need me to supply this to you.

## Inserting your logo into a document

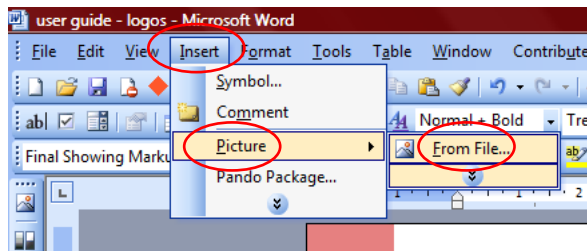
Once you have chosen the most suitable logo size to use for your application, you will need to insert it into your document.

For the purposes of this factsheet, instructions are given for Microsoft Office 2003 Word, as this is still the most commonly used software. The process is very similar for using with Excel, PowerPoint, Publisher, etc, and can also be applied to the 2007 software.

These instructions also apply to any image you wish to use in a document, not just logos!

### 1 To insert your logo into a Word document:

On your toolbar, go to **Insert > Picture > From File**



then select your logo from the directory where you have saved it, or from the disc I have supplied to you, and click **Insert**.

We'll use this globe as our logo.



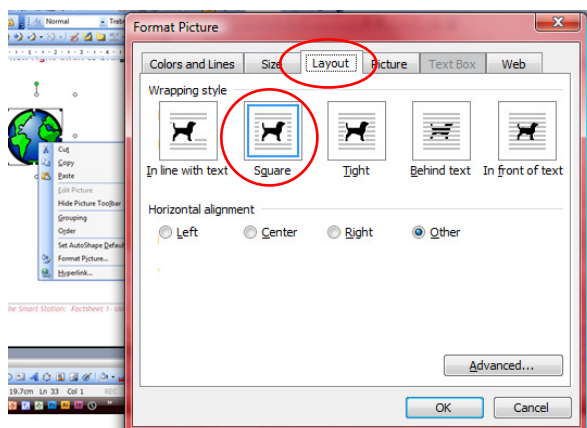
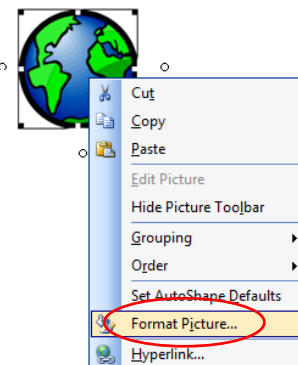
### 2 Moving your image

Next, you need to **move** it to the right place. The simplest way to do this is to:



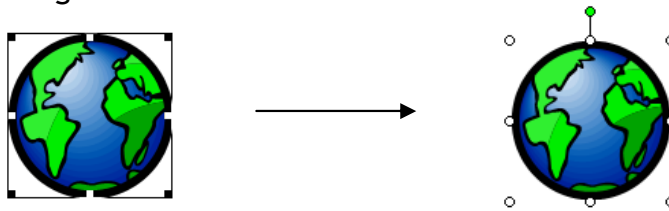
**Click on it** to highlight it (see the 'selection blocks' - black and white squares around the image)

Then **right click** to bring up the picture menu, and select **Format Picture**:



From the Format Picture dialogue box, choose the **Layout** tab across the top. You then have a choice depending on how you want the text to sit with your image. The simplest option to choose (and the one I use most frequently) is **Square**, then **OK**

Your image will then switch from square selection blocks surrounding it, to round white 'grab handles':



You can then click and drag your image to the correct position on the page. (Click in the middle of your image for ease).

To rotate your image, hover your mouse over the green 'blob on a stick' (at the top of your image), then click and drag.

You can also use the  $\uparrow\downarrow\leftarrow\rightarrow$  arrow keys to move your image. Click on the image to highlight it (round grab handles), then use the arrow keys to shift it into position.

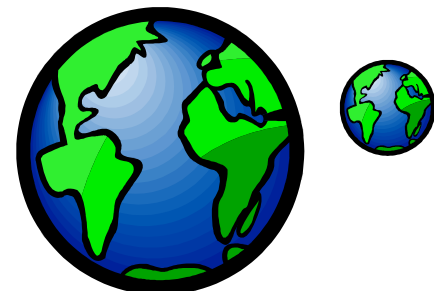
**TOP TIP:** to move your image a tiny bit (a smaller amount than one arrow press), hold down the Control (ctrl) key while pressing the arrow keys - this will move your image in tiny increments - very useful if you're trying to line things up!

### 3 Changing the size of your image

Next, you may wish to **alter the size** of the image. Do this by clicking and dragging on one of the **CORNER** grab handles. This will ensure your image stays in proportion. Hover your mouse over one of the *corner* grab handles, and it will change to a double-headed arrow:



You can then stretch or shrink your image to the desired size. If you enlarge it and it starts to look a bit pixelated or poor quality, try using a larger file size jpeg (medium or large logo).



It is *crucial* you don't try to change the size using the 'middle' grab handles (top, bottom, left, right), as this will badly distort your image:



You can imagine how awful this would look on your own logo, and is very unprofessional - *don't do it!!*

### 4 Headers and Footers

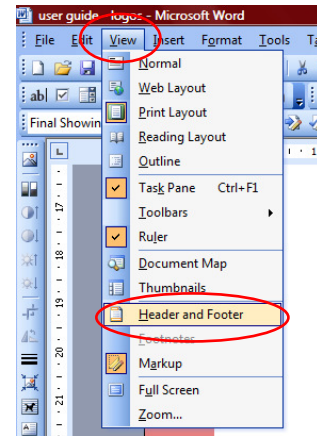
A header (or footer) is an image and/or text which appears in the same position on every page of a document. My header in this document is my Smart Station logo at

the top right, and my footer is the blue line, document name and page number at the bottom of the page.

Headers and footers are usually added to ‘brand’ a document and to include important information which the reader may require.

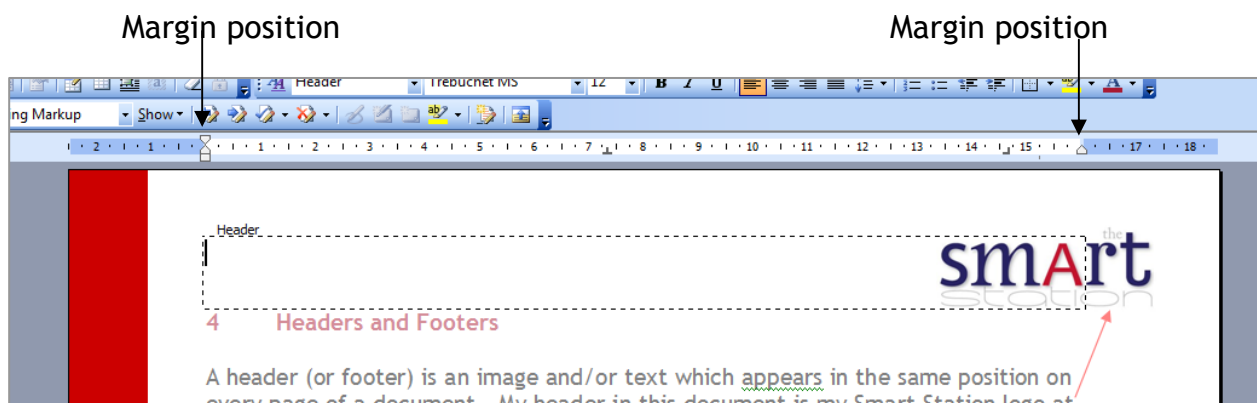
### To insert your logo into a header or footer

First you will need to open your header/footer application. On your toolbar, go to **View > Header and Footer**. This will shade out your document text, and show you a dashed rectangle at the top and bottom of each page. You should also see the Header and Footer (H&F) toolbar appear:



To insert your logo into the header (or footer), repeat steps 1-3 above (to insert your logo into the document) *while the Header and Footer toolbar is open and the dashed rectangles are visible*. Position your logo, adjust its size as necessary, then click ‘Close’ on the H&F toolbar. The logo will fade and the dashed rectangles and the H&F toolbar will disappear.

It is worth noting that the dimensions of the dashed rectangle are set by the margins of your document, but your logo doesn’t have to sit entirely within the dashed header/footer rectangle. For example, in this document I have added the red bar down the left hand side of the page, and my logo spills over to the right:



Good luck using your new logos - I hope this factsheet has been useful and your newly-branded documents help to make you more successful!

If you would like more help with formatting, layout or presentation of documents, please get back to me - I’ll be delighted to help!

[gaynor@thesmartstation.com](mailto:gaynor@thesmartstation.com)

[www.thesmartstation.com](http://www.thesmartstation.com)

07886 396811