

**WORDMARK PROJECT**

**How to Import PDFs into the Wordmark InDesign Template**

There is a template and a family of fonts to download from the Google Classroom assignment named **WORDMARK-FINAL PRINT**.

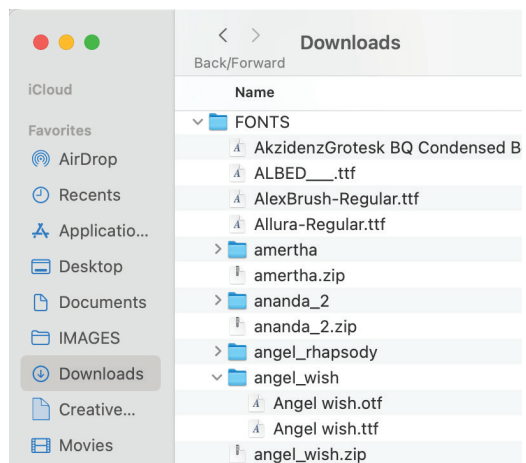


Figure 1. Notice there are files with a .zip file extension such as angel\_wish.zip. That is the downloaded zipped font file. If you double click on that file, it will uncompress. Sometimes it uncompresses into a folder or it may simply unzip into a type file. In the example above notice angel\_wish.zip uncompressed into a Folder (angel\_wish) with two files in it. Notice there are two types: Angel wish.otf (open type face) and Angel wish.ttf (true type face). Open type faces (.otf) offer more options and features such as decorations, ligatures, and symbols. So that is the better file type to install on your computer. But you can install both.

**To Manually Install a Font**

1. Go to your application folder and find the program called FONT BOOK. You can drag this program onto your menu for easy access next time you need to install a font. Open the application.
2. Go to **FILE/ADD FONT TO CURRENT USER**.
3. A popup men will appear. Go to the FONT Folder in your Download Folder and locate the unzipped font or folder. Select that font or folder and click **OPEN** and the font(s) will be automatically installed. The font will appear in all your software programs in the Character Menu.

**Note:** Fonts come with licensing restrictions, so be sure you read the legal permissions of the download. Some are for Personal Use Only and if you are going to be using fonts for a client, you need to pay for them to avoid a lawsuit.

**STEP 1: DOWNLOAD THE ASSET FILES**

1. Download the project assets on the WORDMARK-FINAL PRINT Assignment on Google Classroom: 1) **LastName\_WordMarks\_Template.indd** and 2) **Helvetica Neue LT Std.zip**

**A Word About Fonts**

*Designers work with many fonts. Sometimes we use fonts downloaded from other sources other than Adobe. You need to keep these files as sometimes you need to share them to be able to read a document on another computer, or you may change computers at sometime and will want to keep these fonts and re-install them. The font must reside on the computer that is opening the document, otherwise the document will default to another font and your design will appear correct.*

**RECOMMENDATION: Keep Your Fonts in One (1) Folder in Central Place**

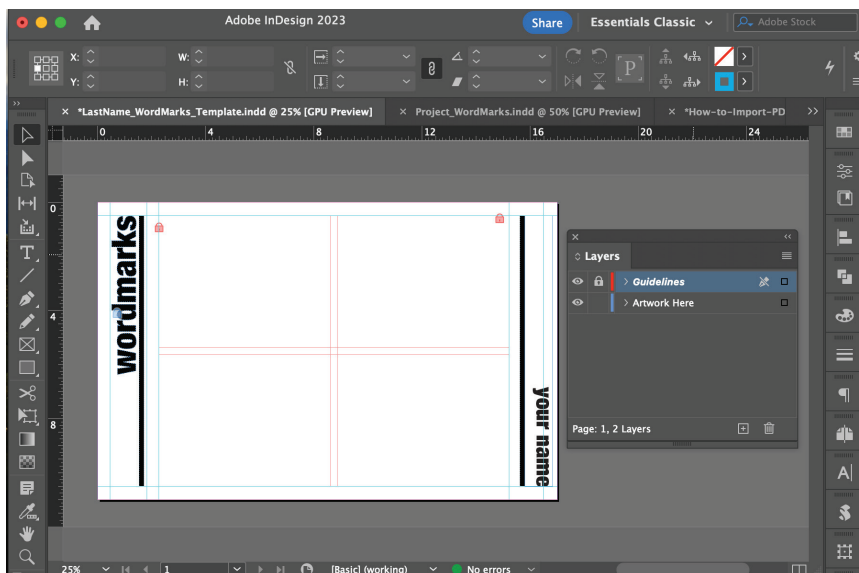
*I have found the best way to manage your non-Adobe fonts is to create a folder in your download folder where you can always find them and not put them in a project folder, because you will probably use it on other projects.*

**STEP 2: CREATE A PROJECT FOLDER**

1. Create a FOLDER in your **DOWNLOADS** folder and name it **FONTS**. **FILE/NEW FOLDER**
2. Install the font family. See Figure 1. to the right with the instructions.

**STEP 3: CHANGE THE FILE NAME**

1. Place the **LastName\_WordMarks\_Template.indd** into your PROJECT FOLDER.
2. Change "LastName" with **your** Last Name.
3. Open the In-Design File.



Open the Layers Menu. **WINDOWS/LAYERS**. There are two (2) layers. The top layer named **Guidelines** is locked and notice that it has *italicized* letters. This means that this layer will not print. It has the red guidelines in four boxes for positioning your four wordmarks. They are locked so they won't accidentally move as you are placing your images.

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**STEP 4: MAKE A FINAL PDF OF YOUR WORD MARKS FROM YOUR ORIGINAL WORDMARK FILE**

1. You will be placing your four (4) wordmarks directly from your PDF file. If you have made corrections or changes to your initially submitted wordmark, make a new PDF of your final work. **Make sure that you follow the directions for making a PDF from Illustrator detailed the handout distributed in class.** All four (4) wordmarks need to be in one file and the PDF must be saved: **Press Quality, Trim Marks, Use Document Bleed Settings.**

Rustic Whistle

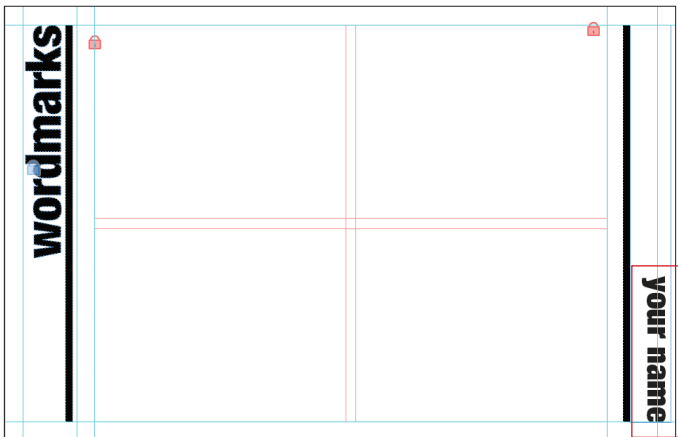
Dark Star

BLUE DISCO

Guilty Submarine SANDWICH SHOP

**STEP 5: TYPE YOUR NAME ON THE TEMPLATE**

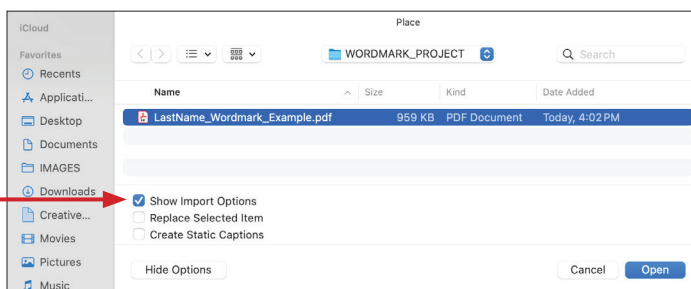
1. In the WORDMARK TEMPLATE, click into the text box and **Type your Name** (all lowercase) into text box on the lower right-hand side. The font is: **Helvetica Neue LT Std**  
The style is: **107 Extra Black Condensed**  
Notice the text is all lower case.



**STEP 6: PLACE YOUR IMAGES FROM THE PDF**

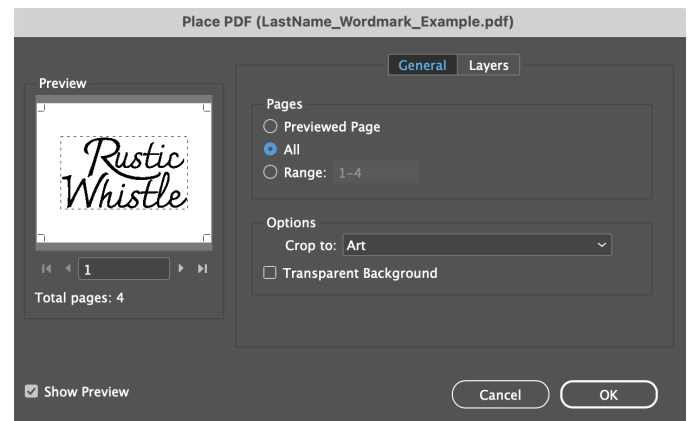
You are now going to place your four (4) wordmarks from your final PDF into the InDesign Template.

1. Go to **FILE / PLACE** and select the PDF with your four (4) wordmarks.
2. Uncheck: **Replace Selected Item** (if it is selected).
3. Check: **Show Import Options**
4. Click the blue **OPEN** button.



**STEP 7: HOW TO PLACE A PDF INTO IN-DESIGN**

1. A popup menu will appear. Be sure the **Show Preview** check box is checked in the bottom left corner. You can scroll through the pages in your file under the **Preview** section by clicking the arrows under the page display. You can see the total page count in the document under the Preview section.



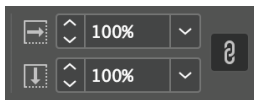
2. Check the **All** radio button under the **Pages** section.
3. In the **Options** section, change the drop-down box to **Art**. This will import your image without the crop marks and will crop it to just the artwork. This will save you time in sizing and positioning it in the template.
4. Click the **OK** button.
5. Click each image into the document.



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**STEP 8: ARRANGE YOUR IMAGES**

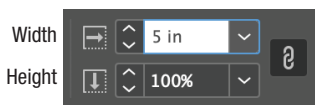
1. Place each images within the quadrants in the grid.  
The size of each square in the quadrant is 6.5 in wide by 4.84 in high.
2. The easiest way to resize images in In-Design is to type an exact measurement in inches in the **Scale Percentage** menu. If you cannot see the menu ribbon at the top of the InDesign interface, change the **Workspace** to **[Essentials Classic]**.  
WINDOW/WORKSPACE/[ESSENTIAL CLASSICS]



3. For the example, 5 inches was the best size for the images in my student sample file.

Scale Percentage

If you type a number into the Scale Percentage menu above —with the *proportion locked*—checked, it will reduce the image by a *percent*. However, a trick you can do is to type an exact measurement into the width field (the top field). You will need to include the measurement. For example:



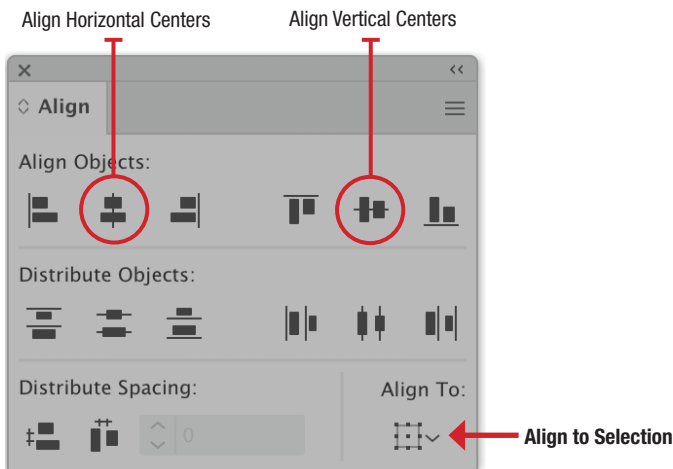
to reduce the image to be 5 inches wide, in the top width percent field, type in 5 in. You need to remember

to type in the unit or your image will be reduced 5%. If that happens, simply re-type 5 in into the width percent box.

**Note:** If you made your wordmarks smaller or larger than the examples I used for this tutorial. Adjust the size of your wordmarks to fill the majority of the space with a nice amount of whitespace around each one.

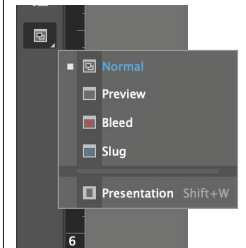
**STEP 9: ALIGN YOUR IMAGES**

1. Align your images within the quadrants. Use the align tool to align the images horizontally and vertically in the four squares. To align two objects to each other be sure the **Align To** icon (located in the bottom right of the menu) is set to **Align to Selection**.



You can preview what your layout will look like when it is printed by clicking on the icon at the bottom of the left tool bar.

Click and hold the icon to open the options and select preview.



**STEP 10: MAKE A PDF WITHIN IN-DESIGN**

1. Save your work as a PDF. In-Design has a PDF maker right within In-Design. To make your PDF go to: **FILE / Adobe PDF Presets / [Press Quality]**

This time, there are no bleeds on this document as no color touches the edge of the page.

You simply select the File Type **[Press Quality]**  
Click on **View PDF after Exporting**  
Then click on the **Export** button.

