

Instructions for use of ATLASerials for ALUM logo

Logos are provided in vertical and horizontal formats. JPEG, PDF and EPS file formats are available for download. JPEGs are pixel-based files usually used for web-based applications. PDF and EPS are vector-based files usually used for print applications. JPEG can be used in Photoshop, Microsoft Word and Powerpoint. PDF can be used in Adobe Acrobat, Adobe Illustrator, Photoshop, InDesign, Quark Xpress and Microsoft Word. EPS can be used in Adobe Illustrator.

When printing in color, the files provided here will print in PMS187, PMS Cool Gray 9 and black. When printing in black and white, the colors will default to grayscale.

Vertical Format



Horizontal Format



Instructions for use of ATLASerials for ALUM sample ads and graphics

Sample ads and graphics are provided in vertical, 2 column and horizontal formats. PDF file formats are available for download. The PDF files can be used in print applications without any alteration. The PDF files can be opened in Photoshop (or other photo editing software) and saved as JPEGs for web-based applications.

The ads are customizable with your institution's promotional copy, website address and logo. If you are using a design program such as Adobe InDesign, the PDFs can be imported as photos and you can place your own copy and graphics in the space shown on the diagrams below. If you are using Microsoft Word, go to Insert > Picture > from File and select the PDF file. To place your text inside the placed PDF, go to Insert > Text Box and type in the text you would like to appear in your ad. Go to Format > Text Box > Layout and select "behind text" so your text box does not obscure the placed PDF.

Vertical Ad or sidebar



Place your institution's promotional copy, website address or logo here.

2 Column Ad



Place your institution's promotional copy, website address or logo here.

Horizontal web or letterhead banner



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