

HALF-PAGE BROCHURE

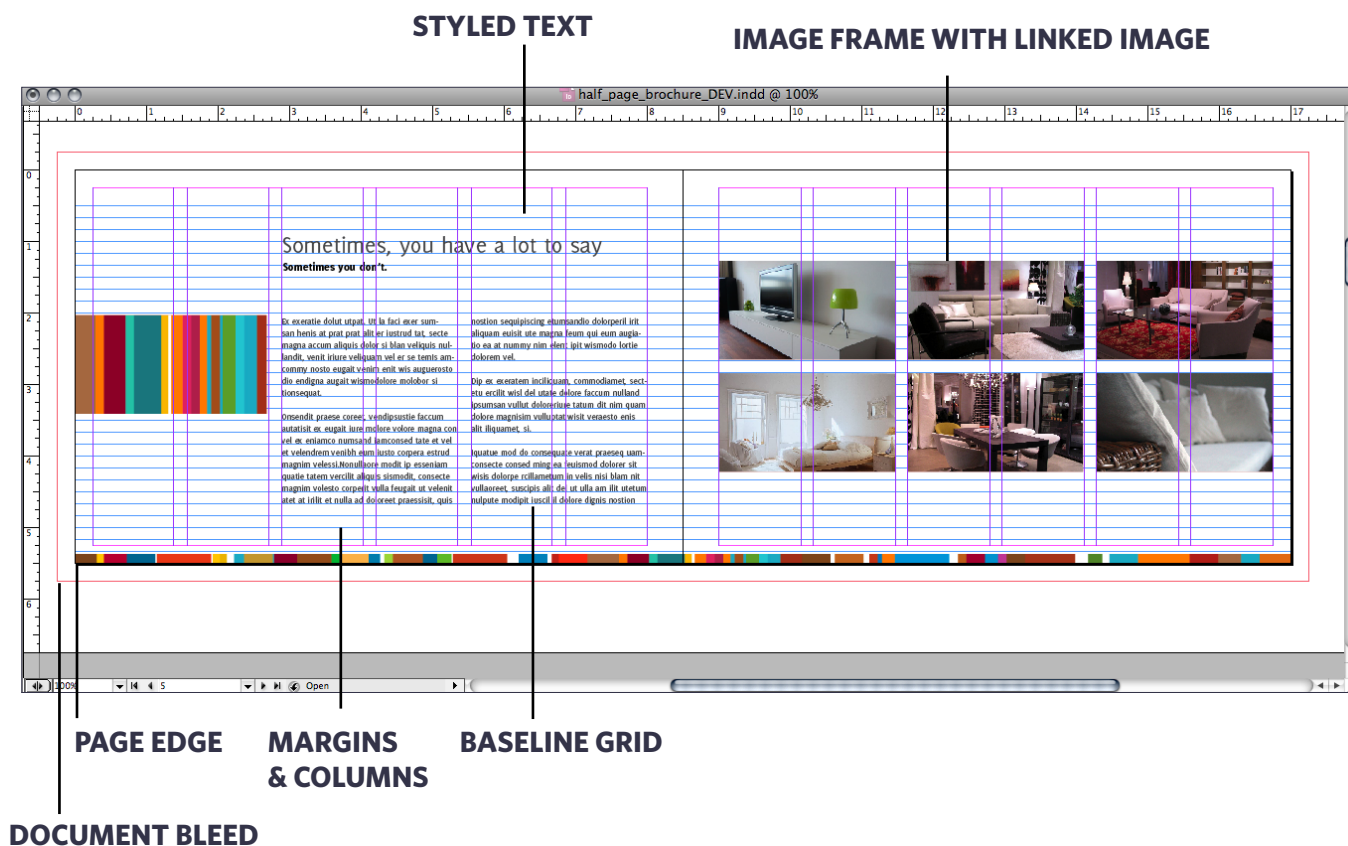
USER GUIDE

Thank you for purchasing this InDesign template! I hope that this template will be of great use to you in your projects. Below are some simple instructions for modifying the template.

If you are new to using InDesign, or new to print design, I suggest you check out this link (<http://www.blog.spoongraphics.co.uk/articles/tutorial-roundup-for-getting-started-with-indesign>) to check out some great tutorials for working with InDesign!

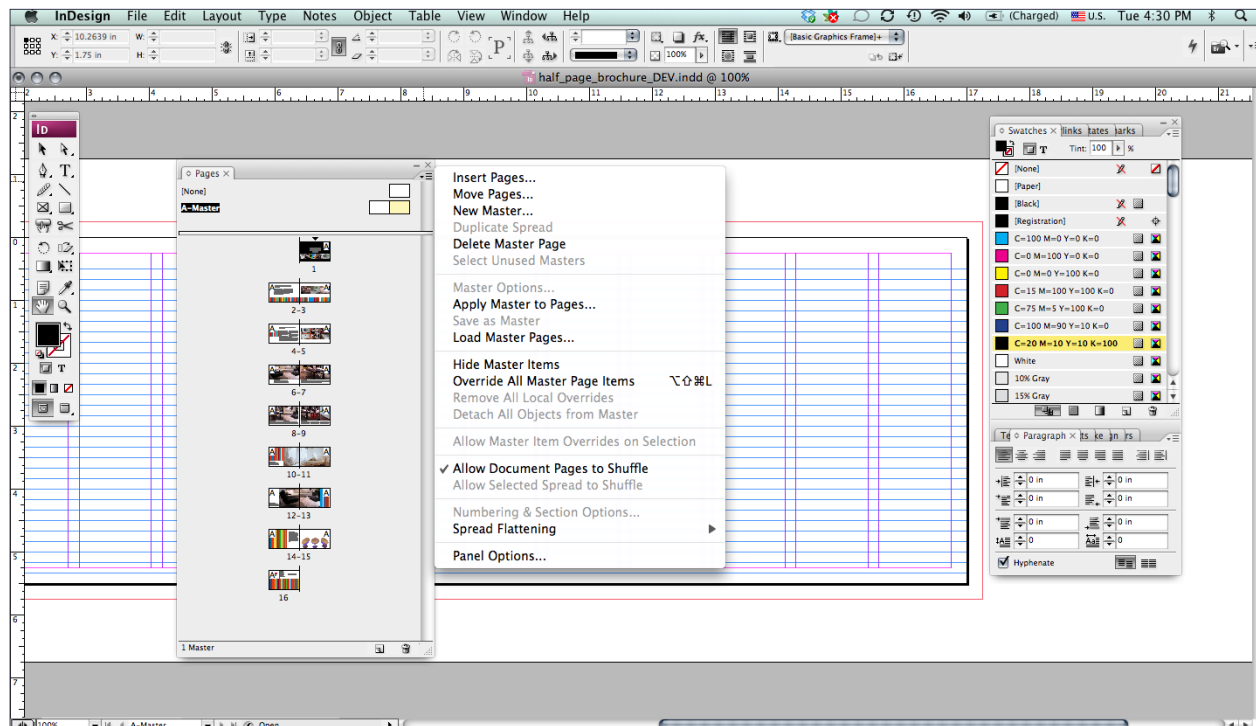
CUSTOMIZING YOUR BROCHURE

BASIC OVERVIEW



EDITING THE MASTER PAGES

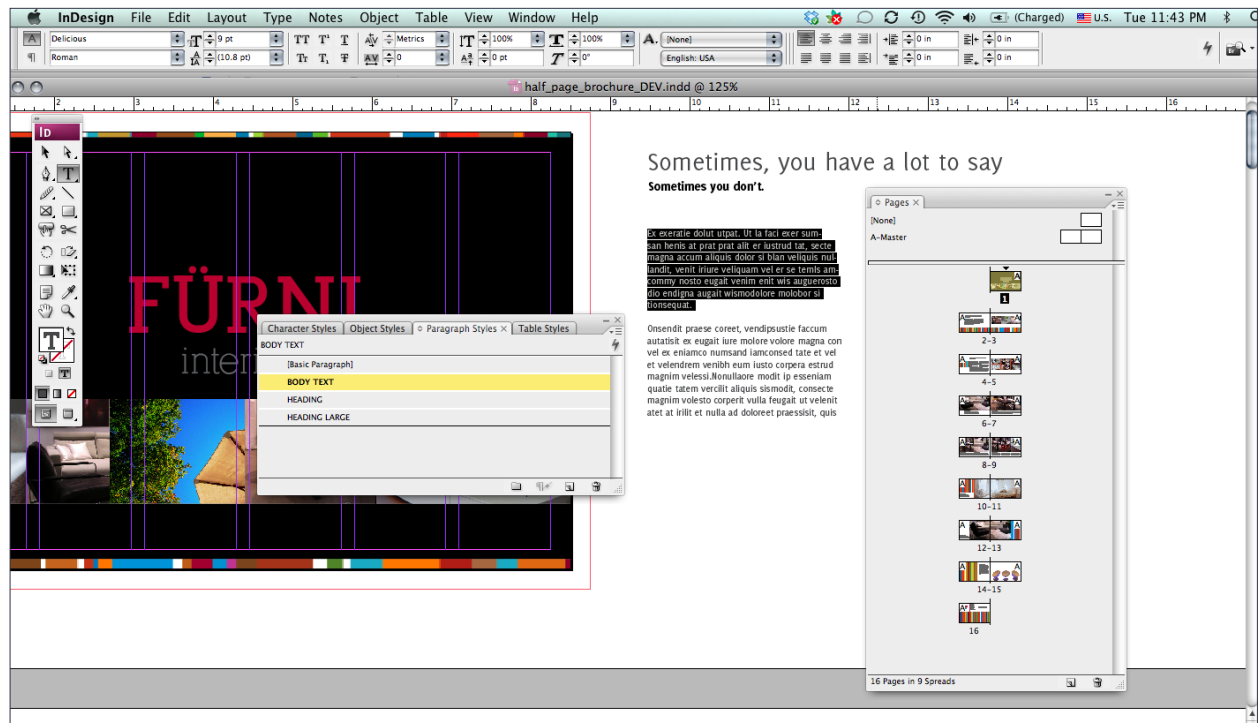
Many layout elements for this template have been established on the **Master Pages**, which are then applied to the pages that have been assigned the master page. Elements such as the Columns and Margins are set on the A-Master pages and then applied to each brochure page that uses the master. To edit the A-Master page, double click on the **Master Pages icon** in the top of the **Pages** palette. To create another set of master pages, or to duplicate the current set, press the little down arrow on the top right of the Pages palette.



To edit the columns and margins on the master pages, select the master page and choose from the top menu **Layout > Margins and Columns** to edit.

Please note, for the right and left outer sides, you want at least a .5" margin in from the sides as a "safe zone" -- text should not go farther than this. When your brochure goes to print the edges are trimmed after binding, therefore, pages toward the middle of the finished brochure will be smaller in width than the outer pages. Without a sufficient margin, text could be cut off if it goes too far toward the outer page edges. This is something to keep in mind if you intend to edit the margins in this file. Always check with your printer or print broker about safety and bleed settings on each project before sending your files in to print.

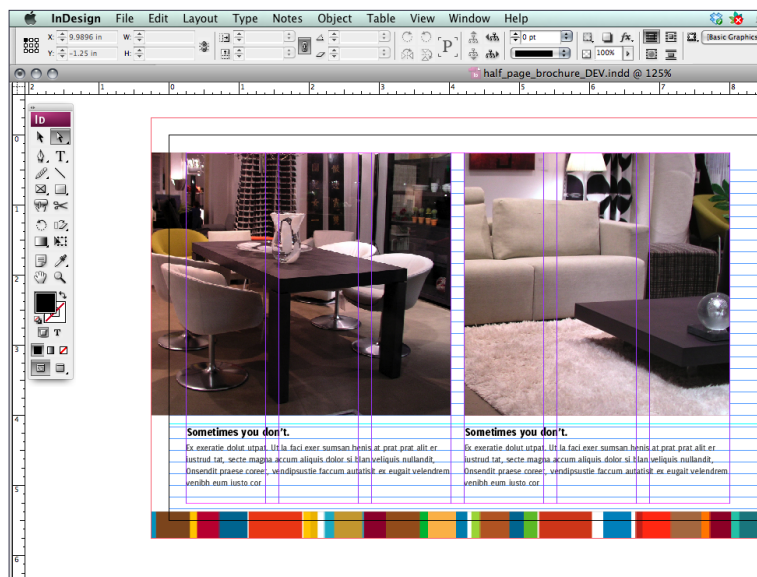
EDITING THE TEXT AND PARAGRAPH STYLES



There are three default paragraph styles for text in this brochure template - **BODY TEXT**, **HEADING** and **HEADING LARGE**. On the first page of the brochure, to the right of the cover page, you will find an instance of each of these paragraph styles. These are master styles that can be edited project wide through the **Paragraph Styles** and **Character Styles** palettes. To override a styled element, select the instance of the element and apply new settings to it. To edit all instances of a styled item, select the style name in the appropriate palette and make changes in the dialog box. For example, if you want to change the font in all of the body text paragraphs, select **BODY TEXT** in the **Paragraph Styles** palette, choose **Basic Character Formats**, and change the font. If the fonts do not change, check to make sure that the Paragraph Style is applied to all of the instances. Character Styles are styles that can reside in a Paragraph Style. To change the color of the header text, choose **HEADER** from the **Paragraph Styles** palette and change the color in the dialog box in the **Basic Character Formats** section. Similar changes can be made to styles in the Object Style and Table Style palettes. Personally, I prefer to place these four palettes into a group for easier workflow, as pictured above.

DOCUMENT SETTINGS

CHANGING THE BLEED, BASELINE GRID, OR PAGE SIZE

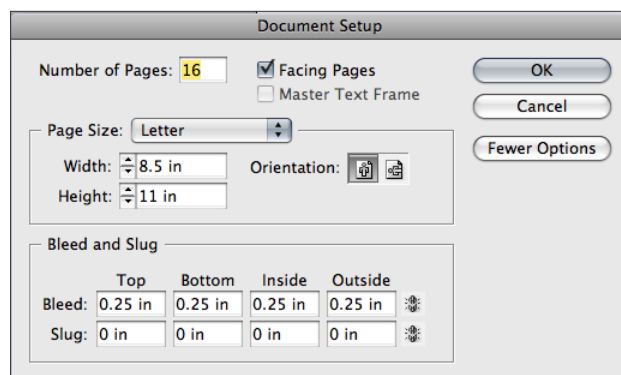


A Document Bleed is a guide that resides outside of the page, as seen in this image as the red line that lies outside the page.

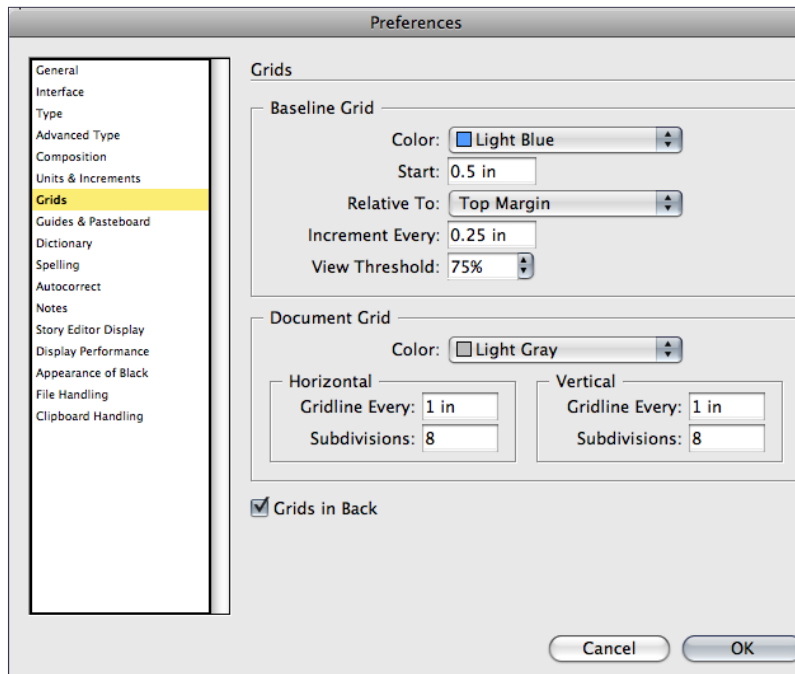
To see the bleed line, choose **View > Grids & Guides > Show Guides**.

Typically a bleed is set somewhere between .25" to .125" -- always check with your print provider or print broker for each project's recommended bleed settings. The

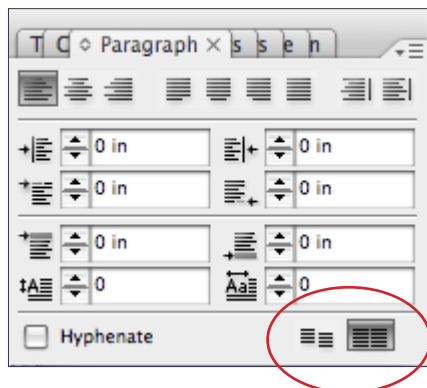
bleed is the area that extends off the page and is cut off during the trimming process. This area is very important -- if you have an image that you want to extend, or "bleed", off of the page, please make sure that the image extends **to the bleed**, otherwise you may have an unintended consequence of a border or a color edge on your pages in the final project. I personally like to set the bleed when I set up my document, and during the design process I set the image frames to the document edge (to get a better feel for the finished design) then set the image frame and image to the bleed line when I am satisfied with the page design. A good habit to get into when pre-flighting your pages for print is to check all of the bleeds before packaging -- this can save you many headaches and delays!



To change the Bleed or Page Size of the brochure, go to the document setup dialog box by choosing from the top menu **File > Document Setup**.



The baseline Grid aligns all of your text to a consistent, pre-set guideline, resulting in a better aesthetic and easier page flow for the reader. These are the settings I use for my base line grid. You can get to this dialog by choosing from the top menu **InDesign > Preferences > Grids**.



To align text in a text frame to the baseline grid, select the text frame and on the Paragraph palette, select the **Align to Baseline Grid** icon.

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I hope this covers everything and gets you up and going on your new brochure project! If you have any further questions about this template, or if there was some instruction that I forgot to include, please feel free to leave me a comment on my Envato author page and I'll answer you back.

If you are new to using InDesign, or new to print design, I suggest you check out this link (<http://www.blog.spoongraphics.co.uk/articles/tutorial-roundup-for-getting-started-with-indesign>) to check out some great tutorials for working with InDesign!

I want to thank you again for purchasing this InDesign template! If you like it, please rate it :)

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LINKS TO THE FONTS USED (BUT NOT INCLUDED)

Alexandria FLF -- <http://www.fontspace.com/casady-and-greene/alexandriaflf>

Delicious -- <http://www.fontsquirrel.com/fonts/Delicious>

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