

Tektronix®



THE COLOR CONNECTION BOOK SERIES

Microsoft Office Advanced



Tektronix Color Connection^(SM)

Tektronix Color Connection™ is a comprehensive program designed to usher Tektronix color printer owners into the world of color.

The Color Connection™ program provides valuable tools to make your documents more powerful. Whether you're a color expert or just beginning, you'll find useful information customized for your own individual needs, including:

Exciting interactive tutorials — based on the Color Connection Book Series — that teach you how to use Microsoft® Office™ software you're already familiar with to design powerful, polished business reports, creative projects, and everyday documents.

E-mail subscription — featuring helpful document design tips, templates, and support information to maximize your color printer's full potential. These e-mails will be tailored to your specific needs.

On-line — a searchable database of information on using color in popular software applications. Important links to customer support pages and other important web sites.

How Do I Participate?

Visit www.colorconnection.tektronix.com and establish your personal link to the world of Tektronix color today!

About Tektronix

If you can dream it up, we've got a way to get you there. For more than 15 years, Tektronix has built the future of color printing, helping businesses move from black-and-white to cutting-edge color. Our successes were earned early, amidst the exacting needs of the graphic design and engineering communities. Our next-generation printers have expanded on those achievements, making color printing easier and more affordable than ever before. And making Tektronix the standard for network color printing around the world.

Whether it's solid ink or color laser, Tektronix color printers boast record-setting speeds, reliable customer support, and award-winning color quality — year after year. Simply put, color communicates. And Tektronix color makes sure people communicate more effectively, the world over.

To learn more about Tektronix color printer products, visit our website at www.tektronix.com/Color_Printers/. Or, in the U.S. and Canada, call us toll-free: 1-800-835-6100, Monday – Friday, 6:00 a.m. to 5:00 p.m. (PST).

Tektronix Up Close

Founded in 1946

Headquartered in Oregon

8,630 employees worldwide

Sales and support in more than 75 countries

\$2.1 billion in sales



THE COLOR CONNECTION BOOK SERIES

Microsoft Office Advanced



From Tektronix, the leader in desktop color printing

Microsoft® Office™ is a powerful tool that allows you to write, analyze and present your ideas. Add color to your Office 97 or 98 documents, and they instantly gain even more impact. But adding any color in any manner just won't work: You'll end up distracting from your message rather than enhancing it. This book will show you how to use your Tektronix color printer to add color intelligently and effectively.



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Opportunities

If you're used to being limited to just black and white, you might not immediately recognize all the colorful opportunities you now have. But that won't last long. Consider these ways to use color:

Sales – Product literature, data sheets, direct mail, new business pitches, logos. Quotes, proposals, and presentations customized for each product. Colorful handouts and collateral.

Marketing Communications – Brochures, collateral, ad design and layout, and publications design. Market research reports and graphics, customized studies and presentations.

Training and Human Resources – Presentations for new hires, procedures manuals, documentation, policies handbooks, informational brochures and forms.

Production – Originals or multiple copies of reports, report or binder covers, proposals, labels, presentations, conference materials including signs, name tags, and agendas.

Accounting – Spreadsheets, financial projections, business graphics. Complex statistics and charts. Invoices and statements, accented with color for a stronger call-to-action.

Executive Offices – Full-color transparencies for presentations; color graphs and charts in critical reports. Personalized and customizable letterhead that's always in stock.

Guidelines

To get started using color in your business documents, consider these basic guidelines. Then get ready to increase the power and presence of all your work.

Attract attention to the most important ideas with bright colors, such as red or royal blue. Keep in mind, though, that a little goes a long way. Large areas of bright color can take attention away from the rest of your document.

Use subtler colors as well. Too-tiny areas of light color can be overlooked. They're best for backgrounds or large areas. For example, use soft yellow or light blue as a backdrop or text and charts on overheads.

Follow the rainbow. If you're color-coding a sequence of elements, the natural progression is the same as the rainbow — red, orange, yellow, green, blue, indigo, violet.

Use color associations. People tend to associate colors with various conventions. For example, red and green denote "Christmas," black and orange are "Halloween." Blue is "cool." Red and orange are "warm." Be careful — red can also mean "in the red" on a spreadsheet.

Use contrast. Make sure that adjacent colors, such as those used in a pie chart, are distinct. Colors that are too similar in tone or value can blur together and confuse the information.

Be consistent. Don't get carried away with your new paintbox of colors. If you have a set of related graphics or headings, keep their colors the same all the way through a document.

Our customers tell us that once they start using color, one idea leads to another. Soon, you'll have a world of new ways to use color every day, in every document. Just turn the page to get started.

Saderville Community Hospital
News & Views

New and opinions from the employees of Saderville Community Hospital. Volume 4, Number 3 June 1998

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Life & Death in Saderville Hospital ER

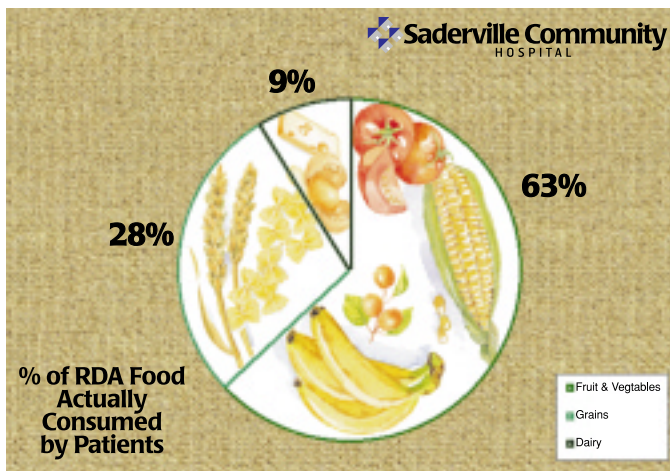
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Saderville Community HOSPITAL

For more information:
Alan McCarthy 311.255.9874 (PH) 311.255.9877 (FX)
Chad Jasper 311.255.9887 (PH) 311.255.6398 (FX)

April 21, 1998

Tracy Warner
1201 S. Luomeo Ct.
Saderville, IL 61254

Dear Tracy,

Lorem ipsum dolo rit amet, consetetur adpiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolo rit amet, consetetur adpiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volu pat. Ut wisi enim ad mini m veniam, quis no strud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolo rit amet, consetetur adpiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet do lore magna aliquam erat volu pat. Ut wisi enim ad mini m veniam, quis no strud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure do lor in hendrerit in vubutate velit esse mollis sie con sequat. vel illum do lore eu fugiat nulla facilis ut vero eros et accu san et iusto odio dignissim qui blandit praesent luptatum zzril de nent augue dui s sed diam nonummy nibh euismod tincidunt ut laoreet do lore magna aliquam erat volu pat. Ut wisi enim ad mini m veniam, quis no strud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

We look forward to seeing you!

Elaine Mose
Elaine Mose
Activities Director

Saderville Community Hospital • 1407 W. Franklin Ave. • Saderville, IL 61254 • (555) 5471 (PH) • (555) 6398 (FX)

Every design and document you create for your organization can benefit from the snap and eye-catching appeal of color.

OUR EMPLOYEES

More than 98% of patient's families are pleased with our staff professionalism.

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Saderville Community Hospital

Saderville Community HOSPITAL

The Caring Touch

A+ Rating from the Council on Community Hospitals

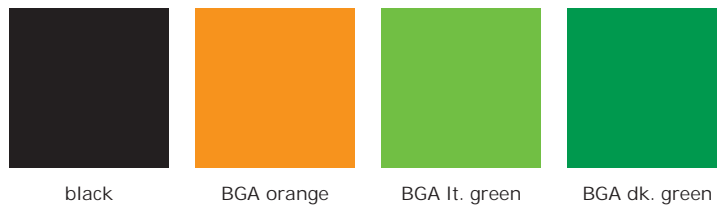
Word tip 1

Add new colors to Word's color palette

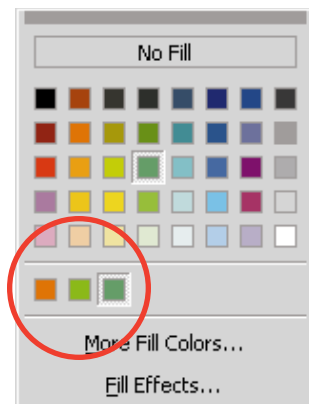
To go beyond Word's basic color offerings, choose **More Fill Colors** from the **Fill Color** palette on the **Drawing** toolbar. (See the button and palette at right.) The **Standard** tab (right, middle) lets you choose lighter or darker shades of Word's basic colors. The **Custom** tab (right, bottom) allows you to create your own colors. Word will not save the **Custom** colors you create in the **Fill Color** palette.

However, you can keep your **Custom** colors by saving them as swatches in a Word document. Once you've created a new color, draw a box, fill it with the new color, and assign a name, as shown below. When you've created and named all of your colors, save the document and name it ColorPal-{fill in your business name}. Whenever you want to use the colors in a new document, just open the file, access the colors from the **Fill Color** palette (see the button and palette below). Use the colors as needed, then delete the swatches and save the document with a new name.

To create a color "library" in Word, draw boxes, fill with the colors of your palette, then type the name beneath each color-filled box, as shown here. Save the file for future use.

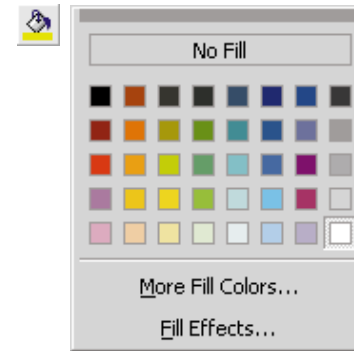


Fill Color Palette with new colors

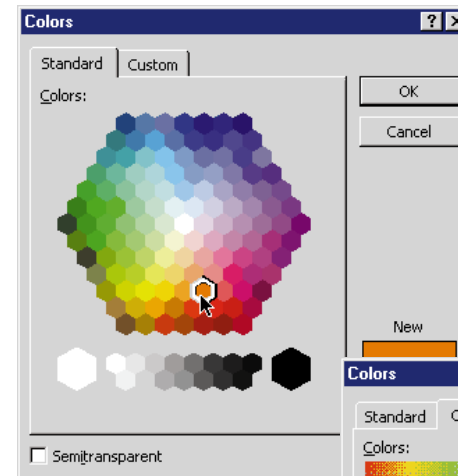


After you create new colors using Word's **Custom Colors** option, those colors will appear only in the **Fill Color** palette of that document. The new colors will not be universally available.

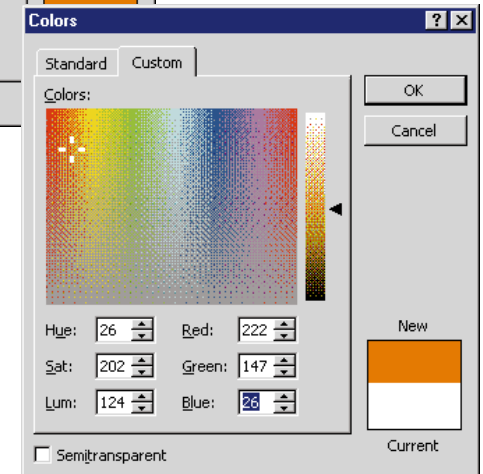
Fill Color Button and Palette



Word offers a variety of colors for your use. If you wish to create your own colors, click the **More Fill Colors** option at the bottom of the **Fill Color** palette.



Choose one of Word's **Standard** colors by clicking the **Standard** tab in the **Colors** dialog box. Or, mix your own colors by clicking the **Custom** tab. Here, you can choose the percentages of **RGB** and make other adjustments.



Word tip 2

Get your type in shape

Use the **WordArt** feature to shape up your text. Click the **Insert WordArt** button in the **Drawing** toolbar. Click the special effect you want, then click OK. In the **Edit WordArt Text** dialog box, type the words you want to format, select any other options, then click OK. **Double-click** the **WordArt** if you want to add or change effects.

WordArt Button and Gallery



WordArt offers a variety of special effects that you can apply to any typeface. Start by applying an effect to one word of your headline for emphasis. Make sure the word is still legible after the effect has been applied.

Saderville Community Hospital
news & views
New and opinions from the employees of Saderville Community Hospital Volume 4, Number 3 June 1998

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Exercise is the Key to
HEALTH

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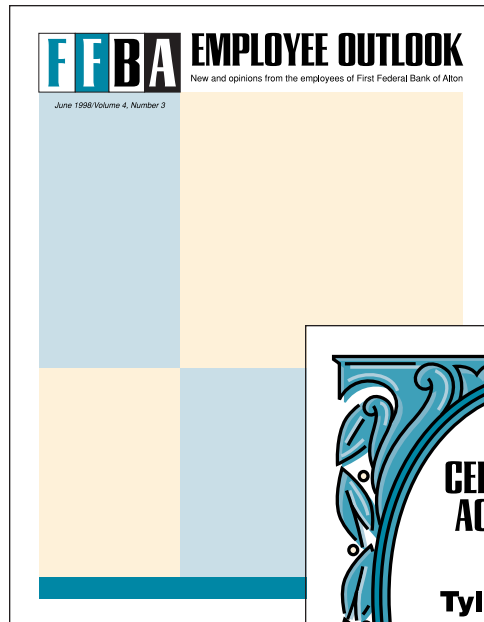
A WordArt effect was applied to just one word in the headline featured above. Use WordArt's effects with caution – a longer word or entire headline set like this might be difficult to read.

Word tip 3

Make your own preprinted sheets

There are plenty of four-color preprinted sheets on the market today for newsletters, brochures, flyers, and more. Trouble is, they're expensive and everybody seems to pick the same very popular designs for their documents. In addition, the catalogs never seem to offer exactly what you want.

With a color printer, though, you can create your own absolutely unique designs for a fraction of the cost. Some sample designs are shown here.



If you're creating your own preprinted sheets like the ones shown here, be sure to leave plenty of white or lightly colored space for text. Keep the designs simple so as not to obscure any copy.



Word tip 4

Print your own stationery system

A number of quality paper manufacturers make their products available through office supply stores today, so it's possible for you to print your own color stationery, business cards, and envelopes on quality paper on an on-demand basis. Just create your design, print the quantity you need, and you're ready. Some people prefer to use a laser printer rather than an ink jet printer to print the text of their business letters: Laser printers generally offer sharper, cleaner-looking text. Solid ink jet printers provide vivid color and sharp images.



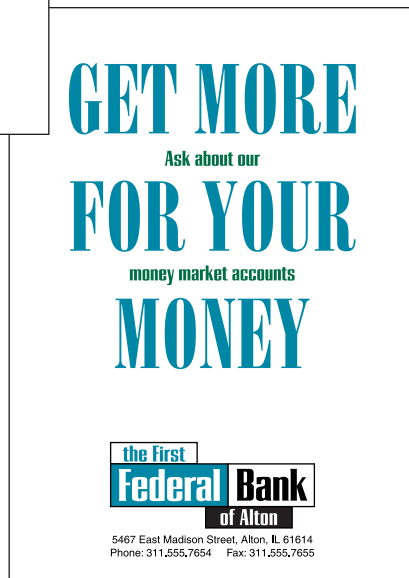
Word tip 5

Interleave two different faces and colors

This classy type treatment is simple to achieve. Just type your message, center it, then call out key lines in color and set them in a larger size than the remaining type. Adjust the line spacing if necessary.



When you interleave two different typefaces in two different colors, as shown here, be sure the faces and colors complement each other. Choose colors with an eye to readability. The example below uses incompatible typefaces and colors.



Word tip 6

Keep a file of pieces with color breakdowns

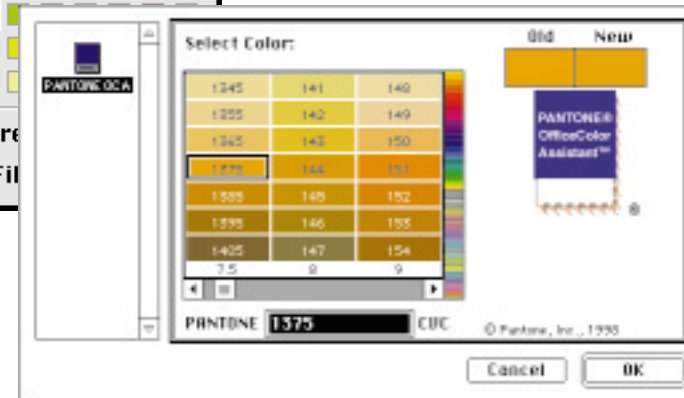
Sometimes your designs are output on the color printer (perhaps for proofing) in addition to being printed on an offset press. With these pieces, you can start a color reference library that you can use to improve offset print jobs in the future.

Here's how: Get a copy of the offset-printed piece and of the same design output on your color printer. Open the document on your computer as well. Writing directly on the offset-printed piece, note all of your color breakdowns from the electronic file. Place the marked-up piece and the color printer piece in a folder for future reference. Over time and with additional jobs, you'll get a better understanding of the relationship between these two types of color printing.

Note: Most service bureaus are not equipped to handle the RGB images that are produced in Microsoft Word. You can, however, specify PANTONE® colors for your Word or other MS Office projects. If you want to use a "match" color, PANTONE, Inc. offers a product called PANTONE OfficeColor Assistant, which is a Microsoft Office add-in available for Windows and Macintosh. Once installed, you can choose PANTONE Colors from the Word color menu. PANTONE OfficeColor Assistant provides access to over a thousand PANTONE Colors. Simply select the Color by number or name in Word or any MS Office application.



After you install the PANTONE OfficeColor Assistant, you'll see a new button in the Fill Color palette (left). Click the PANTONE button to access the PANTONE Color selection dialog box, as shown below.

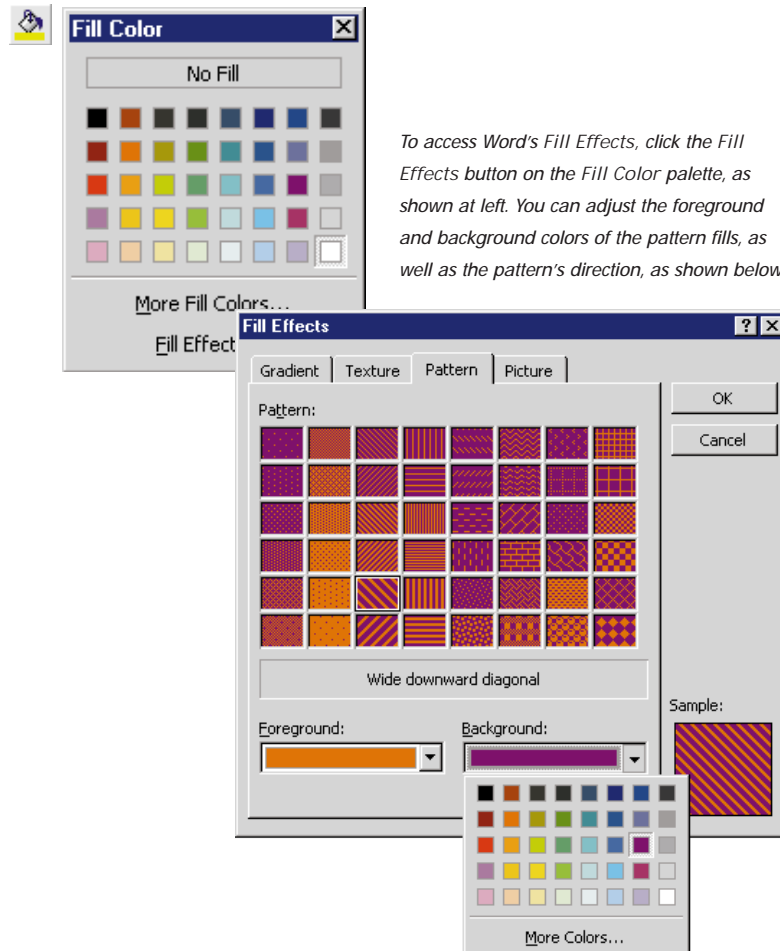


Word tip 7

Working with fills

Word offers a large selection of color fills, such as one- or two-color gradients, pre-set gradients, patterns, and textures. To access the **Fill Effects**, select the object to be filled, then click and hold down the arrow to the right of the **Fill Color** tool and select **Fill Effects**. Word offers so many fill choices that it can be difficult to remember certain effects that work well for type or backgrounds. Play around with the various effects, and when you find one that works well for you, print it out and jot down the name of the effect, the color or colors used, the direction of the gradient, and so on. Save the print-out for future reference.

Fill Color Button and Palette



To access Word's Fill Effects, click the Fill Effects button on the Fill Color palette, as shown at left. You can adjust the foreground and background colors of the pattern fills, as well as the pattern's direction, as shown below.



Word offers so many fills that it can be difficult to remember your favorites or one that you found particularly effective. Print out samples of your favorites and keep them in a file for reference.

Word tip 8

Create shadows for art or type

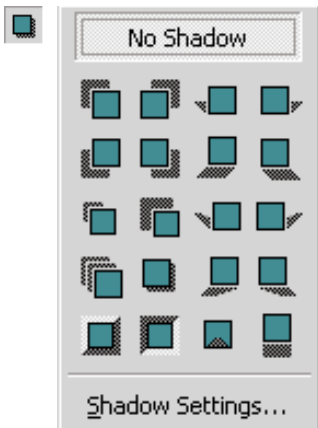
Give boxes, type, art, or other shapes a three-dimensional look with shadows. There are several ways to create shadows in Word. If you want to add a simple shadow to a shape or an object, select it, then click the **Shadow** tool on the **Drawing** toolbar.

If you want to add a shadow to type, the simplest way to do it is to set your type, select it, then choose **Format, Font**. In the **Format Font** box that appears, click the **Font** tab, then click **Emboss**. Your selected text will be white with a slight gray shadow. Without deselecting the text, use the **Font Color** button to re-color the type.

Another option, with a slightly more pronounced shadow, can be found in the **WordArt** gallery. **Insert WordArt** (choose the option shown at right, bottom), then use the **Format** button on the **WordArt** toolbar to change the color of the text.

The three-dimensional art at right is even more realistic looking with an added drop shadow. To add a shadow to a shape or an image, select it, click the **Shadow** tool on the **Drawing** toolbar, then select a setting.

Shadow Button and Palette



Use Emboss to add a shadow

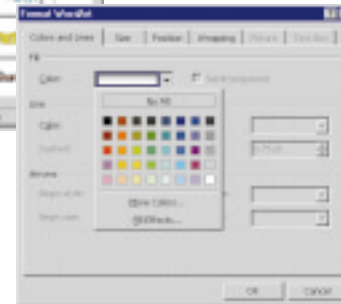


A quick way to add a realistic shadow to a headline is to use the **Emboss** option in the **Font** dialog box. Choose **Format, Font**, click the **Font** tab, then click **Emboss**.

Use WordArt to add a shadow



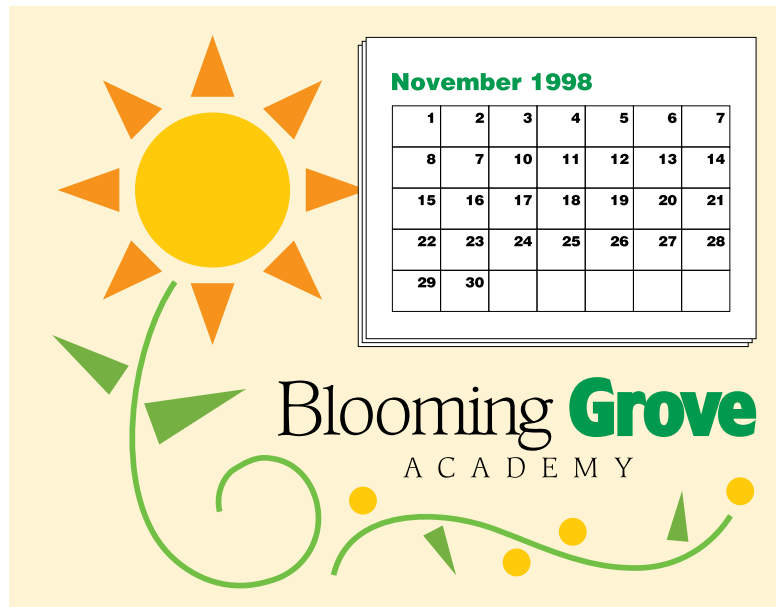
To add a more pronounced shadow to a headline, use the shadowed **WordArt** style from the gallery, then change the color of the type using **Format WordArt**.



Word tip 9

Add to AutoShapes to create your own art

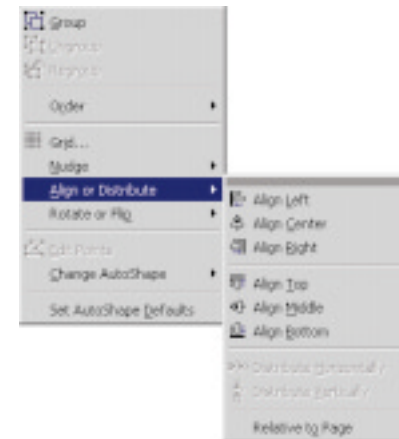
AutoShapes is a great feature in Word, but it doesn't offer every shape you might need. For instance, say you need a flower. **AutoShapes** does not offer one, but you can create your own by starting with **AutoShape's** sun shape. Insert the sun shape, draw a freeform green line to serve as a stem, select the sun and fill with color. To change the color in the center of the "flower," draw a circle exactly the same size as the center, fill with color, then position it over the original center. Select all the elements with the pointer, then group.



To further accent the "flower" shown on the piece above, we added a "vine" comprised of a freeform green line, triangle "leaves," and circle "flowers."



The dice, clover, and snowman art shown here were all created with AutoShapes and a little imagination.



To create a bull's eye, start with the circle tool, draw a circle, and fill with black. Draw another circle, smaller than the first, and fill with white. Draw another smaller circle, and fill with black. Select all the elements with the pointer and align from the center and the middle.

Word tip 10

Adjusting photos

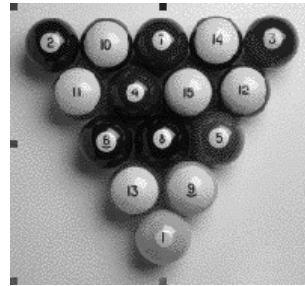
Both color and black-and-white photos can be adjusted in Word with the **Picture** toolbar or with **Image Control**. (See the toolbar below.) The **Mode** button changes an image to grayscale, black-and-white, or a watermark. The **Contrast** buttons adjust the intensity of colors in a selected image; the higher the contrast, the less gray the color, and the lower the contrast, the more gray the color. The **Brightness** buttons make the image brighter (with more whites) or darker (with more blacks). The **Set Transparent Color** button is available for bitmap images that don't already contain transparency information. You can make only one color in an image transparent. When printed, the transparent areas will show the color of the paper they're printed on.



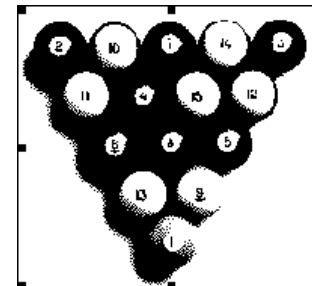
Adjust your color or black-and-white photos with the *Picture toolbar* or with *Image Control*.



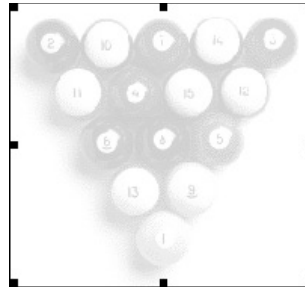
Start with a color photo, then change the mode using the *Picture toolbar* or *Image Control*. Some of the effects you can achieve are shown at right.



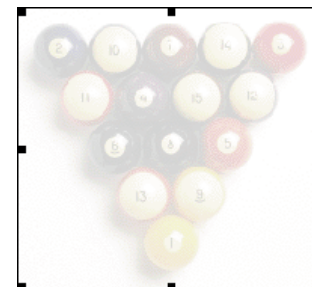
Grayscale Mode



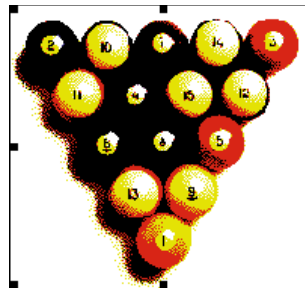
Black and White Mode



Grayscale/Watermark Mode



Color/Watermark Mode



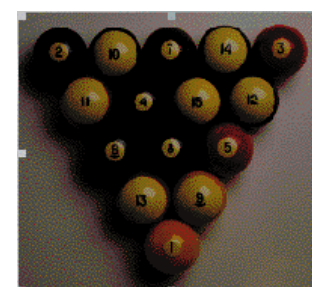
Contrast Up



Contrast Down



Brightness Up



Brightness Down

Word tip 11 Adding photos

A four-color photo adds a lot of spark to any printed piece. Keep the following in mind when working with photos in your designs:

1. Some photos contain unnecessary elements that can be cropped out.
2. If you're running type over a photo, be sure to choose a light area of the image so that type will be readable. Or, color type white and position it over dark area of the photo.
3. If you're including a photo in a newsletter or brochure layout, include a short caption explaining the visual, if necessary.
4. To make photos really pop out of your layout, leave at least a half-inch margin around each image and print on a bright white stock.



If you run type over a photo, print it in an entirely light area of the image, as shown below. Otherwise, it may become illegible (left).



Apply a runaround to your photo to separate it from surrounding text. Control-click the picture, then click Format Picture. On the Wrapping tab, set the options you want. The wrap shown above is too tight. Help the photo jump from the page with a wider white frame (right).

Word tip 12 Adding scanned elements

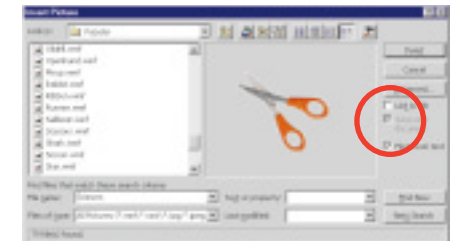
A scanner can transform your designs from plain vanilla to almost any flavor you wish. With it, you can add scanned objects quickly and inexpensively. To insert a scan into your Word document, simply choose **Insert, Picture, From File**, and specify the image.

Word allows you to insert JPEGs, PICTs, PNGs, and BMPs without separate graphics filters. You do need a graphics filter installed to insert EPS images, TIFFs, GIFs, and WMF images. To see if you have the proper filters installed, choose **Insert, Picture, From File**. In the **List Files of Types** box, click **All Picture Files**. If the filter you want doesn't appear on the list, you can install it with Microsoft Office Installer.



Use your scanner as an instant camera to take shots of items you want to add to your layouts. Place a piece of white posterboard over the images on the scanner bed to capture the shadows and create depth.

To insert a graphic, choose Insert, Picture. Make sure the Float Over Text Box option is checked in the dialog box that appears. This allows you to treat the image as a Drawing Object, so that you can move and resize it.



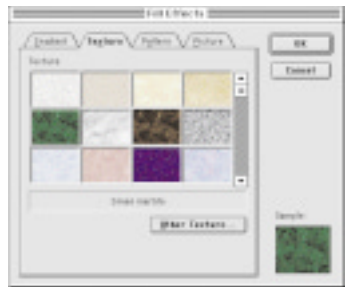
Word tip 13

Using fills to add dimension

Filling an object or even type with a color is a quick way to jazz up any printed piece. But you can do more with Word's **Fill** feature than just add color. Gradient or patterned fills can add dimension to type and other graphic elements.



Choose one of Word's textures to reinforce the message of your headline. Although you can't fill type with a texture in Word, you can trick the program by turning the type into WordArt, then changing the fill of the art to a texture. Click the Format button on the WordArt toolbar, and fill with the texture.

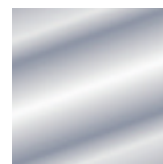


Use light and dark shading to suggest lighting. Consider your "light source" when choosing a gradient direction. Experiment with settings until you get the look you want.

Use one of Word's metallic gradients to suggest shine. To fill type with a gradient or other pattern in Word, first click the Insert WordArt button on the Drawing toolbar. Choose the first option in the WordArt Gallery, then set your type. Then, click the Format button on the WordArt toolbar, and fill with the gradient.



Gold



Silver



Brass



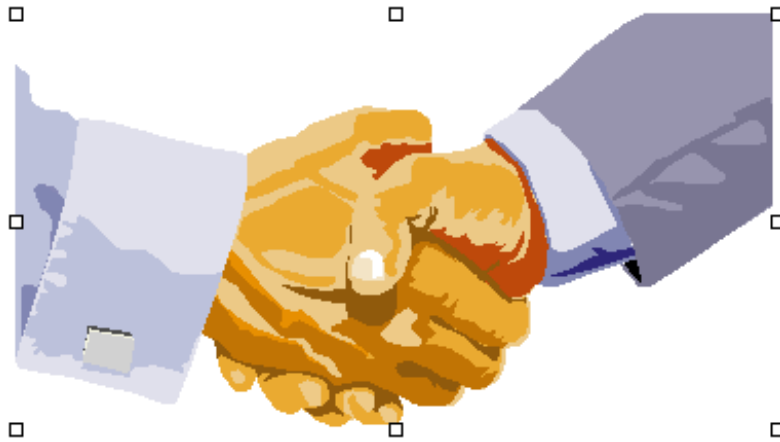
Chrome

Word tip 14

Resize or crop art

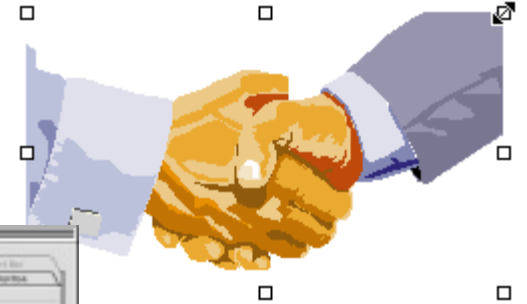
You can easily size art in Word by dragging the sizing handles that appear at the corners and edges of a selected object. Or, you can size it by a specific percentage by double-clicking on the object, clicking the **Size** tab in the **Format** dialog box, then entering the percentages you want in the **Height and Width** sections.

To crop a photo, bitmap, or clip art image in Word, select it, click **Crop** on the **Picture** toolbar, position the tool over a sizing handle, then drag.

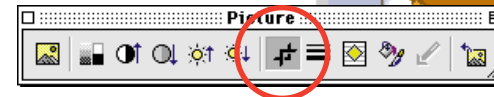
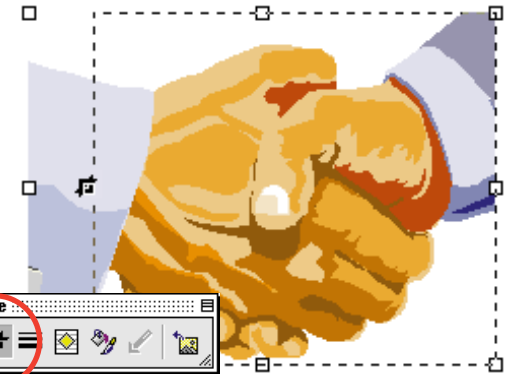


There are several ways to resize or crop art in Word. We began with the original clip art image, above, then sized and cropped as demonstrated at right.

To size an image, select it and drag the sizing handles, or double-click it, then click the **Size** tab in the **Format** dialog box and enter the new dimensions required.



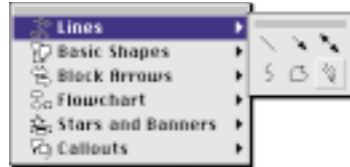
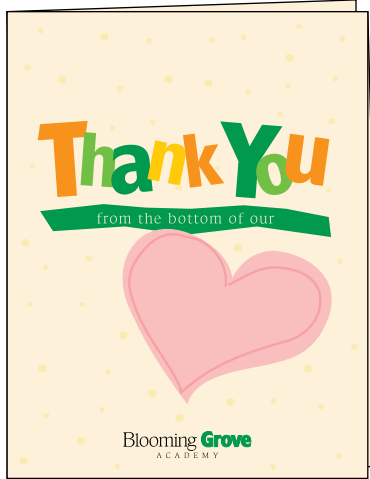
To crop an image, click **Crop** on the **Picture** toolbar, position the tool over a sizing handle, then drag. Or, double-click the image, click the **Picture** tab in the **Format** dialog box, then enter dimensions in the **Crop From** fields.



Word tip 15

Create art with letters and simple shapes

Word comes with plenty of art — and you may have even more disks and CDs filled with graphics — but you can create your own original art in Word with a bit of imagination.



Draw a simple shape to accent your message. The heart on the thank you card at left was drawn with Word's Freeform Line tool from the AutoShapes menu on the Drawing toolbar, then filled with color and accented with a second, loosely drawn heart shape.

OUR EMPLOYEES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea t volutpat. Ut wisi enim ad minim venia commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ex laoreet dolore magna aliquam erat uter friv volutpat. Ut wisi enim ad minim venia volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation nisl ut aliquip ex ea commodo t volutpat. Ut wisi enim ad minim veniaconsequat. Lorem ullamcorper suscipit lobortis nisl ut aliquip ex consequat.

More than 98% of patient's families are pleased with our staff professionalism.

Saderville Community Hospital

Create a texture-filled slipsheet or divider page. Just repeat a single dingbat, wingding or symbol in color. Use the Align and Distribute technique described in Tip 16, on page 18.

Saderville Community HOSPITAL

For more information:
Alan McCarthy
311.555.5874 (ph)
311.555.3657 (fx)
Chad Jasper
311.555.5487 (ph)
311.555.6398 (fx)

April 21, 1998

Tracey Warner
1329 S. Lucerne Ct.
Saderville, IL 61254

Dear Tracey,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper!

We look forward to seeing you!

Elaine Moses
Elaine Moses
Activities Director

Saderville Community Hospital • 1487 W. Franklin Ave. • Saderville, IL 61254 • 555-8471 (ph) • 555-6398 (fx)

Use Word's Header and Footer feature to add a large, screened letter to a document. Choose View, Header and Footer, then create a large, light-colored letter. On the Drawing toolbar, click Draw, Order, Send Behind Text. Note: Keep the letter light in color or it may make the text difficult to read. Experiment with different colors or different shades of color to see what works best. Output proofs on your color printer before you finalize your design.

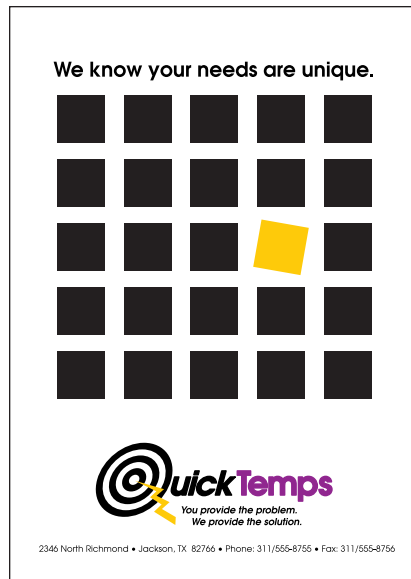
Word tip 16

Create a pattern using Align and Distribute

Word will automatically line up two or more drawing objects by their left, right, top or bottom edges, or by their centers (vertically) or middles (horizontally). To align objects, select them and choose **Draw, Align, Relative to Page**, then choose the alignment you want. **Distribute** will arrange or distribute drawing objects equal distances from each other — vertically, horizontally, or in relation to the entire page.

To create a pattern of repeating squares, for instance, first draw one square with the correct dimensions. Copy and paste until you have enough squares to fill one row of your page. Select all of the squares and choose **Draw, Align, Relative to Page**. Then choose **Distribute Horizontally**, and **Align Middle**. Group the squares, copy, then paste. Continue until you have the look you want.

To make a row of objects, such as the row of apples on the Daily Specials menu below, follow the instructions above to complete one row. Click the grouped objects and drag them into position.



Simple squares were aligned and distributed to create the texture on the piece at right. One box was filled with a bright color and slightly rotated to make it stand out from the others. The same technique was used to create the row of apples on the piece below.



Word tip 17

Create an identity manual

An organization's name and logo are an important part of its identity. But so are the typefaces and color schemes it uses on its print materials. To keep standards the same across the board, in all parts of your organization, an identity manual or handout can be useful.

The document should give specific instructions on how your logo should and should not be used; what typefaces can be used for advertising, correspondence, and so on; and what color palette is appropriate. Offer specific process color and spot color breakdowns for offset printing, as well as specific color specifications for your company's color printers.



An identity manual or handout can help standardize the colors and typefaces used on all company documents. Consistency creates a professional look.

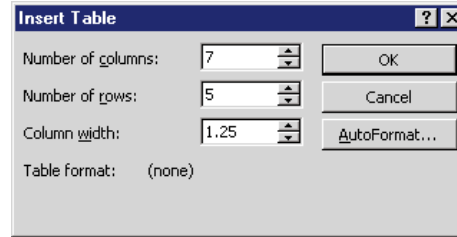
Word tip 18

Create a simple calendar using Tables

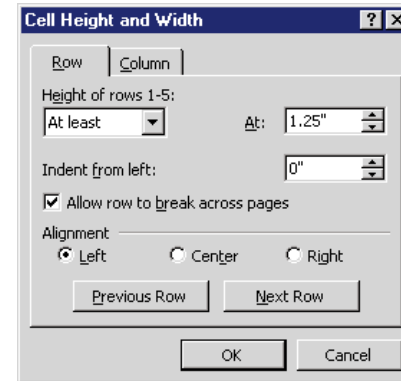
There are plenty of calendar-creation programs on the market today, but you can create one right in Word. Choose **Table, Insert Table**, and select the number of columns (seven if you're creating a regular week-long calendar) and rows (however many weeks you want to include). After you create the basic table, select it and choose **Table, Cell Height and Width** to adjust the size of your calendar.

To position the dates in the upper right corner of each calendar cell, use the text alignment buttons on the **Formatting** toolbar and the **Tables and Borders** toolbar. To access the toolbar, choose **View, Toolbars, Tables and Borders**.

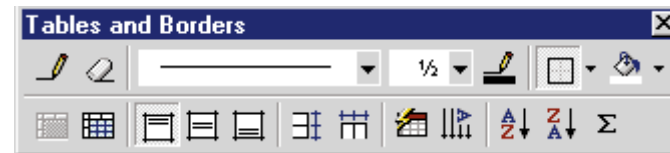
To add art to the cells of your calendar, place the cursor in the cell in which you wish to position the art. Choose **Insert, Picture**, and specify the art. Word will attempt to size the image you choose to fit the cell. (Note: If you have trouble inserting images from Word's Clip Art gallery, choose **Insert, Picture, From File**, and use an image from the clip art included with the Value Pack instead.) Occasionally, you may have trouble when inserting an image into a cell. Try cutting and pasting the image elsewhere in your document, size it, then cut and paste back into the calendar cell.



To create a calendar in Word, choose **Table, Insert Table**, and select the number of columns and rows. After you create the basic table, select it and choose **Table, Cell Height and Width** to adjust the size of your calendar.



To add dates to the upper right corner of each calendar cell, use the **Text Alignment** buttons on the **Formatting** toolbar and the **Tables and Borders** toolbar.



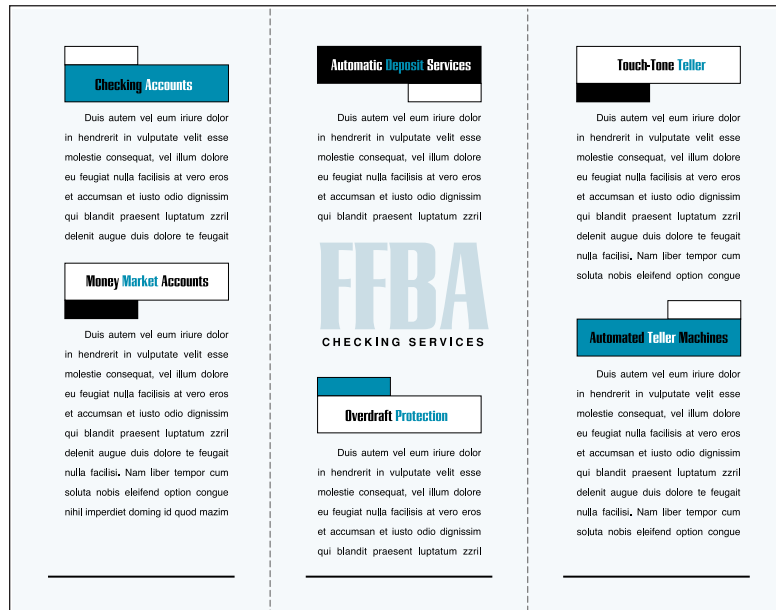
quick tip:

Try out Word's Calendar Wizard. Just choose the Wizard from the New file dialog box, open it, and follow the instructions that appear. If the Wizard doesn't appear in the New file dialog box, you may need to install it from the CD's Value Pack.

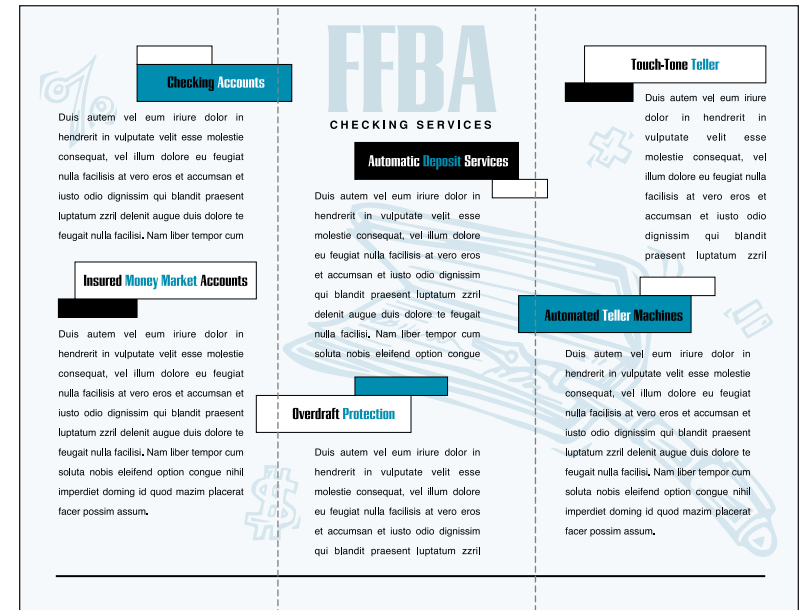
Word tip 19 Laying out a tri-fold brochure

There are two ways to lay out a tri-fold brochure: Using the folds in the piece to separate the printed information or allowing some information or graphics to cross over the folds. There are advantages and disadvantages to each approach.

The folds serve as handy dividers to organize information. But this is a very traditional — and sometimes tired — design. Crossing the fold allows you to use large graphics. This gives the inside spread a more poster-like look.



The tri-fold brochure above uses the fold lines of the piece to separate information. This is an easy way to lay out a brochure, and readers are familiar with the format.



Printing graphics and headings across the folds of the piece creates a more contemporary look. Notice that the information is still divided into the sections designated by each fold.

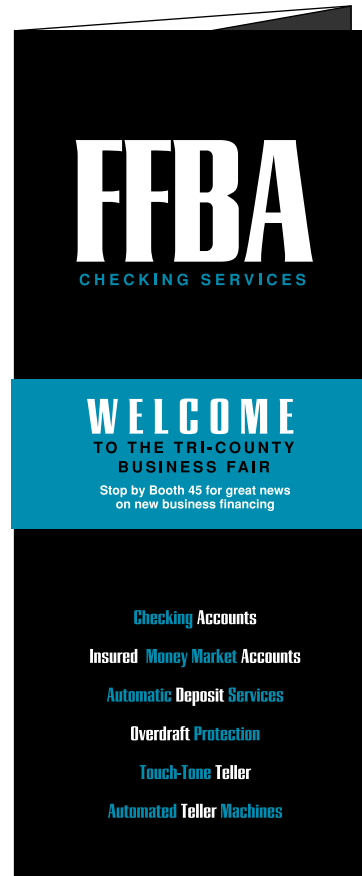
Word tip 20

Use a belly-band to customize an existing piece

Say you're handing out brochures at a trade show or are offering a summer special in your catalog. A belly-band can customize either piece. A belly-band is really nothing more than a strip of printed paper that wraps around another piece or pieces.



Customize your catalog for a special sale with a coupon (or just direct customers to specific pages). Three coupon bands can be cut from an 11 x 17-inch sheet. The catalog you wrap must be no more than 8 1/2 inches in width for the 17-inch strip to work.



A pre-printed brochure can also be customized for specific use. Create a band that coordinates with the existing design, wrap the brochure, and adhere the band in back with a piece of double-sided tape.

Ideas for Using Belly-bands

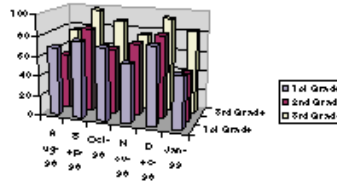
We've shown some plain paper belly-bands here, but by using your imagination and some simple supplies, many possibilities emerge. Imagine a piece of twine or ribbon threaded through a color-printed paper disc or business card, then tied around a packet of material. Secure your belly-band with something unusual, such as an adhesive bandage for a medical center brochure or color staples (available from office supply stores). The possibilities are endless.

Excel tip 1 Print sample charts for reference

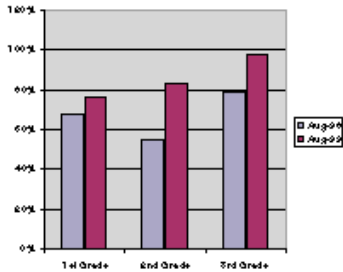
Excel offers many different shapes, sizes, and styles of charts — 73 standard styles and 20 custom styles. And you can increase your design options even further by changing the color of the background fill, the color of the type, or selecting one of hundreds of gradients, patterns, textures or pictures.

As a handy reference, we've used the same color scheme to present all 93 chart options. When you find the look you want, choose **View, Toolbar, ChartWizard**, then select the type of chart you want. Change colors under the **Fill and Type** menus.

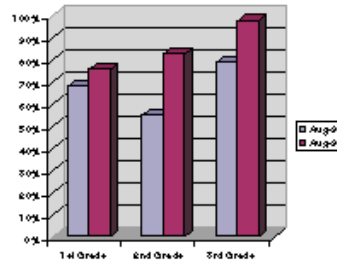
Excel's charts (examples of which are shown on the following six pages) help to organize data and add quick color to a layout.



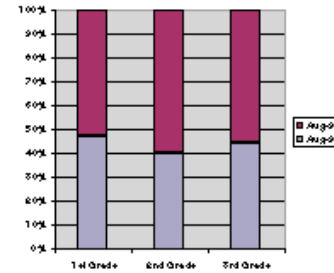
Column 3-D



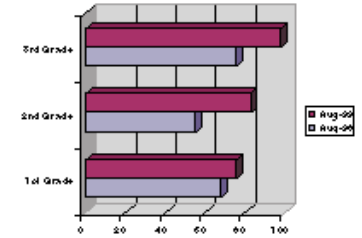
Clustered Column



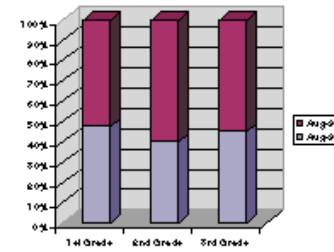
Clustered Column 3-D



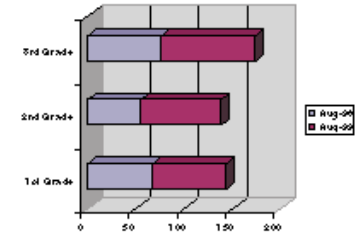
Stacked Column 100%



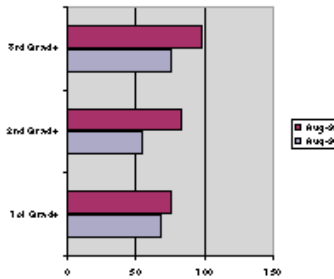
Clustered Bar 3-D



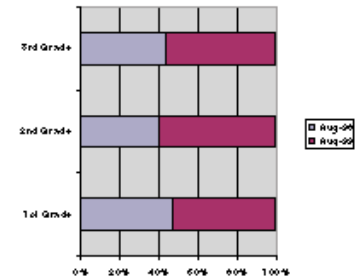
Stacked Column 3-D 100%



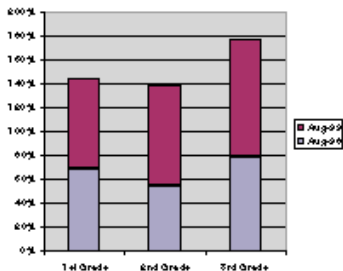
Stacked Bar 3-D



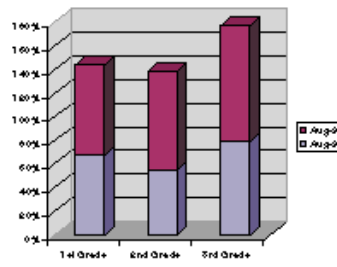
Clustered Bar



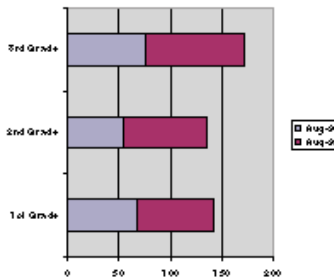
Stacked Bar 100%



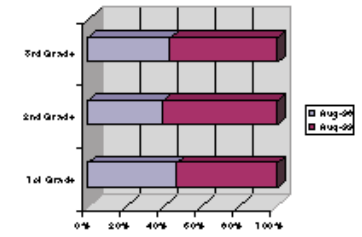
Stacked Column



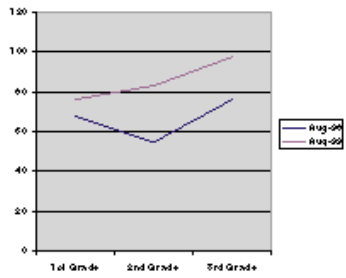
Stacked Column 3-D



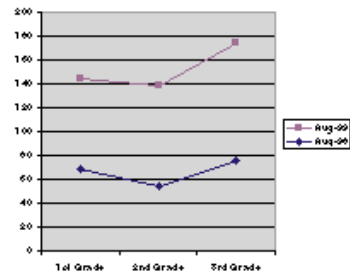
Stacked Bar



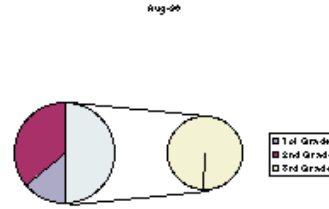
Stacked Bar 3-D 100%



Line



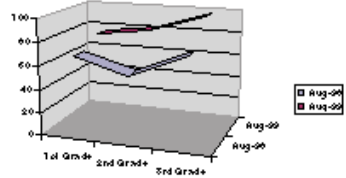
Stacked Line with Markers



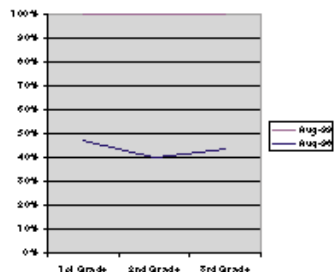
Pie of Pie



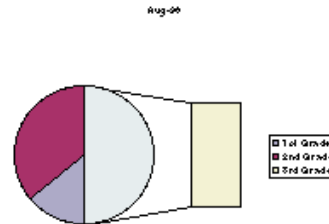
Exploded Pie 3-D



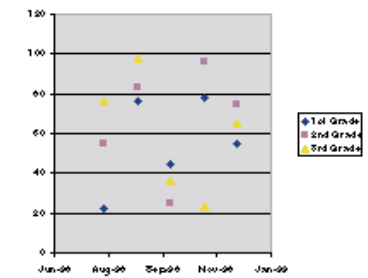
Line 3-D



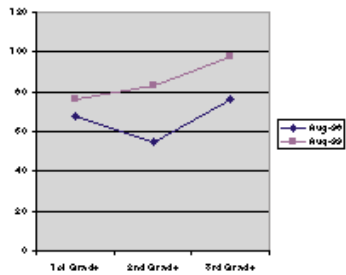
Stacked Line 100%



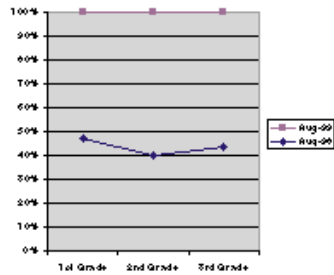
Bar of Pie



Scatter



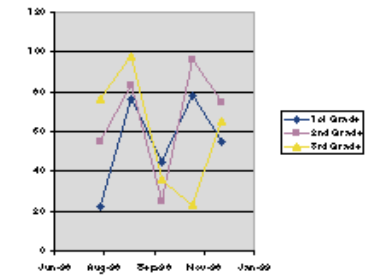
Line with Markers



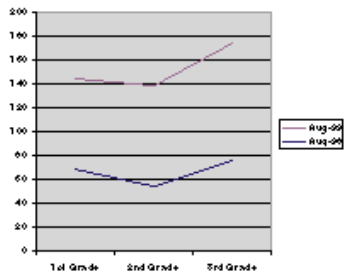
Stacked Line with Markers 100%



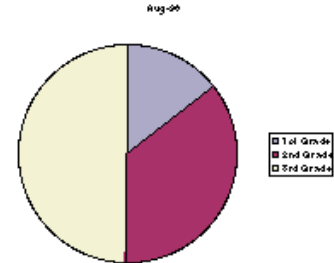
Pie 3-D



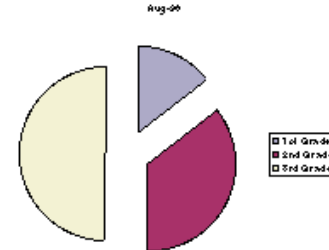
Scatter Lines with Markers



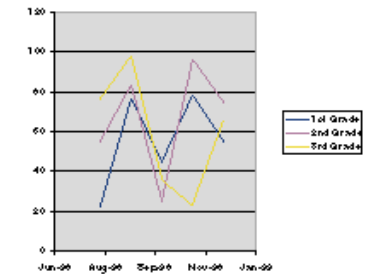
Stacked Line



Pie

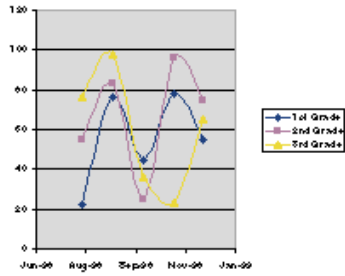


Exploded Pie

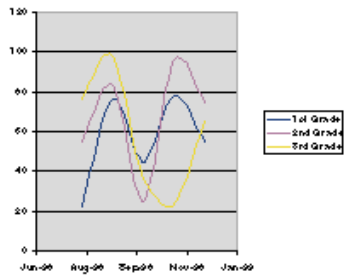


Scatter Lines without Markers

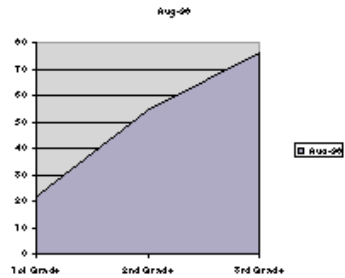
Excel tip 1 continued



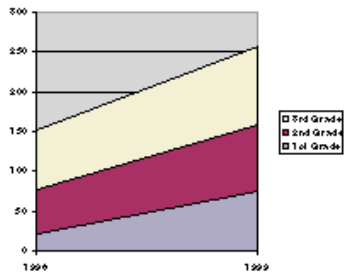
Scatter Smooth Lines with Markers



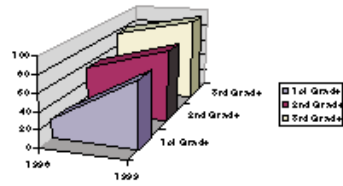
Scatter Smooth Lines without Markers



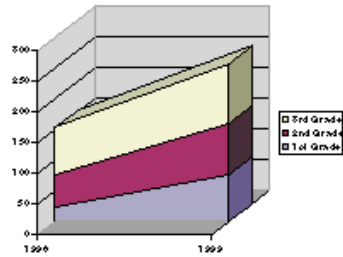
Area



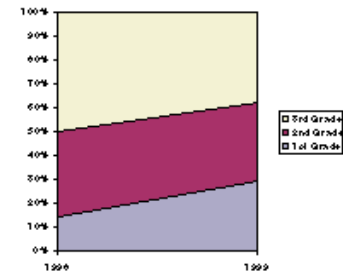
Stacked Area



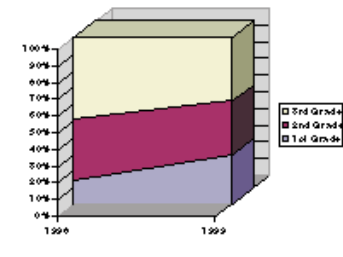
Area 3-D



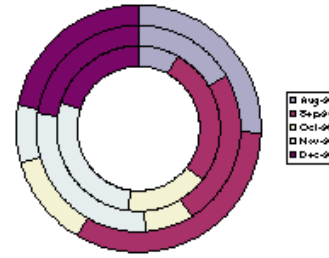
Stacked Area 3-D



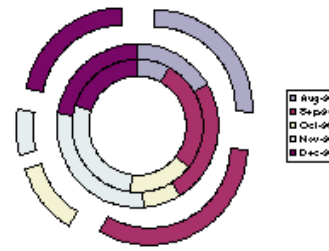
Stacked Area 100%



Stacked Area 3-D 100%



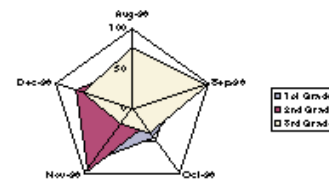
Doughnut



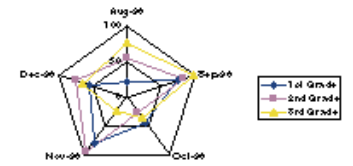
Exploded Doughnut



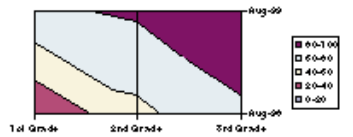
Radar



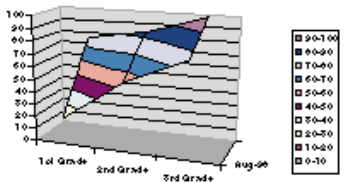
filled Radar



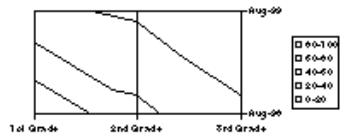
Radar with Markers



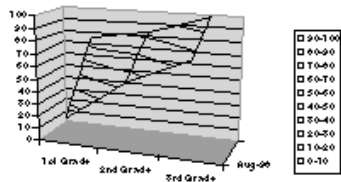
Surface Contour



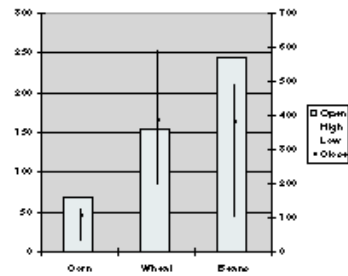
Surface 3-D



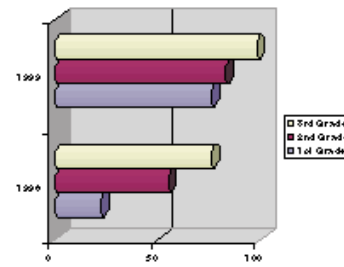
Surface Wireframe Contour



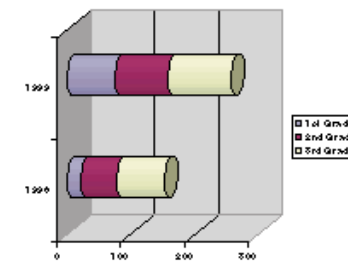
Surface Wireframe 3-D



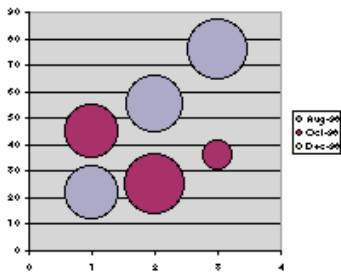
Stock Volume/High/Low/Close



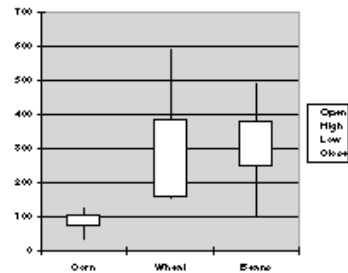
Bar with Cylinders



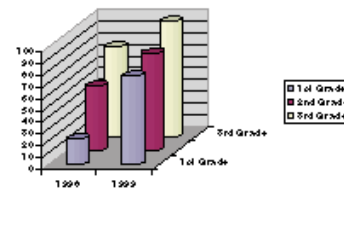
Stacked Bar with Cylinders



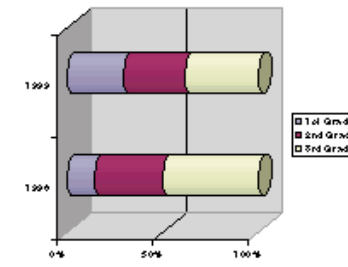
Bubble



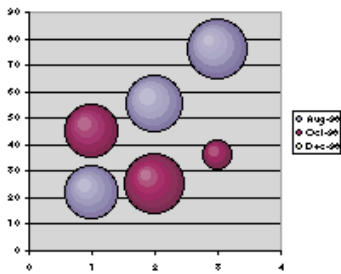
Stock Open/High/Low/Close



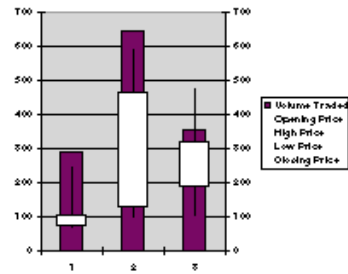
Column with 3-D Cylinders



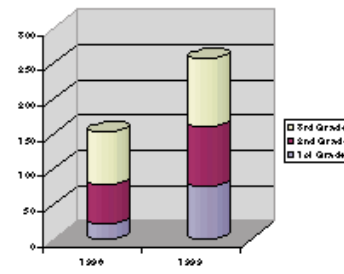
Stacked Bar with 100% Cylinders



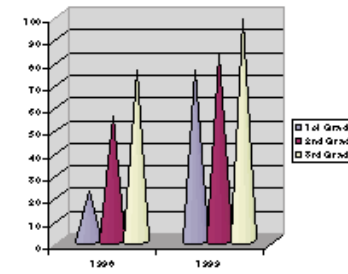
Bubble 3-D



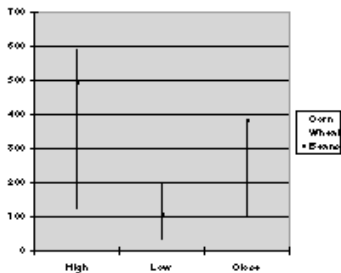
Stock Volume/Open/High/Low/Close



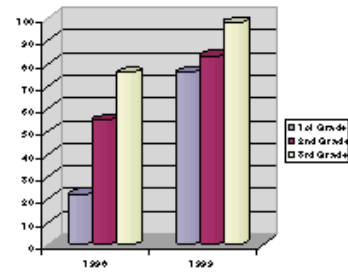
Stacked Column with Cylinders



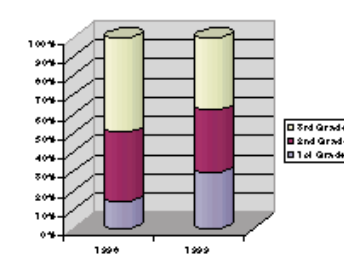
Column with Cones



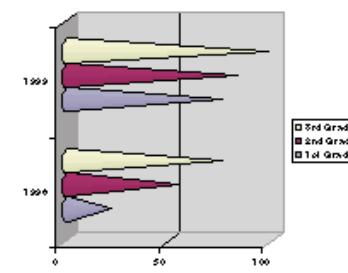
Stock High/Low/Close



Column with Cylinders

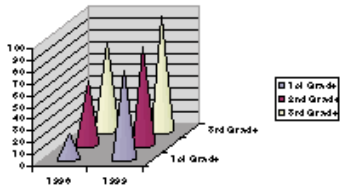


Stacked Column with 100% Cylinders

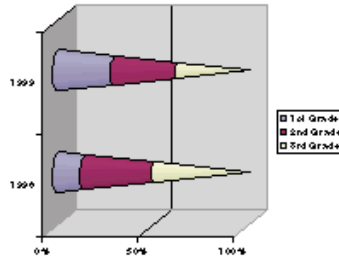


Bar with Cones

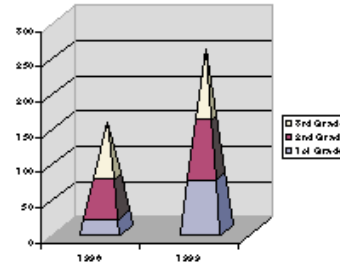
Excel tip 1 continued



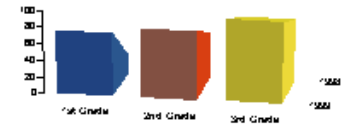
Column with 3-D Cones



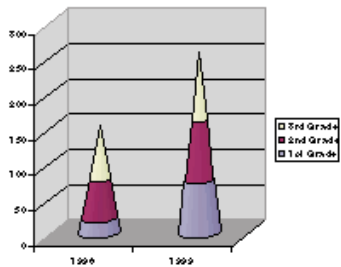
Stacked Bar with 100% Cones



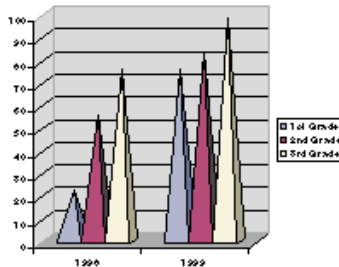
Stacked Column Pyramid



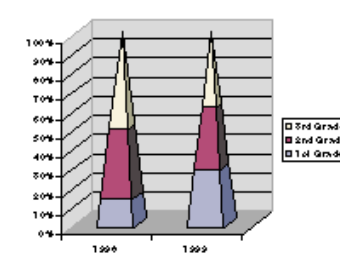
Custom/Area Blocks



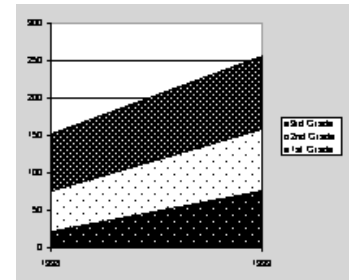
Stacked Column with Cones



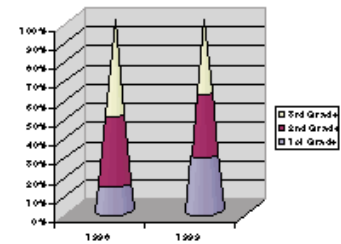
Column Pyramid



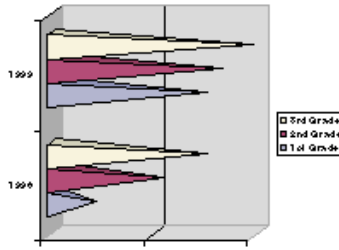
Stacked Column Pyramid 100%



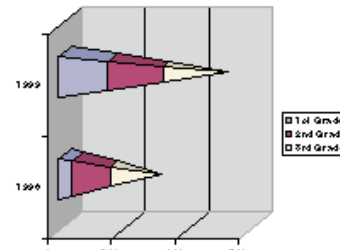
Custom/Black and White Area



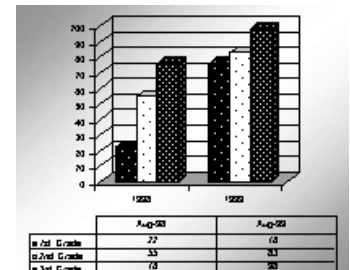
Stacked Column with 100% Cones



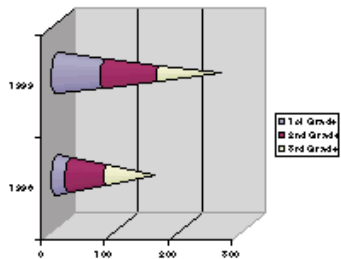
Bar Pyramid



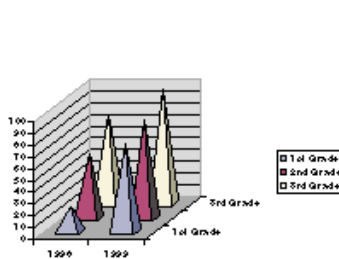
Stacked Bar Pyramid



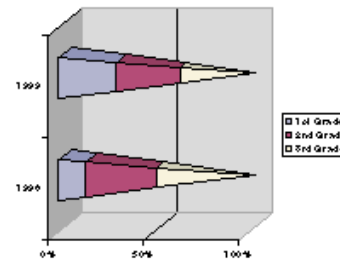
Custom/Black and White Column



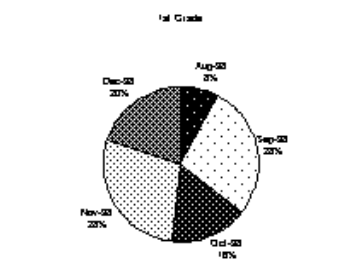
Stacked Bar with Cones



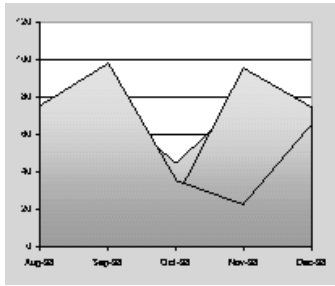
Column Pyramid 3-D



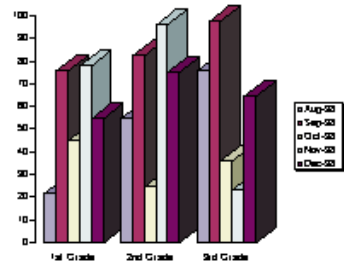
Stacked Bar Pyramid 100%



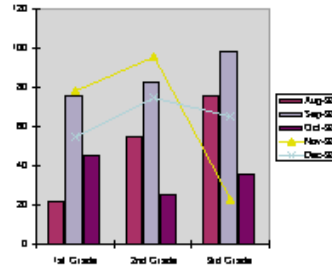
Custom/Black and White Pie



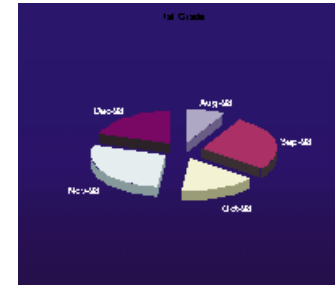
Custom/Black and Timescale



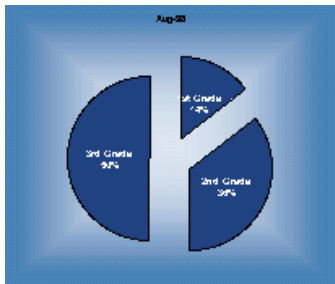
Custom/Columns with Depth



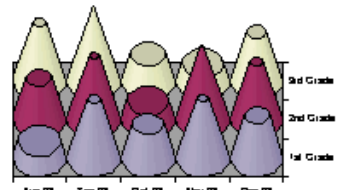
Custom/Lines and Columns



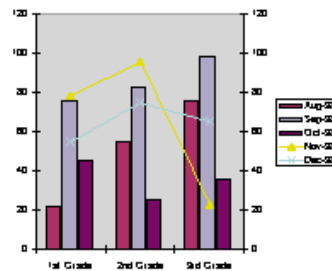
Custom/Pie Explosion



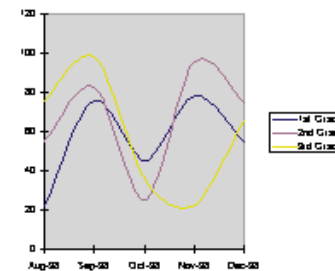
Custom/Blue Pie



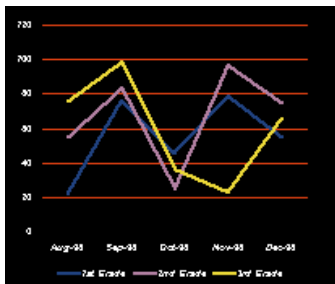
Custom/Cones



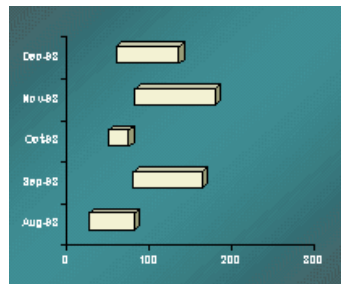
Custom/Lines and Columns on Two Axes



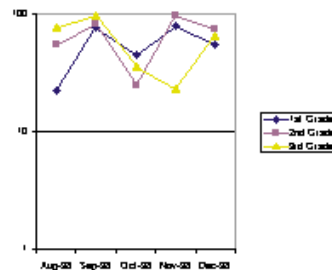
Custom/Smooth Lines



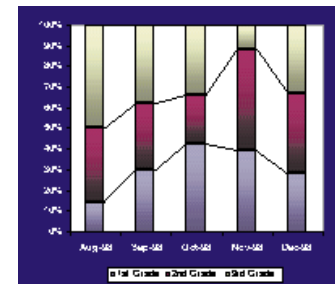
Custom/Colored Lines



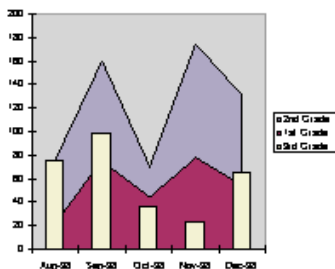
Custom/Floating Bars



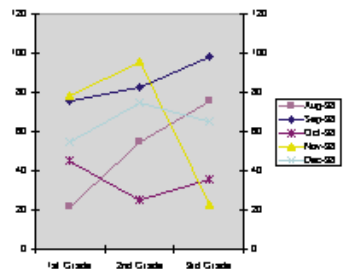
Custom/Logarithmic



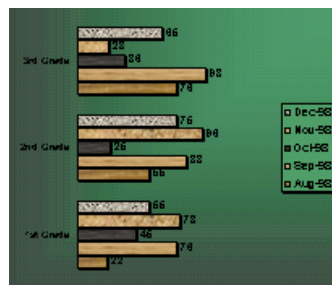
Custom/Stack of Colors



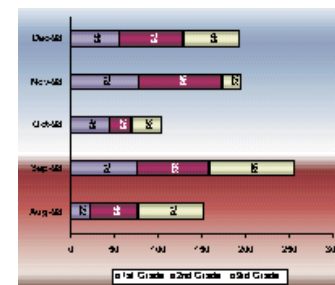
Custom/Column Area



Custom/Lines on Two Axes



Custom/Outdoor Bars

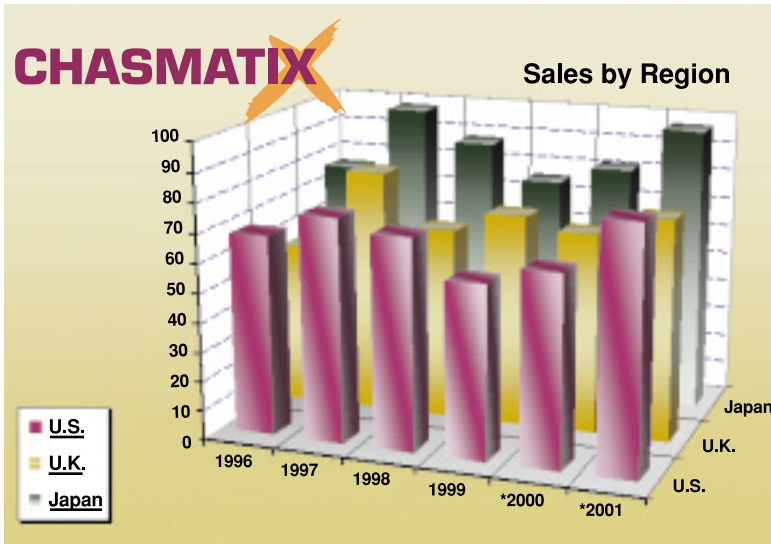


Custom/Tubes

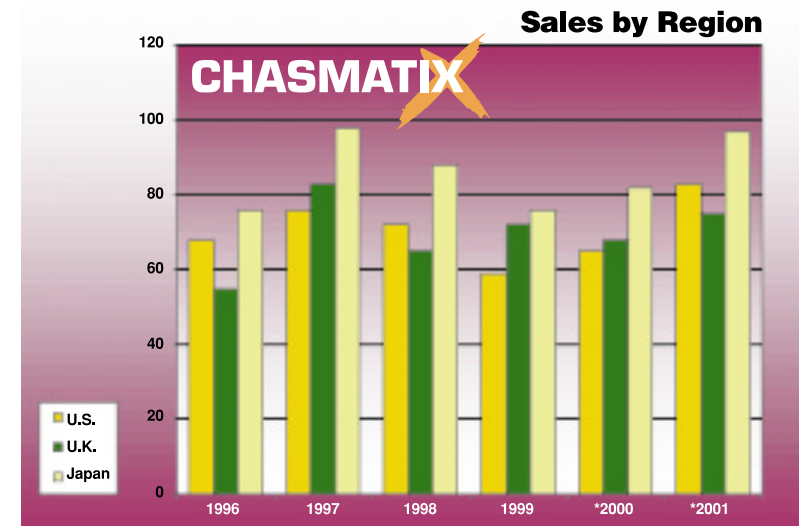
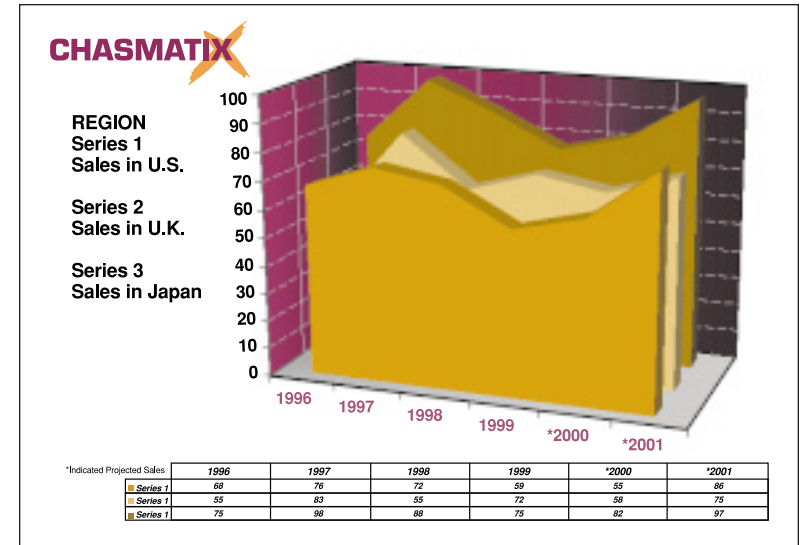
Excel tip 2 Use gradations in a bar chart

Gradient fills add texture and interest to objects. To fill the bars of a chart with a gradient, double-click the bar or bar series you want to fill. Click the **Pattern** tab, then click **Fill Effects**, click the **Gradient** tab, and choose a gradient. Experiment with the gradient's settings: Use a vertical gradient fill for vertical bars, a horizontal fill for horizontal bars, and so on. Set the gradient to two colors for an even more pronounced effect, and set the **Border** to None (in the **Pattern** tab) to let the fill itself define the area of the bar.

Specify a color gradient background for your chart using the **Fill Effects** button on the **Pattern** tab. Note: To change the color of the plot area (the area contained within the axes) of your chart, double-click the plot area and select the options on the **Pattern** tab.



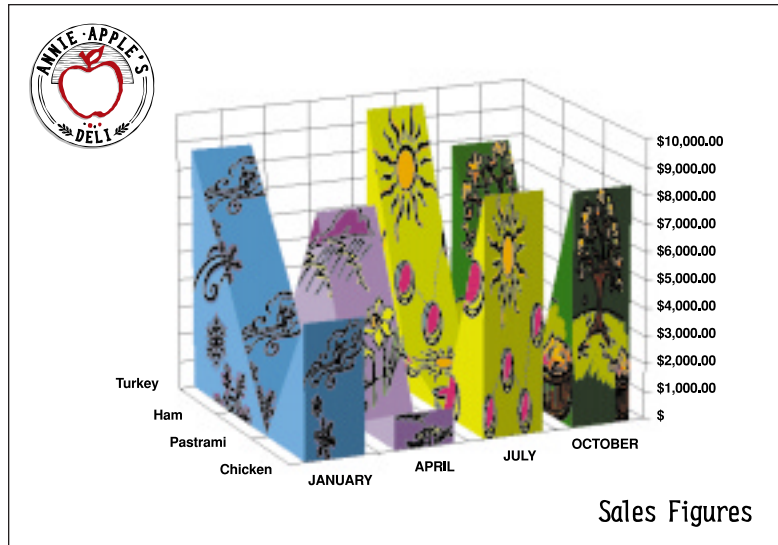
Gradient-filled bars or a gradient background can add texture and interest to a chart. To change the color of the plot area (the area contained within the axes) of your chart, double-click the plot area and select the options on the **Pattern** tab.



Excel tip 3

Conceptual charts

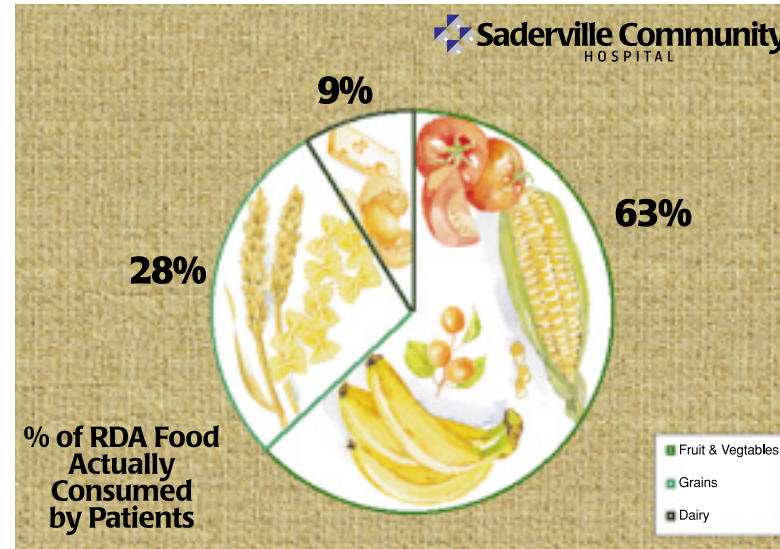
A chart graphically represents data, but you can give it even more impact by using art to create a conceptual or metaphorical reinforcement for the numbers. Here are just a few ideas to get you started.



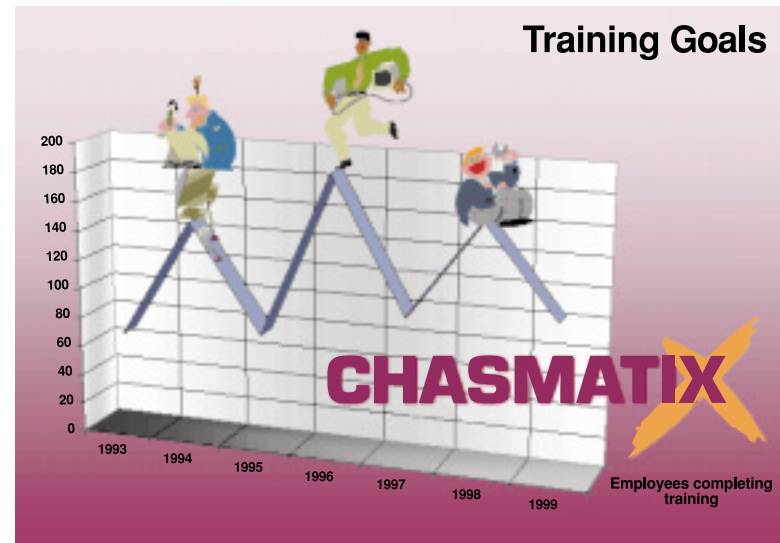
Fill an area chart with concept-appropriate art — spring sales represented with flowers, fall sales with fall leaves, summer sales with suns, winter sales with snowflakes.



To add art to an area chart, click the bar or bar series that you want to fill, then choose Fill Effects, Picture, Select Picture. Excel will automatically wrap the art around 3-D bars.



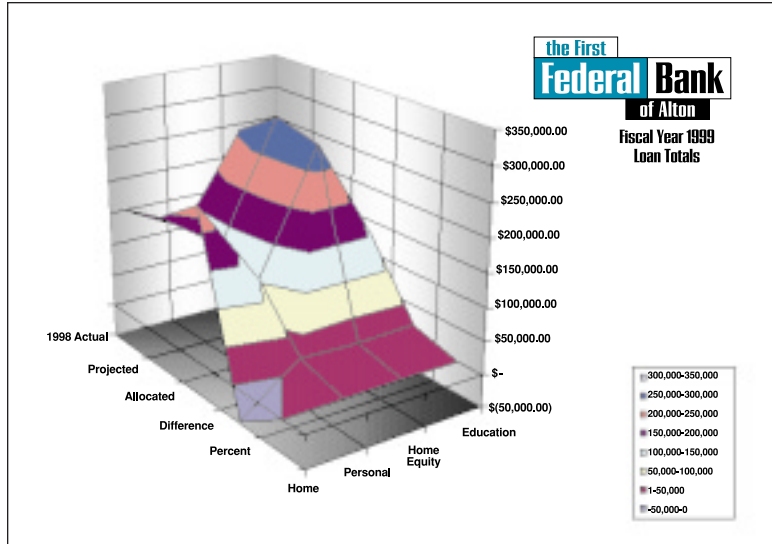
Fill a pie chart with items the chart is "counting." If you don't have photos of the items, use your scanner to capture the images you need.



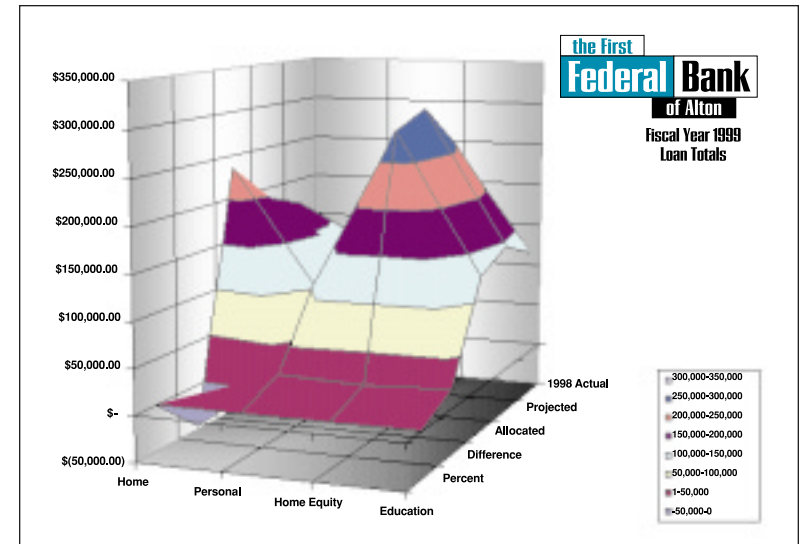
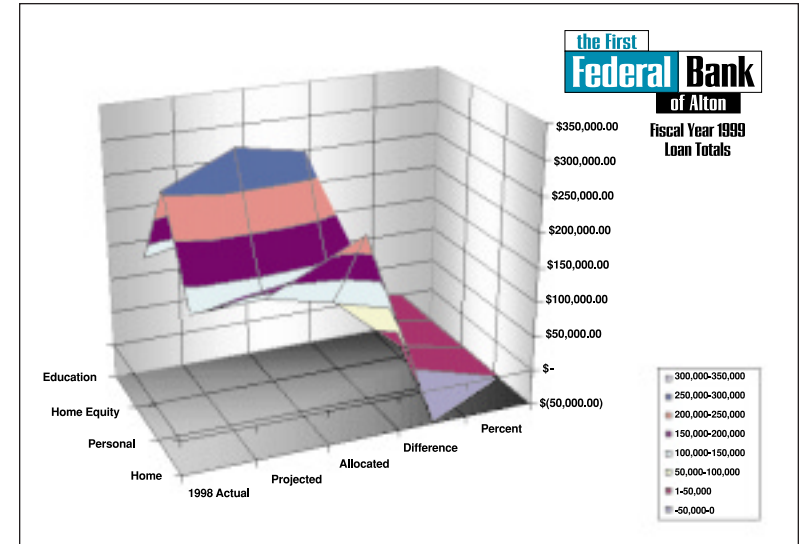
Add clip art to the high peaks of a fever chart. Or, position the art in the valleys to emphasize the negative areas of the chart. This effect works best when the chart is very simple.

Excel tip 4 Three-dimensional charts

Three-dimensional charts in Excel are extremely flexible. You change their rotation, elevation, and perspective either by clicking an existing chart, grabbing one of its corners (hold down the mouse button and the chart's frame will appear), and dragging. Or go to the **Chart** menu in the toolbar and open the 3-D view for more controllable alterations.



Excel's 3-D charts are very flexible. You can change the rotation, elevation, and perspective, depending on the numbers you want to emphasize. Here, we present three different views of the same chart.



Excel tip 5 Design a title page for your report

A professional-looking cover or title page can provide the perfect finishing touch for your report. Design your title page in Word and keep it simple — don't use any charts or graphs here. You may want to pick up the color scheme of any charts or graphs used in the report for the background and type of your title page. Use a clear, concise title for your report so that viewers will immediately know what they're looking at.



Excel tip 6 Design a series of binder covers

For binder and report covers, it's tempting to start from scratch — at least from a design standpoint — and create designs that are all very different from each other. This not only makes for a lot more work for you, it also means that there is no consistency and no accumulating design equity in your reports.



All three of these documents are for in-office use. But one uses art, one uses a more graphic look, and the other is all type. There is no visual equity.

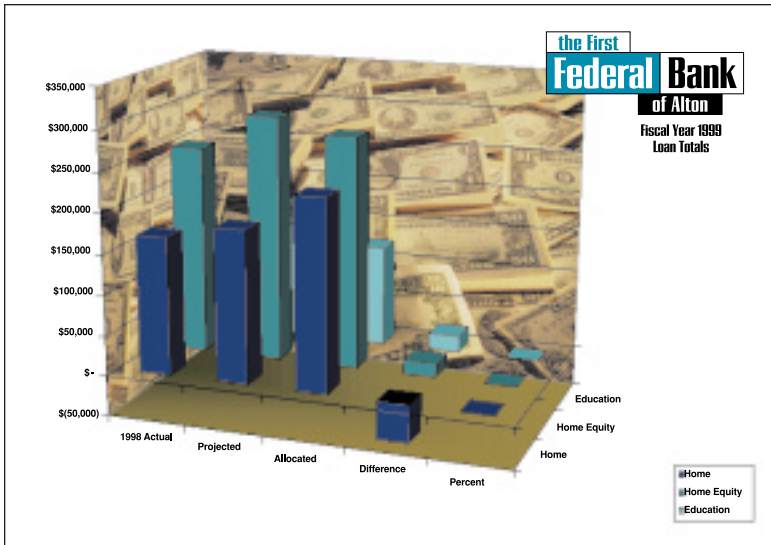


Each of the re-designed report covers has the same design, but with a different color scheme on each. They are easily recognizable as parts of a series.

Excel tip 7

Apply an image to the “walls” of a 3-D chart

You can make the 3-D “walls” of your chart even more impressive by applying an image to them. After you’ve created your chart, just select the plot area, double-click, click the **Pattern** tab, then click **Fill Effects**, and choose an image to import. Gradients and textures work especially well here. You can even apply a photo or a scan to your “walls.” However, some images may become distorted when mapped onto the “walls,” so use this effect with caution.



Images, fills, and textures can be applied either to the “walls” of a 3-D bar chart, or to the bar series of the chart. Choose one or the other – the same image filling both the “walls” and the bar series could be confusing to the viewer.

Excel tip 8

Create a great-looking page with charts

Annual reports, updates, and progress reports often contain page after page of text, unrelieved by graphics or other elements. Adding colorful charts to such reports not only breaks up text-heavy pages, it presents data in an easily recognizable format. After you create your charts in Excel, import them into your Word document, and work with them as you would any other graphic element.

You can link Excel charts to the information stored in the original Excel workbook. If you edit the data in Excel, Word automatically updates the chart in your Word document. To link an Excel chart to a Word document, open the Word document and the Excel workbook that contains the data you want to link to. Switch to Excel, then select the chart you want and click **Copy**. Switch to Word and click where you want to insert the chart and choose **Edit, Paste Special**, then click **Paste Link**.

FFBA NEWS

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For more information contact: Eric Hawthorne 311.555.6977 (phone) Nick Corner 311.555.6544 (phone) 311.555.6978 (fax) 311.555.6545 (fax)

First Federal Bank of Alton opens three new branches.
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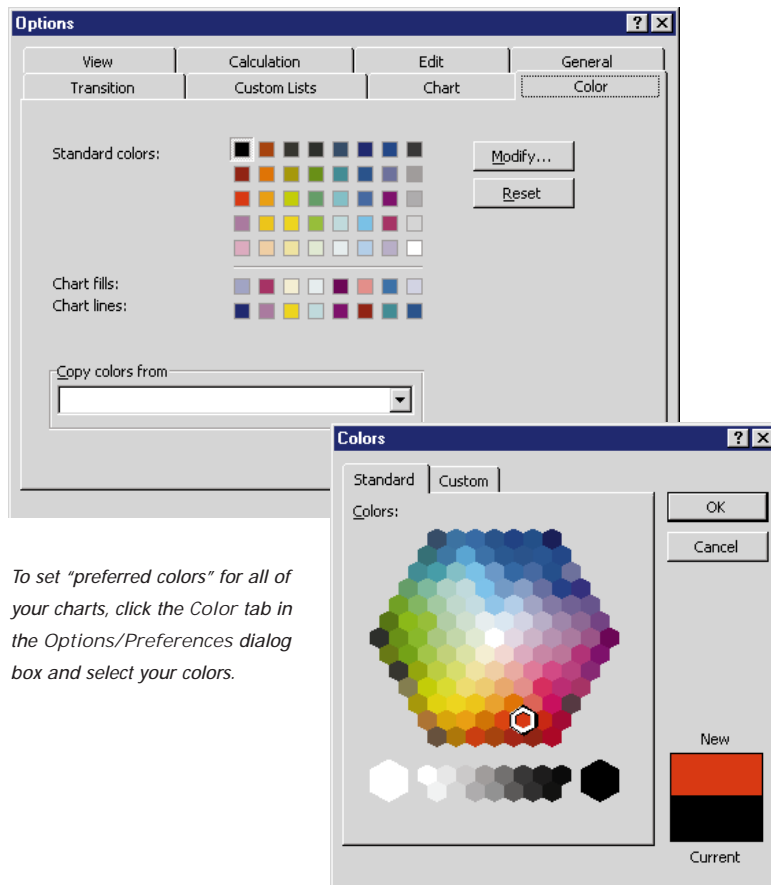
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You can import charts into Word documents to present data in an easily recognizable format. If you link the charts to the information in the original Excel workbook, Word will automatically update the chart when you make changes in Excel.

Excel tip 9

Preset color preferences

If you want a standardized look for all of your charts, you can save time with **Options/Preferences**. Say you always want your chart bars to be filled with yellow and your background to be gray. Simply click the **Color** tab in the **Options/Preferences** dialog box and select your colors. Click the **Modify** button to create custom colors, or pull down the **Copy Colors From** option to import colors used in another worksheet. Note: Although this tip does work, we had to repeat the procedure several times before achieving the desired result.



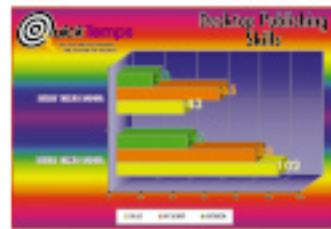
To set "preferred colors" for all of your charts, click the Color tab in the Options/Preferences dialog box and select your colors.

Excel tip 10

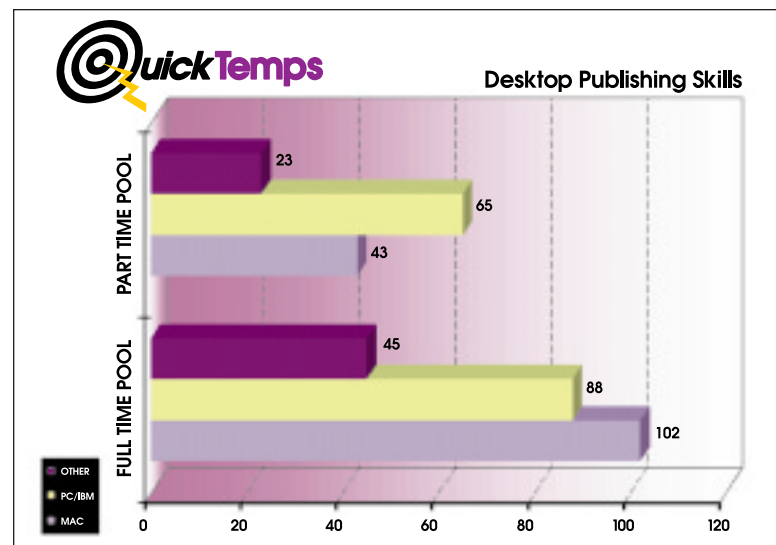
Create more graphically appealing charts

Excel offers numerous choices to help you create appealing charts, but don't take advantage of all the choices at once. Consider your audience and environment when creating a chart. Generally speaking, a simple approach is best. Consider the following points when you're designing:

1. Choose one simple, legible typeface for legends and other text, then use the bold or italic styles of that face if you need to emphasize data.
2. Choose colors with care. Bright yellow bars on a red background may be eye-catching, but can be visually overwhelming.
3. Use fills sparingly. If you fill a bar or bar series with a texture, pattern, or gradient, keep the background simple. Flat color or even white will help your data stand out.
4. Keep clip art to a minimum. Before you add it, be sure the art is integral to the information. Don't just add art for decoration.
5. Don't go with your first design. If you have time, try one or two more color schemes, chart styles, and so on before you finalize your layout.



Use fills sparingly and choose your colors with care. Compare the chart at left with the one below. Both present the same data, but the chart below is much easier to read.



PowerPoint tip 1 Create a binder cover sheet

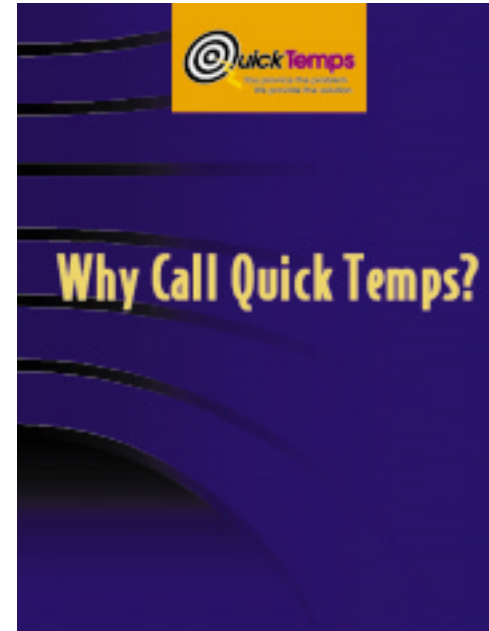
When you create handouts or need a binder to accompany a presentation that is given numerous times, a professional-looking cover or divider pages can provide the perfect finishing touch. The presentation of section titles is a must, but you can also pick up key graphics from the presentation. A simple, graphic approach generally works best.

There are two easy ways to create a matching cover sheet for presentation handouts or binders. You can use the first or title slide of your presentation as a cover sheet, or create a new page by using a blank slide (choose **Blank** from the **New Slide** dialog box). To print an 8¹/₂ x 11 version of your title (or other) slide from PowerPoint, choose **File, Page Setup**, then choose **Portrait Orientation** and print.

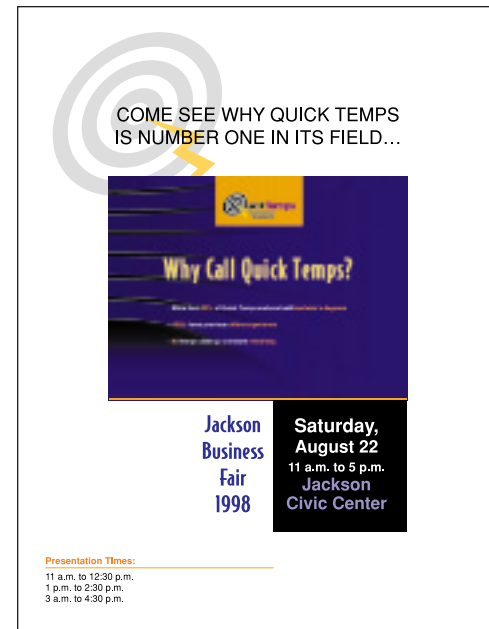
Or, you can save a slide as a GIF, JPEG, PNG, or PICT, then insert it as a picture in other programs. First, select the slide you want to use as a graphic. Choose **File, Save As**, and in the **Save File as Type** box, click the format you want. Add the graphic to a Word document (choose **File, Insert, Picture**), then add more type or other elements.



The design of your presentation should dictate the design of any accompanying materials, such as the cover sheet and flyer shown at right.



The title slide of your presentation makes a great cover sheet for accompanying handouts. To print an 8¹/₂ x 11 version of your slide, choose **File, Page Setup**, **Portrait Orientation**.



Save a slide from your presentation as a GIF, JPEG, PNG, or PICT, then insert it into a Word document to create a flyer announcing the event.

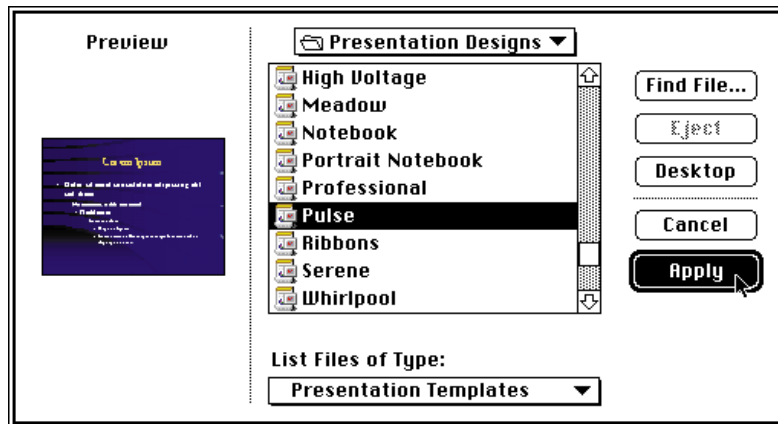
PowerPoint tip 2

Change the look of a presentation quickly

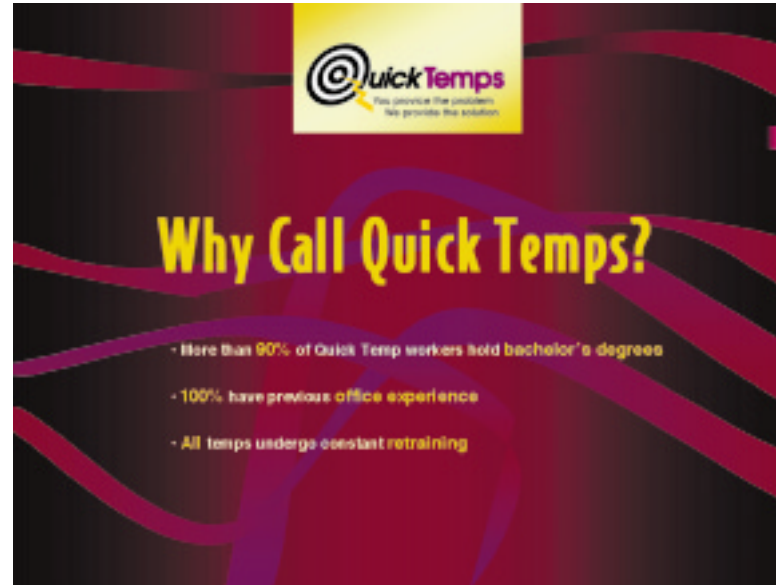
Information presented to the staff of your human resources department may require a different look than the same information presented to a group of new clients. To change the look of your presentation, change the overall design or change the color scheme of your current design.

To change the overall design of a particular presentation, simply open it and choose **Apply Design** from the **Format** menu. Select a new design and click **Apply**. The new design will be applied to every slide in your presentation.

To change the color scheme of your current design, choose **Format, Slide Color Scheme**. Click the **Custom** tab in the **Color Scheme** dialog box to change the color of the background, fills, text, or other items.



To change the design of a presentation, simply open it and choose **Apply Design** from the **Format** menu. Select a new design and click **Apply**. The new design will be applied to every slide in your presentation. For example, the two slides at right contain exactly the same information, but the design and color schemes were changed for presentation to two different audiences.



PowerPoint tip 3 Include photos in a presentation

No one can deny that a picture is truly worth a thousand words. That's why a photo can make an excellent addition to a presentation. Photos have more impact when they're used with a light hand. They should be presented alone as a full-frame graphic, or with a small explanatory caption or headline.

To add a photo to your presentation, choose **Blank** from the **New Slide** dialog box, then choose **Insert, Picture, From File**, and specify the image you want. The photo can be sized or repositioned if necessary. To add a caption to the photo, choose **Insert, Text Box**, then add your type. If you want to run a headline over the photo, just insert a **Text Box** and position it over the photo. Look for a white or light area in which to position your headline, so that the background photo won't interfere with readability. Or make type a light color for a dark area.



If you want your picture to be the background of the slide, choose Blank from the New Slide dialog box, then choose Format, Background. Click the Background Fill button (as shown at left), and choose Fill Effects, Picture, then select an image.

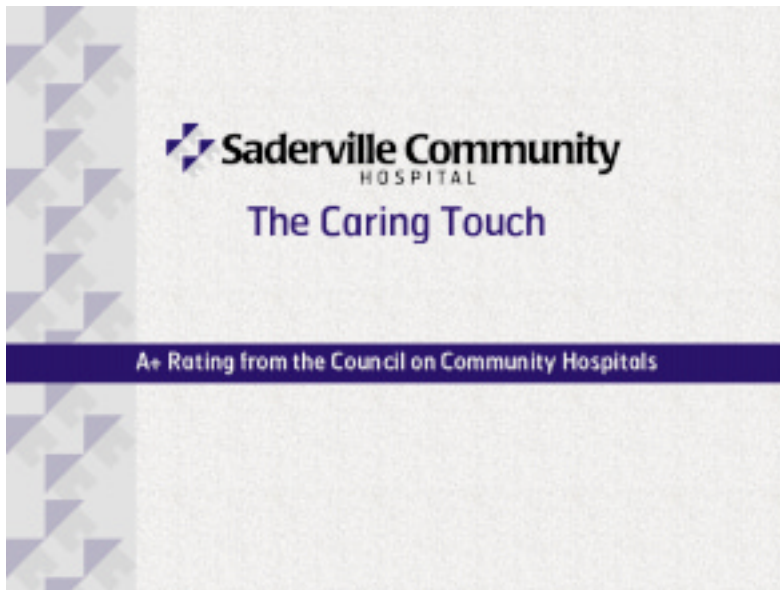


When you assign an image to the background of a slide, as detailed in the caption at above left, the image stays in the background. That means that text, graphics, or other elements will always appear in front – there's no need to send the image to the back or bring the text to the front.

PowerPoint tip 4

Apply global formatting

Use the **Master** command, in the **View** menu, to set the default appearance for slides, notes pages, and audience handouts. Text and graphics added to **Master** slides will appear on every slide or page of your presentation, so you can add your logo, slogan, or other information on each piece of your presentation. Choose **View, Master, Slide Master**, then click **Insert, New Title** to create the master page. Change the typefaces if desired, and use drawing tools or insert your own graphics to accent the slides. To change the color scheme of a **Slide Master**, choose **Format, Slide Color Scheme**. Click the **Custom** tab in the **Color Scheme** dialog box to change the color of the background, fills, text, or other items.



To set the default appearance for slides, notes pages, and handouts, use the Master command in the View menu. Although each of these three slides bears a different message, each carries the same heading, graphics, and colors.

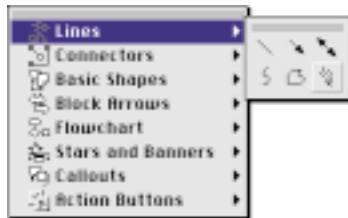


PowerPoint tip 5 Use the drawing tools to customize

Adding custom touches to your slide presentation can help call certain information to viewers' attention. You can circle key points, add check marks, stars or other hand-written elements using the **Scribble** tool. Choose **AutoShapes**, **Lines**, **Scribble** tool. Click the **Line Color** or **Line Style** buttons on the **Drawing** toolbar to change the attributes of the **Scribble** tool. Try using a color that contrasts with your slide background and a heavy line weight (at least 3 point) to make your hand-drawn accents stand out.



Hand-written checkmarks were added to this presentation slide with the **Scribble** tool to customize the layout. The checkmarks were colored to match the logo.



Choose **AutoShapes**, **Lines**, then the **Scribble** tool to create your own custom-drawn elements in PowerPoint.

PowerPoint tip 6 Use Callouts to quickly communicate

Sometimes text on a slide just doesn't get your point across. Use **Callouts** and **AutoShapes** to integrate graphics and text to make your information stand out. PowerPoint's selection of **AutoShapes** give you quick access to a variety of banners, bursts, word balloons, and more. You can add type to any **AutoShape** by clicking on it, then selecting the type tool.



An **AutoShape** burst accents a key point on the presentation slide above. For added dimension, a smaller burst filled with a lighter color was added to the center of the larger burst.



To add a burst or other shape to your presentation, choose **AutoShapes**, then select the appropriate shape from one of the menus.

PowerPoint tip 7

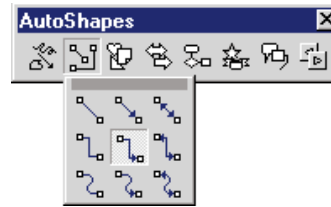
Use Connectors to tie key points together

You can use three types of **Connectors** — straight, angled, and curved — to tie specific points on a slide together. When you rearrange objects, the **Connectors** stay attached. To add a **Connector**, choose **AutoShapes**, **Connectors**, choose the type of line you want, then draw the connecting line in your layout. To move the **Connector** line, drag one of its ends and connect it to another site or object. To detach the entire line, drag its middle.

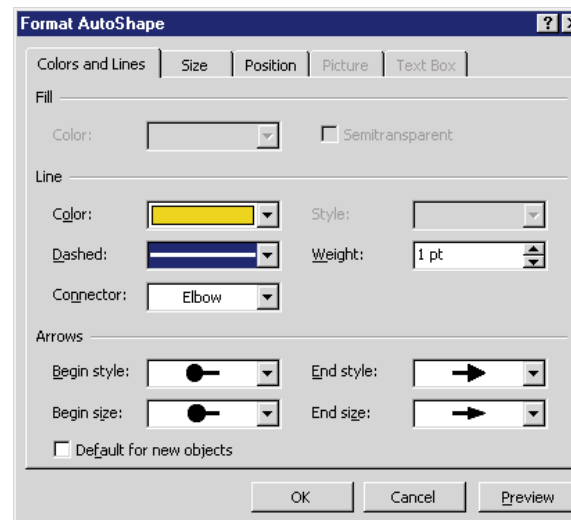
Connectors must be attached to objects, so if you want to add **Connectors** to text, draw a box with no line and no fill, then position it over the text. Add another box with no line and no fill over the portion of text to which you wish to connect. Then draw your **Connectors**.



Connectors help tie specific points together. Connectors have to be attached to objects, so if you want to add them to text, you'll have to trick the program, as explained at right.



Choose a Connector. Draw two boxes where you want the Connector to start and finish, as shown below. Double-click the boxes, then change the fill and the stroke to None so that the boxes will be invisible and the Connectors will connect the text.



You can choose line styles and endpoint styles for Connectors. Double-click the Connector and choose the settings you want from the Format AutoShape dialog box.

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