Print Collateral Asset Instructions

How to Load and Apply the Gradient Overlay in Photoshop

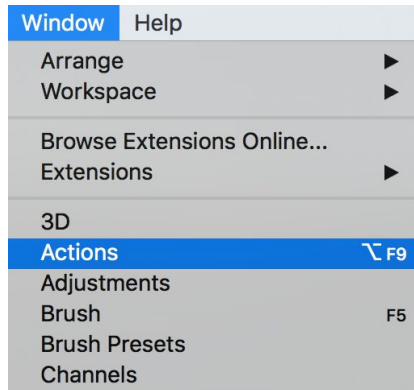## Step 1: In Photoshop, go to Window > Actions.

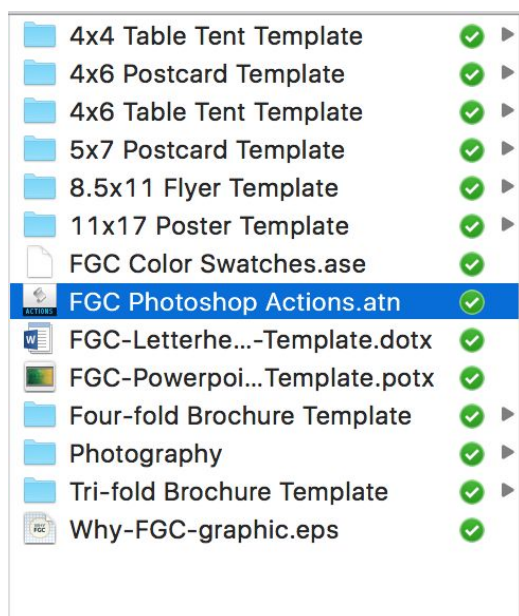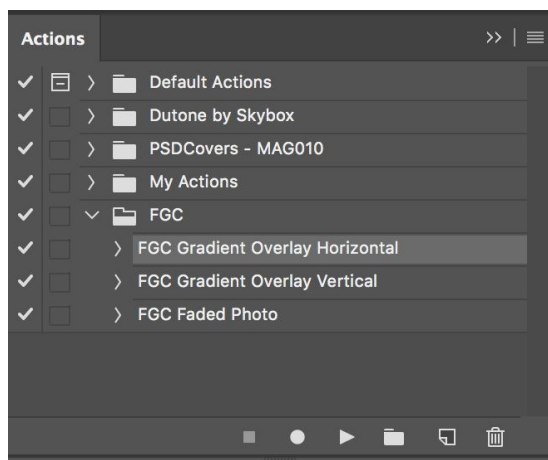## Step 2: Go to Actions and click the options (three lines button), select 'Load Actions.'
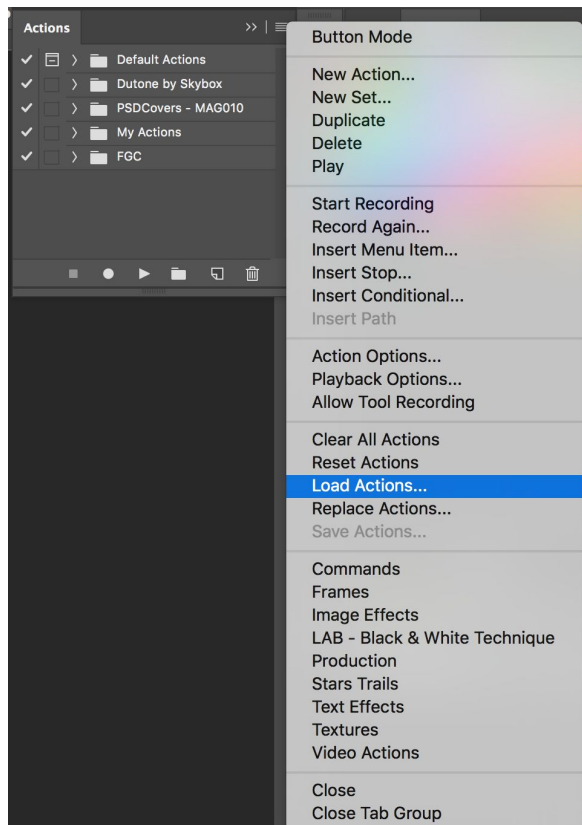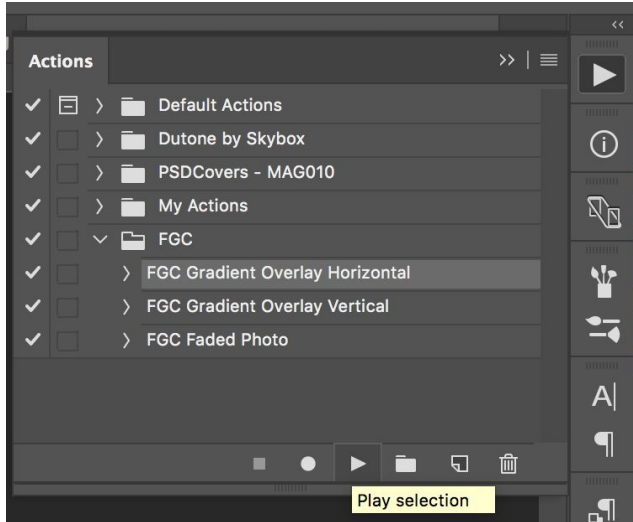
Step 3: Find and select "FGC Photoshop Actions.atn" in the source files on your machine.


Step 4: Open an image in Photoshop that you would like to apply the gradient to. Go to Actions and click the arrow to open the Action types.

Step 5: To apply the gradient from left to right, select 'FGC Gradient Overlay Horizontal', and hit the 'Play' button at the bottom of the Actions panel.

Step 6: You may adjust opacity of the photo to your preference. Be sure that the photo is selected, NOT the gradient when you are making this adjustment.
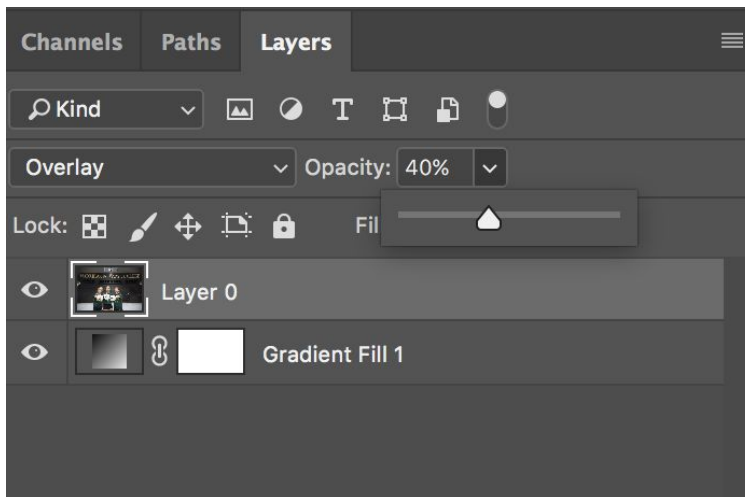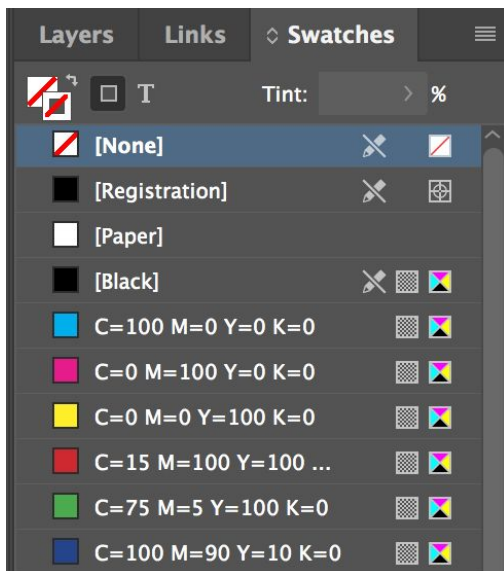
Step 7: Save your photo.

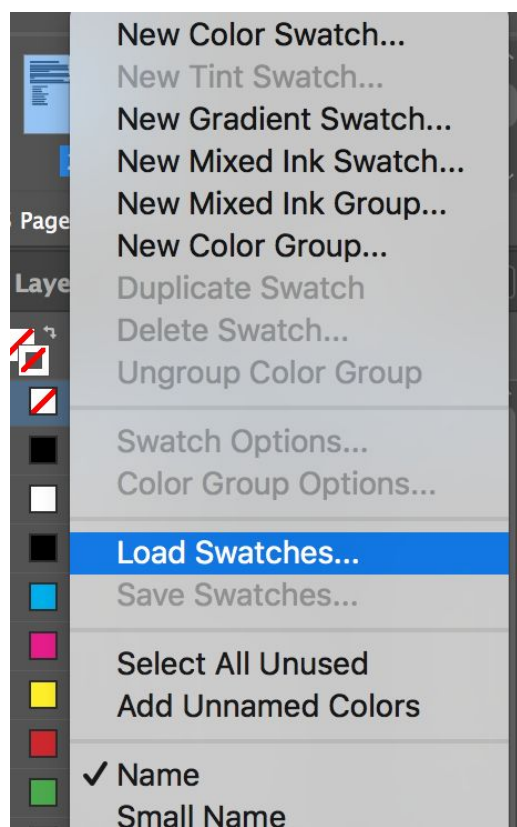**Steps 4-7 may be repeated if you would like to apply any of the other Actions to a different photo.**

How to Load the FGC Color Palette into InDesign

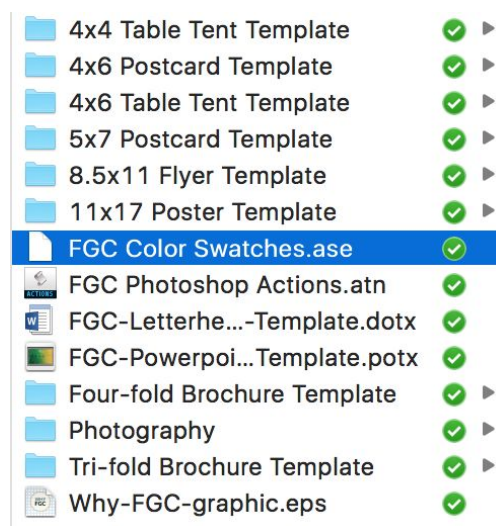**Step 1: Go to Window > Color > Swatches.**

Step 2: In the swatches panel, click the menu option in the top right corner.
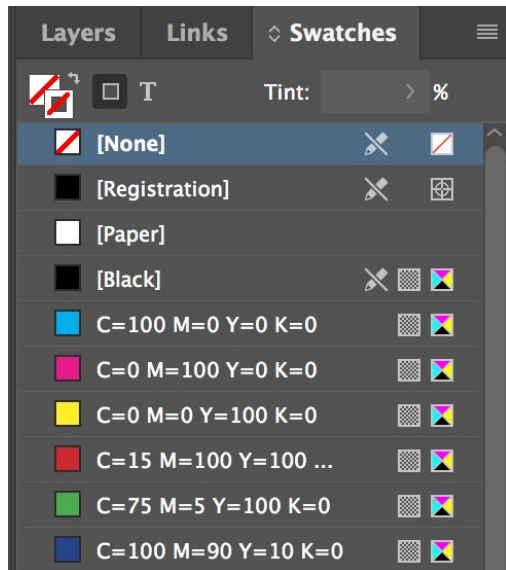
Step 3: Select "Load Swatches."

Step 4: Find and select "FGC Color Swatches.ase" in the source files on your machine.
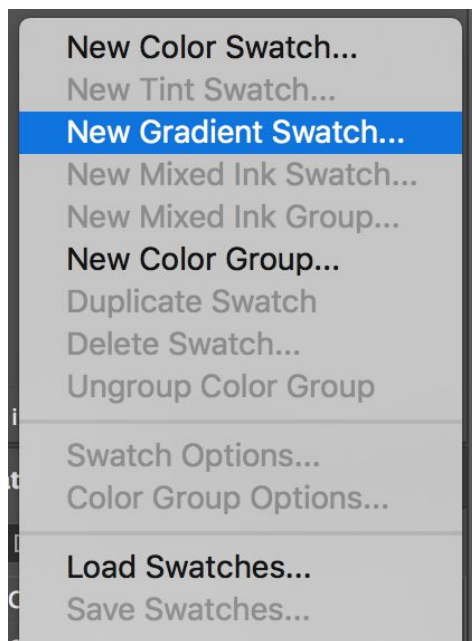
How to Create the FGC Gradient in InDesign
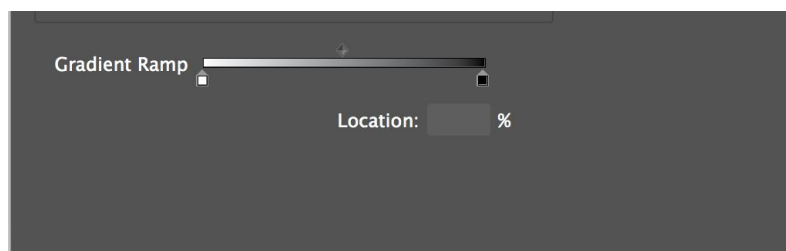
Step 1: Go to Window > Color > Gradient.

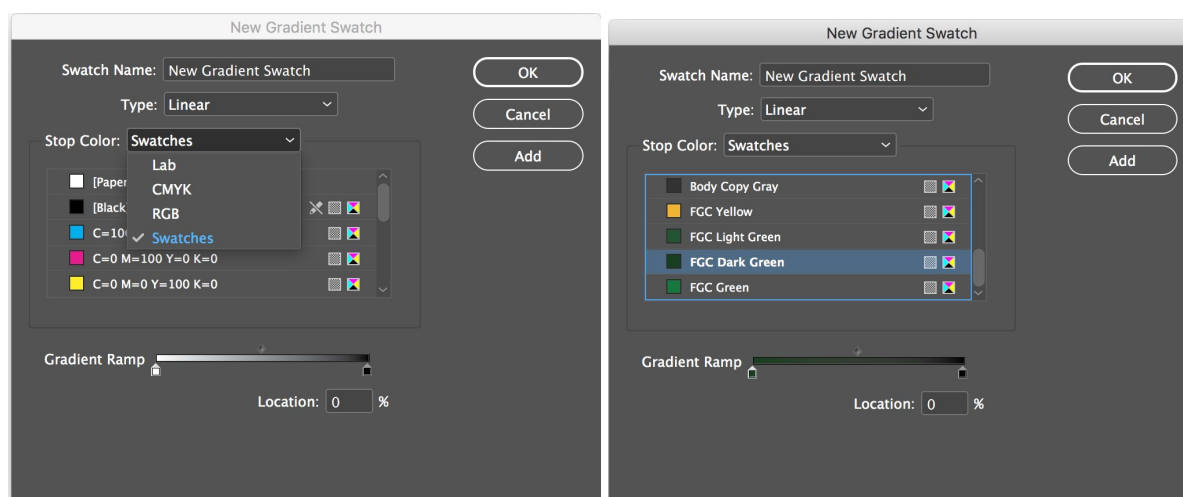**Step 2: In the swatches panel, click the menu option in the top right corner.**

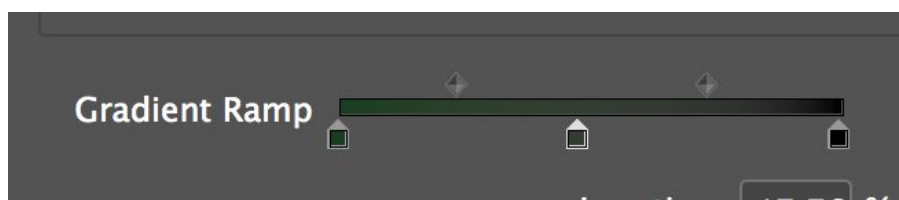**Step 3: Select "New Gradient Swatch."**

Step 4: In the New Gradient Swatch Window, click the white color stop on the gradient near the bottom of the window.
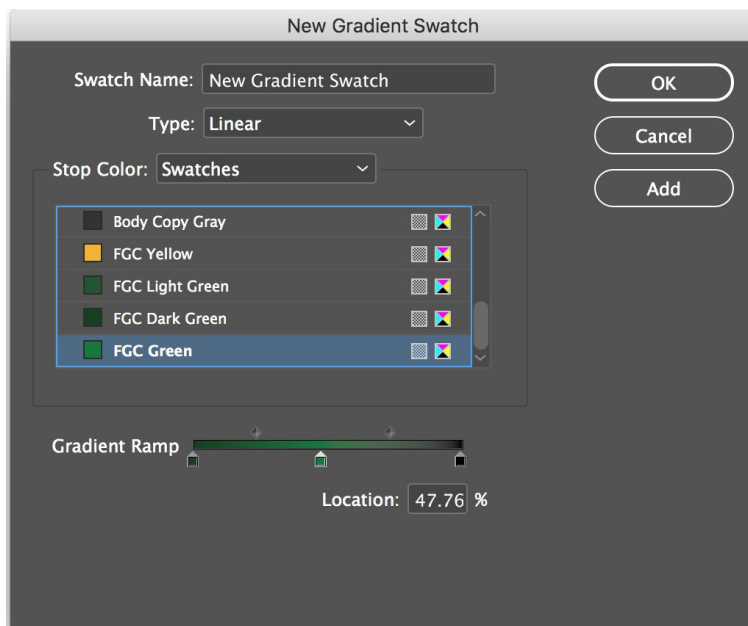

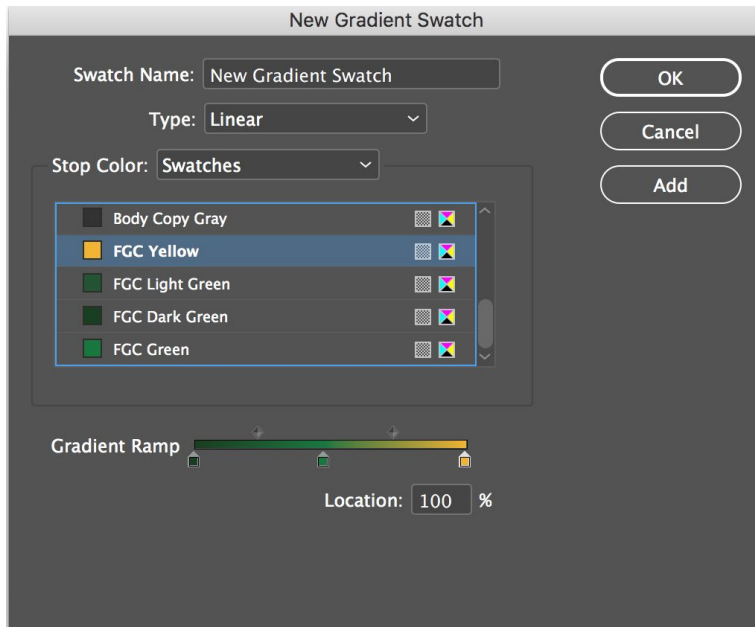**Step 5: In the Stop Color dropdown, select "Swatches" and select "FGC Dark Green.**

Step 6: Add a color stop in the middle of the gradient bar.

Step 7: Make this color stop "FGC Green."

Step 8: Click the last color stop and make it "FGC Yellow."

Step 9: Click Add.

How to Use Character and Paragraph Styles in InDesign When Creating Collateral Pieces

Paragraph styles let you apply and globally update text formatting to speed up production and create a more consistent overall design. Paragraph styles incorporate all elements of text formatting, including character attributes such as font, size, style, and color, along with paragraph attributes such as indents, alignment, tabs, and hyphenation. They differ from character styles in that they are applied to entire paragraphs at once, not just to selected characters.

To toggle on paragraph and character style go to Type > Character Styles. You may repeat this process to toggle on Paragraph Styles.
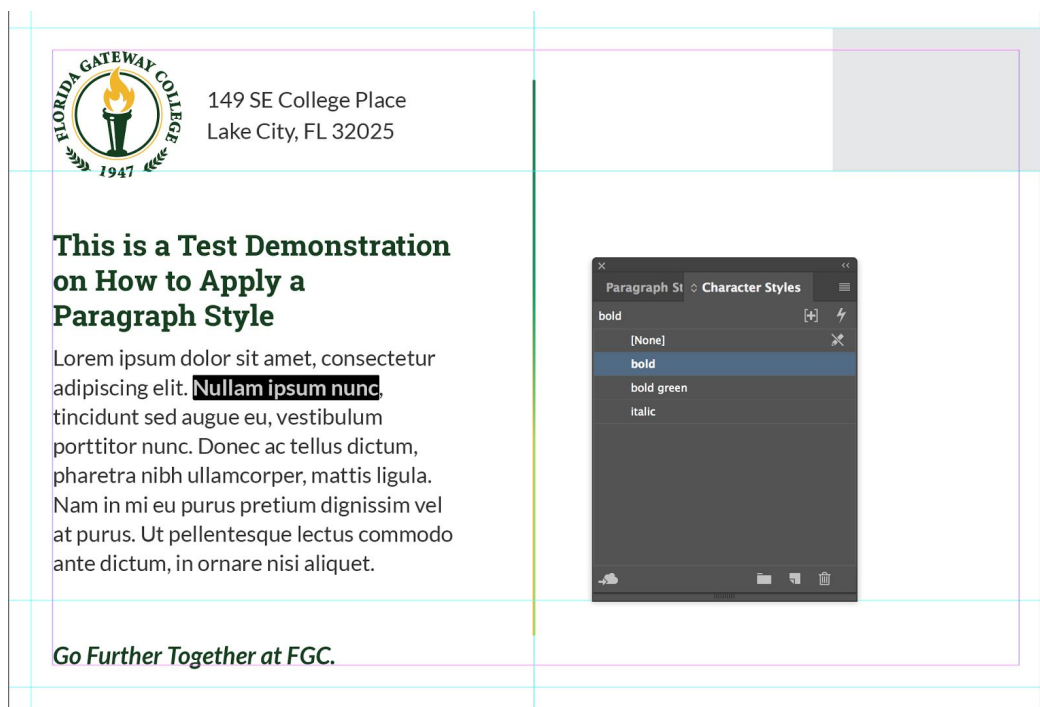
Each headline or body copy section within the print collateral templates is assigned a paragraph style. You may select and delete the placeholder copy, but always make sure it's assigned paragraph style is applied.

If the paragraph style somehow gets overwritten there will be a (+) symbol. Right click and select "Apply '*Paragraph Style Name.*' Clear Overrides."

This will correct the formatting.
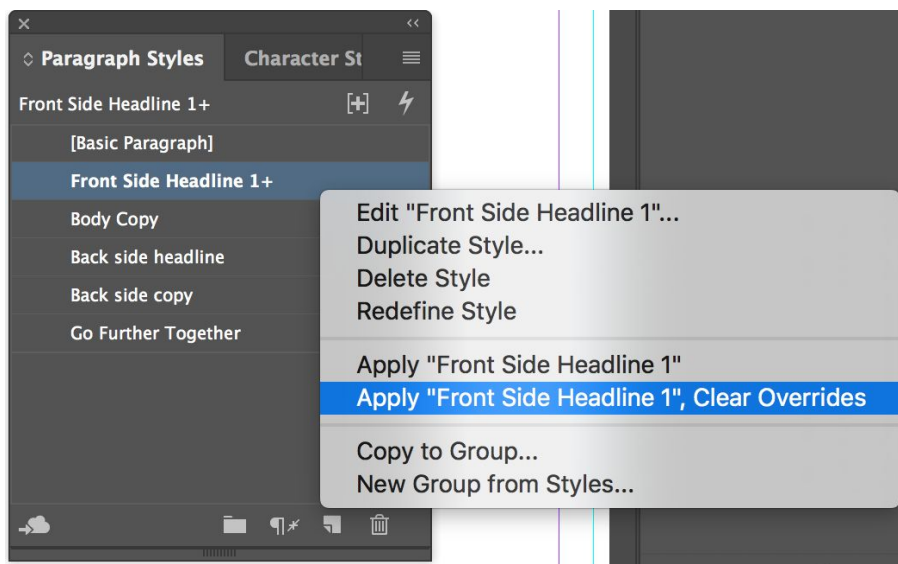
If you would like to bold or italicize a word or sentence, you may find this option under Character Styles.

Character Styles differ from Paragraph Styles in that they are only applied to a word, or a sentence, instead of the whole paragraph. A Character Style can even be a change in color. To learn more about Paragraph and Character Styles view a tutorial here: https://helpx.adobe.com/indesign/using/paragraph-character-styles.html