

## Do it yourself - professional Word Template\*

Design your own Word Template. Lets start by setting our goals:

1. The Word template needs to look part of your branding.
2. Clean, classic and minimalistic are designs that last longer, so if you not into changing your brand frequently, it can be a good idea to stick to those ideals.
3. Your text is the important part in the document, the design is there to help it look better.

We have two major players in this media: the "footer" and the "header" which are located at the top and bottom of your document. These two are the locations of your design.

Lets start:

1. What goes where:
  - You need to place your logo and contact info onto the Template. They can either appear together or seperately, either in the Header or in the Footer. Ideally the logo will be at the top of the document and if you have a slogan, it can accompany your logo.
  - Look at your logo "direction" and see what serves it best: left, center, right. Position it accordingly.
  - Ususally, the best place for your contact info is in the footer area. It will create a nice graphical ending to the page, and create a clear separation between the different pages.
2. Fonts:
  - Stick to your branding fonts, remember this is one item of your company's collateral, and they all should have the same look and feel.
  - Select and create defaults for your titles. Try using your selected font in Bold, larger type and in a variation of a color from your logo to create interesting look that still blends in.
3. Use image or type:
  - It is not a secret that Word is not a designer's favorite tool. You can design booth footer and header in Photoshop and get creative with positions, colors, branding objects etc. Save your creation as a jpg file (at least 150 dpi in 100% size) and insert it into the Header or Footer area in Word using Insert > Picture > From File. If this is too advanced for you, use the type tool, choose your font, add a colored line, it will look good as well.
4. Advanced option:
  - Create a transparent watermark or a background image and place it in the background of the page. It will help achieve a more sophisticated look for your document.
5. Set your rulers:
  - Where do you want the text to start and end? Try stepping out of the default (larger margins), it can automatically give your document a more unique look.

Good Luck!

\* Brought to you as a free service by the Strudel Design Team. We aim to make the world a better looking place, one Word Template at a time.