BRAND MANUAL TEMPLATE

Hi! First of all, THANK YOU for purchasing this item and supporting me! I hope it will fit perfectly for your needs.
This is a complete Brand Manual Template; this layout is not limited for a single business and can be used for general purpose.
The files are created in order to be used by everyone, with just a basic knowledge of one of the available Adobe softwares.

This item works exclusively with Adobe softwares; this means that if you don't have it or it's not updated to the minimum version you can download a trial version from the Adobe website, it's free for 30 days.

Please read carefully the following lines to obtain the best results.

This template is editable in:

Id
CS4 or later compatible
.INDD
.IMDL

Ps
CS4 or later compatible
.PSD

Ai
CS6 or later compatible
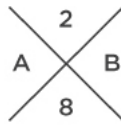.Ai
.EPS

DETAILS:

40 Pages A4 ISO 297x210 mm + bleeds

40 Pages US Letter 11x8,5 inches + bleeds

300 DPI / Print Ready / CYMK

Smart-Objects layers for a fast and easy image replacement

SUPER-EASY to CUSTOMIZE, you can decide how many pages, which order, colors etc...

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YOU NEED TO HAVE INSTALLED THIS FONT:

PROXIMA NOVA, a standard Adobe font

PLAYFAIR DISPLAY, available for download at https://www.fontsquirrel.com/fonts/playfair-display

BUT OBVIOUSLY YOU CAN CUSTOMIZE IT WITH ALL THE FONTS YOU NEED FOR YOUR BRAND!

IMPORTANT NOTICE:

ALL the photos used in the preview images are used only to show a preview of how the Template can look alike, they are not included in the download.
If you need to buy them, please contact me and i will send you the link when possible.
Please feel free to ask questions or comments about this file or contact me for any problem you may have, i provide free support! Feedback is important to me, for eventually future updates ^_^

Feel free to contact me for any kind of support you may need with this item!

FREQUENTLY ASKED QUESTIONS (F.A.Q.)

Q: How editable is/are the templates?

A: *Templates are FULLY EDITABLE as if you created them from scratch.*
You can add or replace images, change colors, move, scale and crop graphic elements, change the fonts and replace the filler text with your own copy to suit your individual needs.

Q: Do I need ALL the 3 softwares (Indesign, Photoshop and Illustrator) to edit the templates?

A: *NO, you only need ONE of them. Each template is created in every software, to allow everyone to use and customize them.*
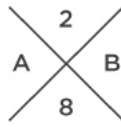
Q: How the templates are made? Will I be able to edit and customize them?

A: *Each template is made in order to be used by everyone, with just a basic knowledge of a single software.*
For every kind of problem you may have with one of them, always try to contact me first: I'm always available to help and provide support.

Q: How do i print my customized template?

A: *As a general rule, since this template can be bought anywhere in the world, always speak directly with the print shop to obtain the best results. Especially if you are going to print 1 or 1000 of them there is a big difference that only the printer knows.*
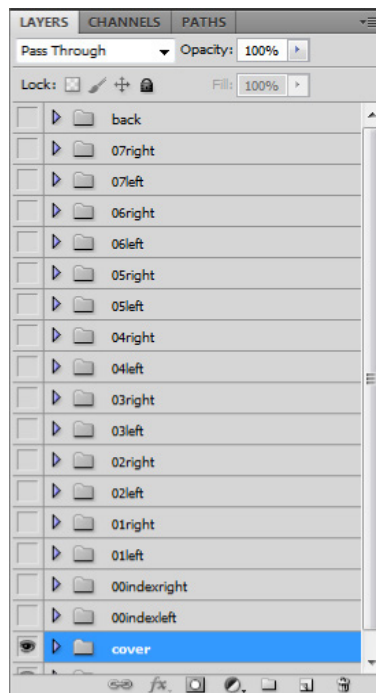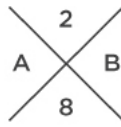
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Q: When i open the files, i can see only one "page"? Where are the others?

A: *If you are using Illustrator or Photoshop, each page is on a separated layer: please check the layer palette to see all the pages.*
If you don't have it or you don't find it click on the toolbar under Windows > Layers or press F7

Q: Do you provide support?

A: *YES, usually you can get an answer the same day of the request.*
If i'm not available, there will be a notice on my profile page

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Q: How can i change the fonts easily without wasting time?

A: *If you would like to change the fonts, for every reason you may have (because the template has been made with paid fonts, you want to follow your brand guidelines, you like other fonts, etc.), depending on the software you are using there is the possibility to change them with few really easy steps.*
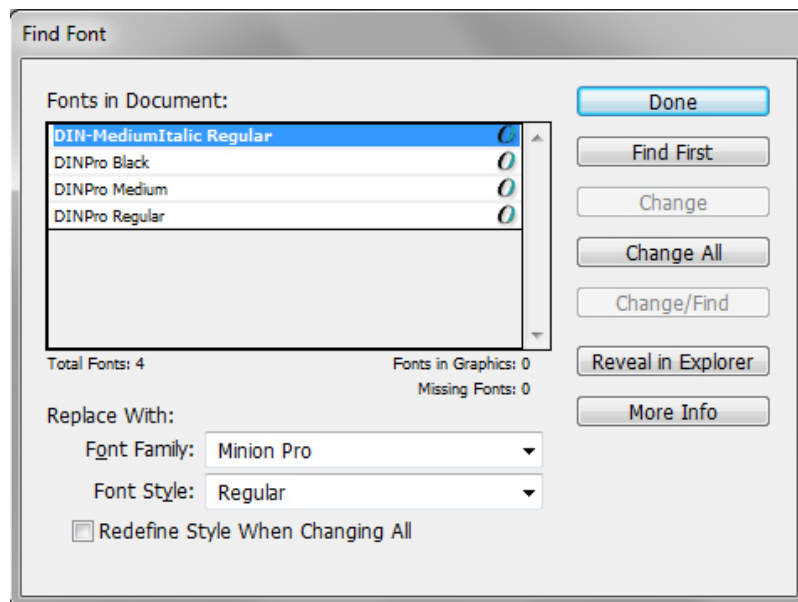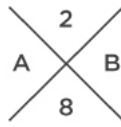*Below are shown the steps to do this in the 3 different softwares:*

INDESIGN

Click TYPE -> FIND FONT... -> Select the font you want to replace and below select the font you want to use instead of it -> Click CHANGE ALL -> When you have finished click DONE.

In this way all the text with the font used will be changed with the new one selected.

Adjust manually the text if it does not fit the text box, as the dimensions may be different from the font used at the beginning.
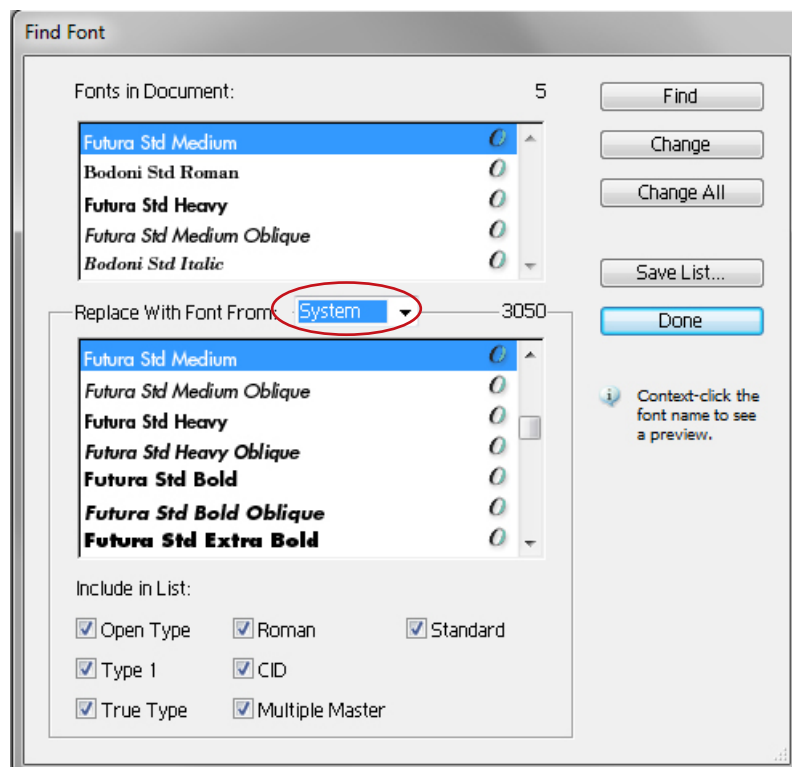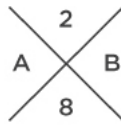
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ILLUSTRATOR

Click TYPE -> FIND FONT... -> Select the font you want to replace and below select the font you want to use instead of it; be sure you are selecting from the System list fonts -> Click CHANGE ALL.

In this way all the text with the font used will be changed with the new one selected.

Adjust manually the text if it does not fit the text box, as the dimensions may be different from the font used at the beginning.
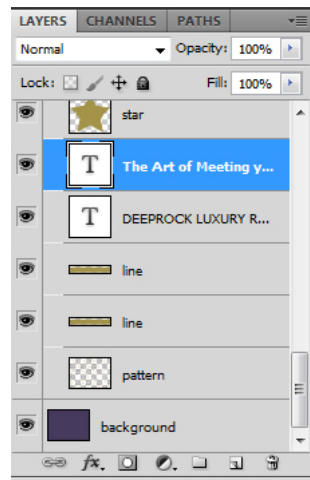
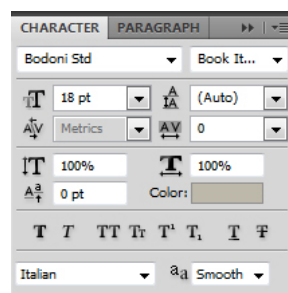ANDREA BALZANO DESIGN

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PHOTOSHOP

Photoshop requires extra efforts to change fonts and is not so quickly as Indesign or Illustrator.

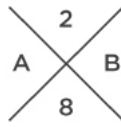*First select the layer with the text in the layer palette.*

Select the Type Tool (press T on the keyboard) then go under WINDOW -> CHARACTER

At this point select the font, style and dimensions; you will notice the text is updated automatically with the new font selected.

Repeat this procedure for all the text layers in the layer palette.

Adjust manually the text box if the text does not fit into it (in some cases the text may disappear because the size is bigger then the text box), as the dimensions may be different from the font used at the beginning.

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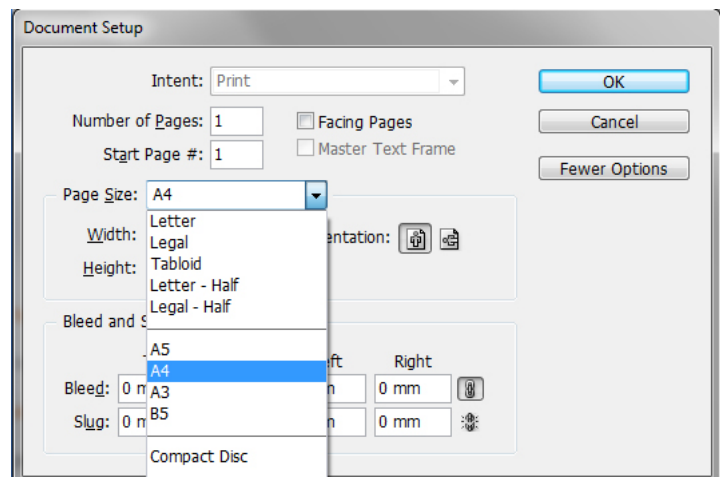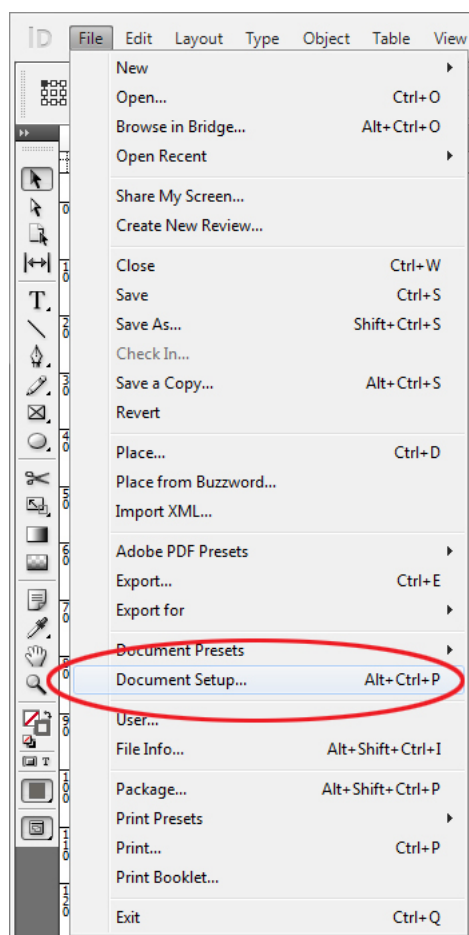**Q: How can i change the dimensions of the templates to fit my paper printing standards?**

A: *If the templates are not made for your country paper standards, depending on the software you are using there is the possibility to change the dimensions; however you will have to manually adjust the graphics to fit the new dimensions, since it's not possible to adjust them automatically.*
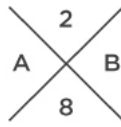*Below are shown the steps to do this in the 3 different softwares:*

INDESIGN Id

Click FILE -> DOCUMENT SETUP -> PAGE SIZE and choose the paper dimensions, or edit manually the dimensions you need.
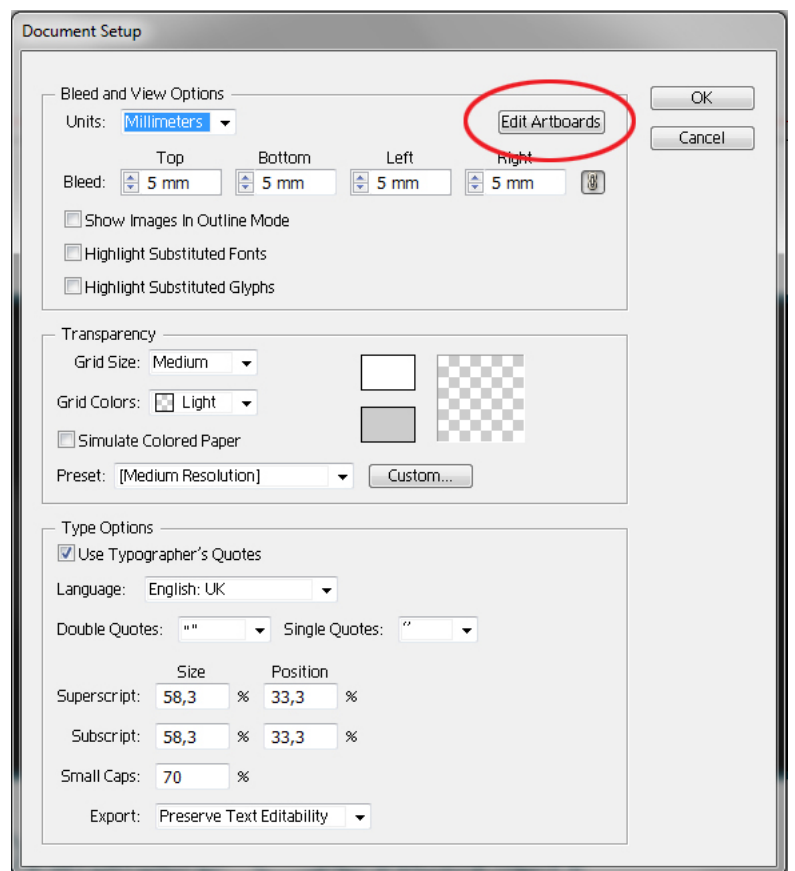
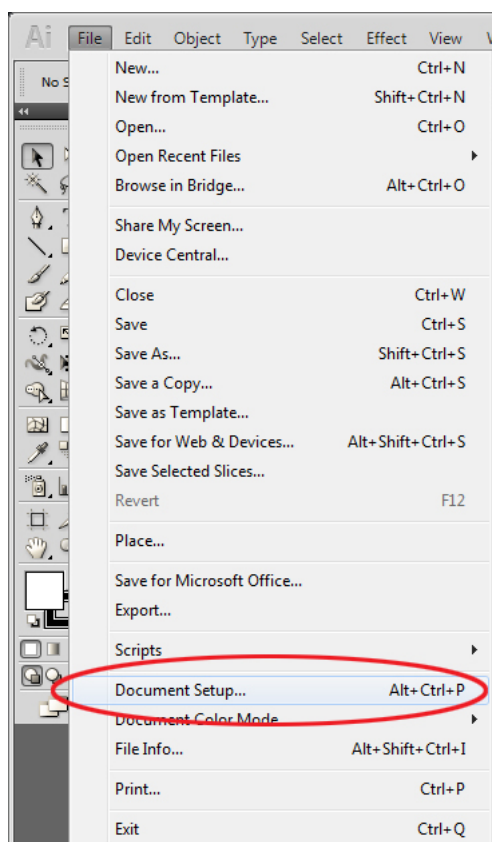*Then adjust manually the graphic to the new dimensions.*

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ILLUSTRATOR

Click FILE -> DOCUMENT SETUP -> EDIT ARTBOARDS and then manually set the paper dimensions you need.

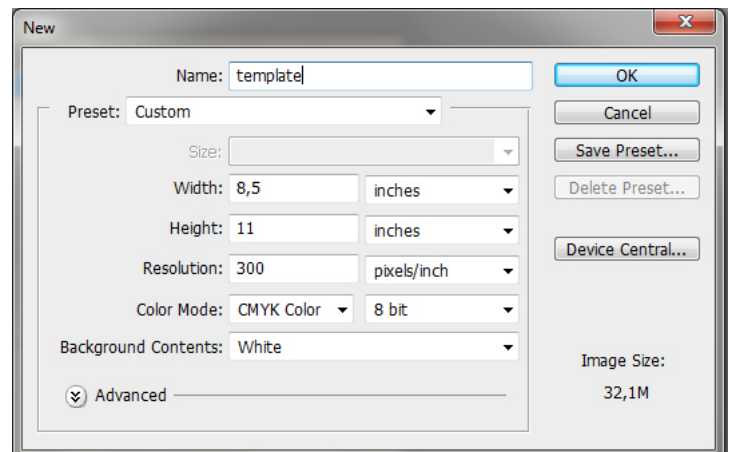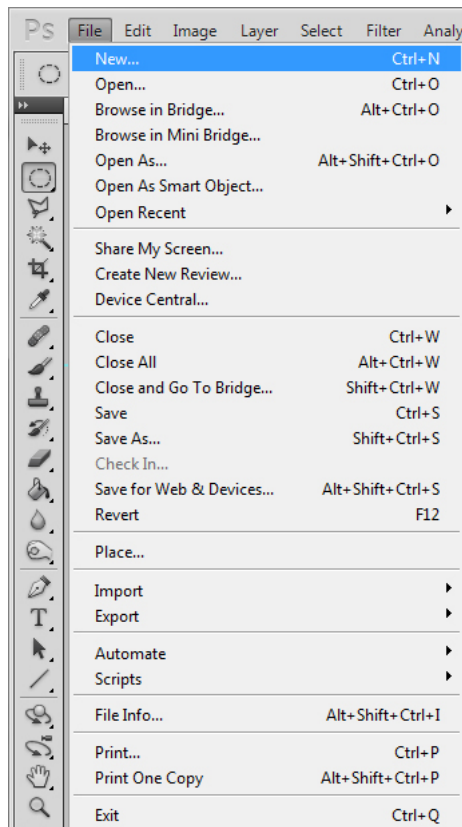*Then adjust manually the graphic to the new dimensions.*

ANDREA BALZANO DESIGN
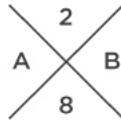
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PHOTOSHOP 1/2

With Photoshop is a bit complicate to change the dimensions, since it's not a software made for layout design.
You will have to manually adjust the graphic of each layer and it can require quite some time, but it's not impossible.

01) Open in photoshop the template.

02) Click FILE -> NEW... (CTRL+N) and create a new document *with the dimensions you need +* REMEMBER TO ADD EXTRA SPACE FOR THE BLEEDS.
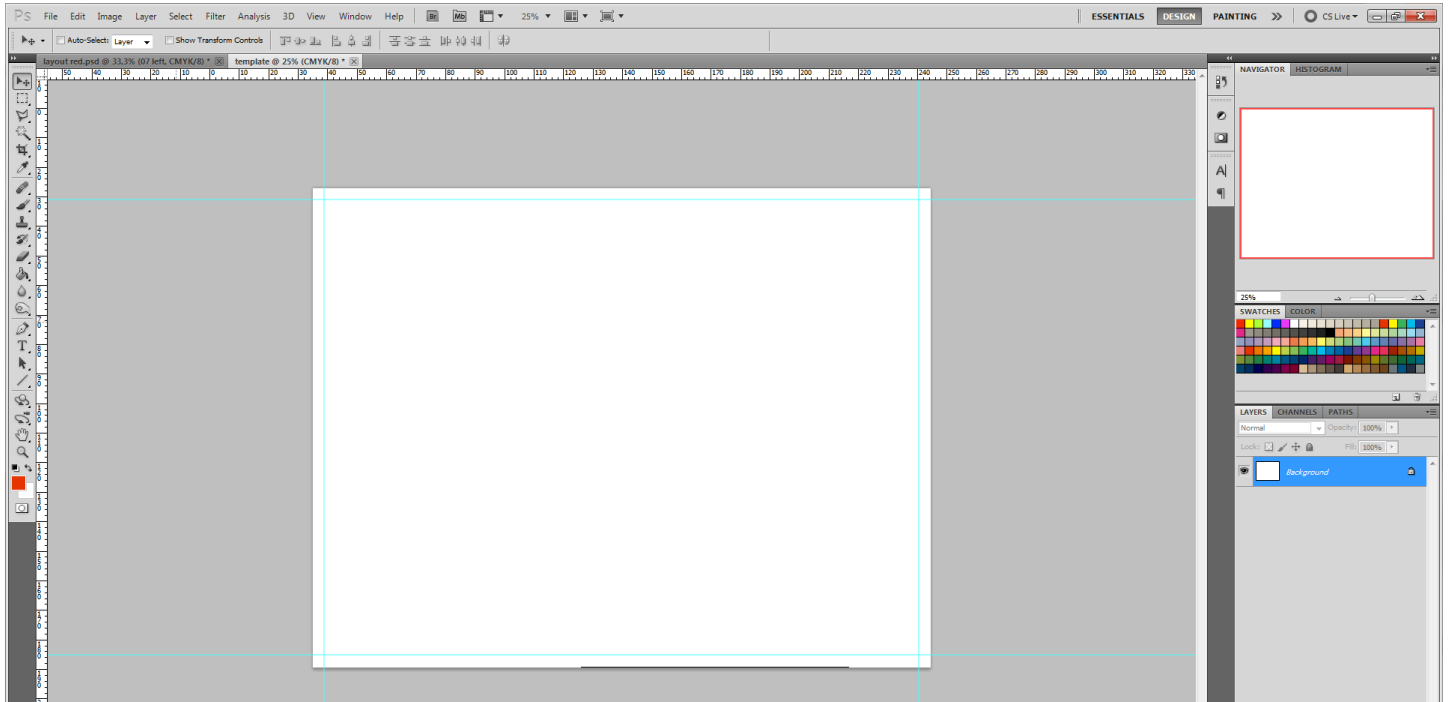
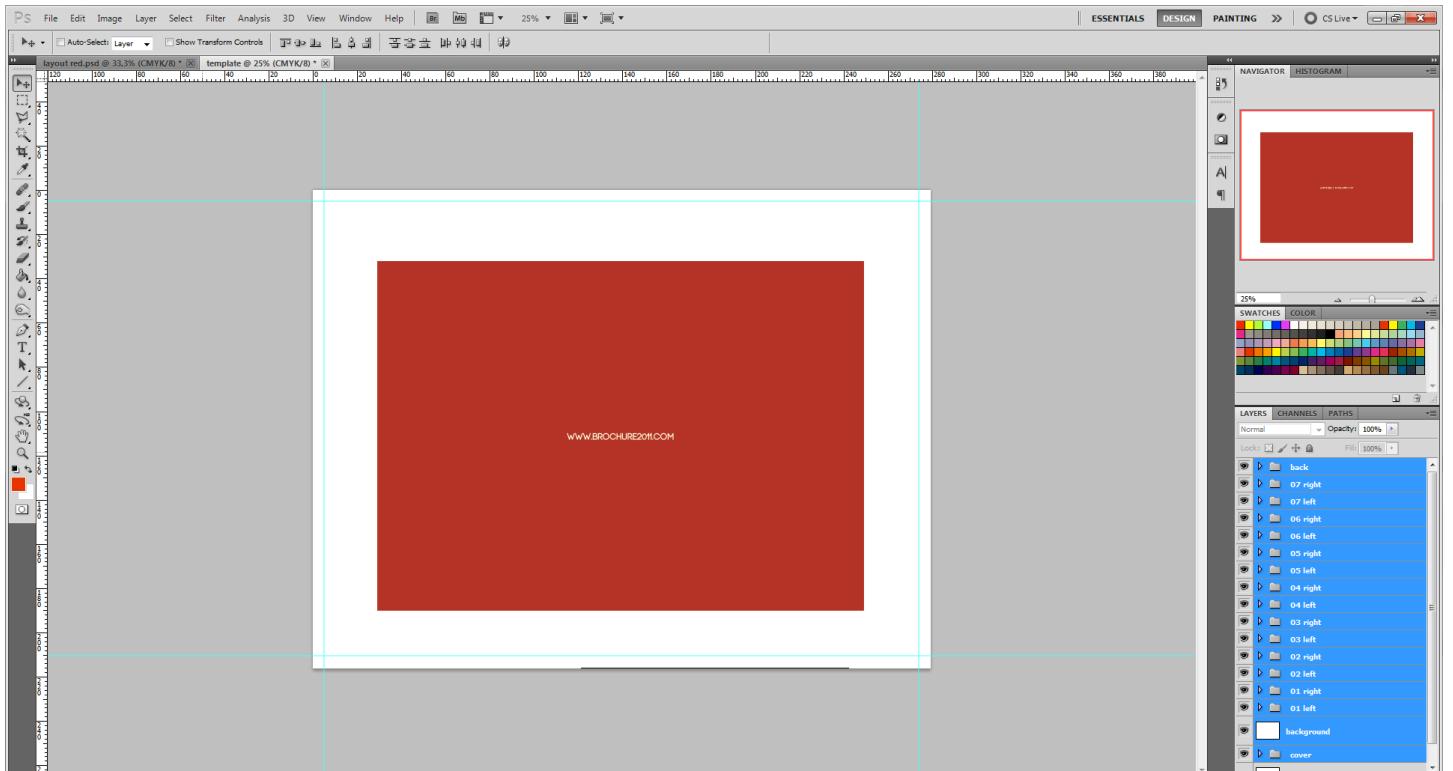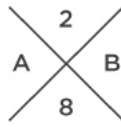ANDREA BALZANO DESIGN

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PHOTOSHOP 2/2

03) *Drag the guides* from the rulers (under VIEW -> RULERS or CTRL+R) to *create the bleeds*.

04) Now go back to the template, select the *Move Tool (V)* and *make visible all the layers*. *Select them all* and from the artboard *Drag and Drop them in the new PSD*. Finally adjust manually the graphic to the new dimensions.

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ABOUT THE AUTHOR OF THIS ITEM

Hi! My name is Andrea and I live in Milano, Italy.
I'm a Product and Graphic Designer and amateur photographer.
Photoshop, Illustrator, Indesign, Rhinoceros and 3DS Max are my favourite softwares, but i really am into computer graphic with all kind of softwares... i just try to push me hard to get some nice results...
All my items are made to speed up your work, keeping a high quality; they are easy to use and adapt for every kind of your needs.
I provide also 100% support for every kind of help you may need so feel free to contact me.
I lived for 6 months in Fukuoka, Japan, until now my best life experience...
At the moment i work fulltime as a freelancer with Product and Graphic Design.
if you want to know me better or ask for informations, feel free to contact me.

PUBBLICATIONS:
My work has been featured on the book TOP GRAPHIC DESIGN SERIES – BROCHURE LAYOUT

http://issuu.com/andre28/docs/top_graphic_design_series

NEED HELP CUSTOMIZING THE TEMPLATE?

Feel free to contact me through my profile page.
Usually you can receive an answer the same day of your request.
The customization of a template can cost around 250$ depending on the lenght of the project.
Customizing a template means that you will provide me with text and images to be inserted in one of my template, without any modifications to the graphic style.
It is possible to modify only colors, text and images and add duplicated pages.
If you need to change or move elements, add extra text or change something to the standard layout, this service goes under a freelance job.

NEED AN EXCLUSIVE LAYOUT? I CAN MAKE IT FOR YOU AS A FREELANCE JOB

If you need a custom work, exclusively and personalized for you and never for sale online, i provide this service.
My prices depends on the complexity and lenght of the project; i usually ask a pre-payment for 2 different concept layouts made of 2 pages each (i can send some examples i did for previous clients to let you understand better what you will receive).
After seeing my 2 ideas, if you like what i did we can develop it till the end.
For better details, please contact me.