MICROSOFT WORD & The Printing Shop Est. 1977

It's easy to use your new logo or graphic in Microsoft Word!

The first step is to **open your program** and then **create or open a document**...

Next you will go to the **toolbar**....

Choose **Insert**....then **Picture**....then **From File**....

(Now navigate to where you've saved the graphic...double click...and there you go!)

Tips for using your new logo effectively (how to keep it looking crisp and clean and not *goofy*!)

Use your new logo on everything you print! If you chose our Logo Design Package you were provided with a grayscale and a color version in a jpg format for your personal use and a color or grayscale pdf and gif for handing off to Newspapers, Yellowpages, webmaster, etc. (if you didn't choose the Design Package...don't worry...we can provide these to you for a small fee)

• **If you need to resize**...please double click on the graphic....Type in one of the dimensions
   (you *can* pull on the edges to adjust but please don't this distorts the image and *makes it look goofy* and less professional and gives us frown lines)

• **Placement issues**.... again, double click on the graphic...go to **layout** and choose...in front of text.

When you need Signs, Magnetic Signs, Banners, Tshirts, Hats, etc.

Again, if you chose the Logo Design Package...your logo was designed to be used for these applications.

These applications require that your logo be in a specific format that you may or may not be able to use in your programs but we can communicate with your vendors and provide them with the files that *they* need to effectively recreate your logo....just have them email us with their request......

(Over the past 29 years we have developed strong working relationships with vendors who provide these services and have chosen to work with those who do the best work at the best price!)

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Graphic Design • Commercial Printing • Logo Design

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Design that Gets Results!

To download other helpful hints please visit us at www.theprintingshop.com