



Partner Marketing Resource Center

How-to Guide

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INTRODUCTION:

The Partner Marketing Resource Center (PMRC) hosts a vast library of marketing resources to aid in the marketing efforts for BLR® partners and their clients. From HTML emails, banners, social media content, flyers, physical postcards, toolkits, and more, this resource center allows you to download and customize all files to your business. The following is a guide showing the different software tools needed to edit the asset files on the PMRC, along with step-by-step instructions explaining how to make your desired edits.



Print Assets

- Flyers and Brochures
- Post Cards
- Handbooks
- Print Advertisements

Tool(s)

AI File Editor:

- Adobe® Illustrator

ID File Editor:

- Adobe® InDesign

PSD File Editor:

- Adobe® Photoshop

PDF Viewer/Editor:

- Adobe Acrobat DC



Digital Assets

- Flyers and Brochures
- Social Media Content
- Social Media Advertisements
- Handbooks

Tool(s)

AI File Editor:

- Adobe® Illustrator

ID File Editor:

- Adobe® InDesign

PSD File Editor:

- Adobe® Photoshop

PDF Viewer/Editor

- Adobe® Acrobat DC



Email Marketing

- Newsletters
- Press Releases
- Product Announcements
- Partnership Announcements
- Thought Leadership

Tool(s)

HTML/TXT Editors

- Notepad++
- Atom

AI File Editor

- Adobe® Illustrator

ID File Editor

- Adobe® InDesign

PSD File Editor:

- Adobe® Photoshop

PDF Viewer/Editor

- Adobe® Acrobat DC

Tools



Adobe® Illustrator



Adobe® InDesign



Adobe® Photoshop



Adobe® Acrobat DC

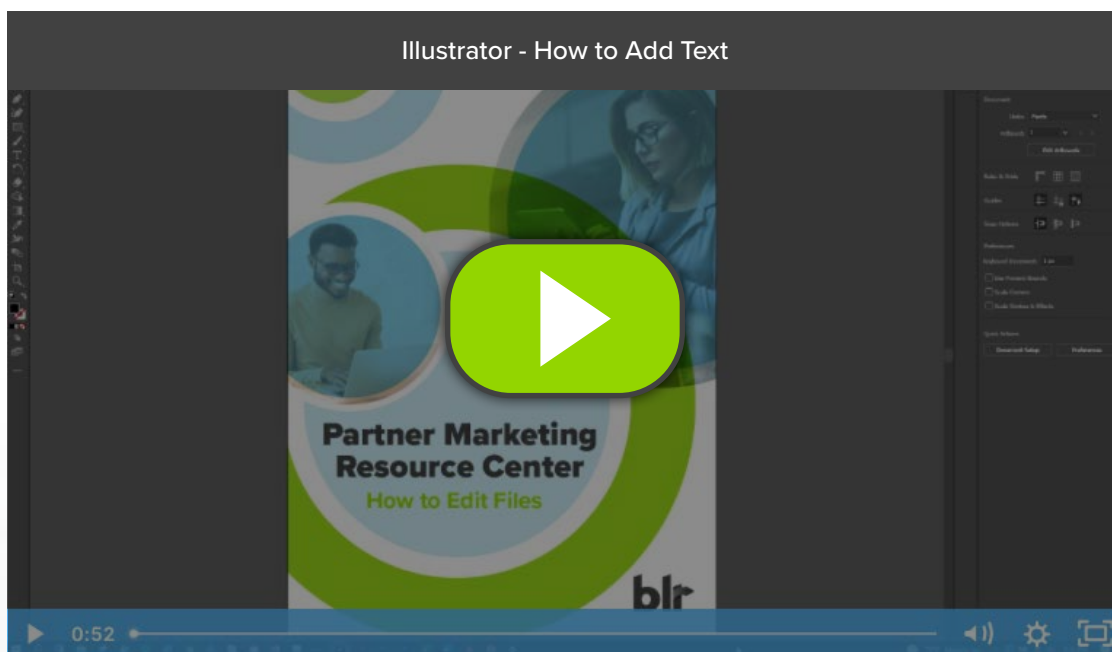
1

ILLUSTRATOR EDITING

Add/Edit Text

► Add Text

- With the **Type tool** selected in the **Tools panel**, click to add new placeholder text to the document. This placeholder text is called **point type**. With the placeholder text selected by default, type to replace it.
- Select the **Selection tool** in the **Tools panel**. You will see a box around the text. This is called a **text object**. Drag a corner of the text object to change the size of the text inside.
- Drag the text to reposition it.



TOOLS KEY

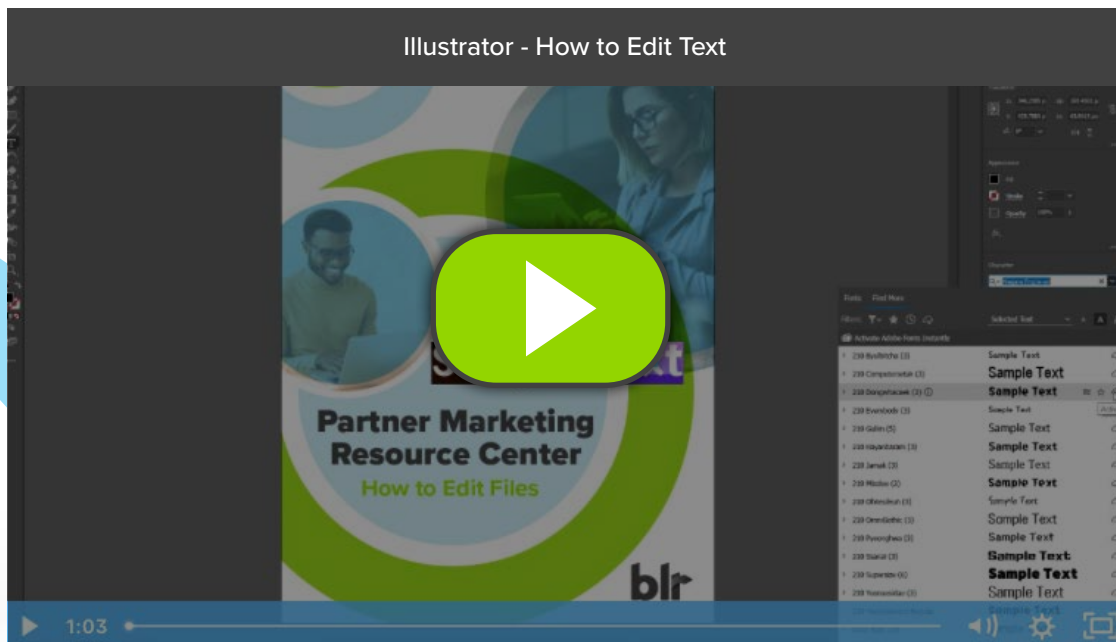
 Type tool

 Selection tool

Add/Edit Text

► Edit Text

- Select the **Type tool** and insert the cursor in text. Drag across the text to select it.
- In the **Properties panel** to the right of the document, change text formatting such as font family and font size.
- When selecting a font in the **Font Family menu**, click **Find More** to see a list of Adobe fonts. Find a font in the list and click **Activate** to sync that Adobe font with your computer. To see the synced fonts, click **Show Activated Fonts**.
- Change the color of text by selecting the text, clicking the **fill color** in the **Properties panel** to the right of the document, and choosing a color.



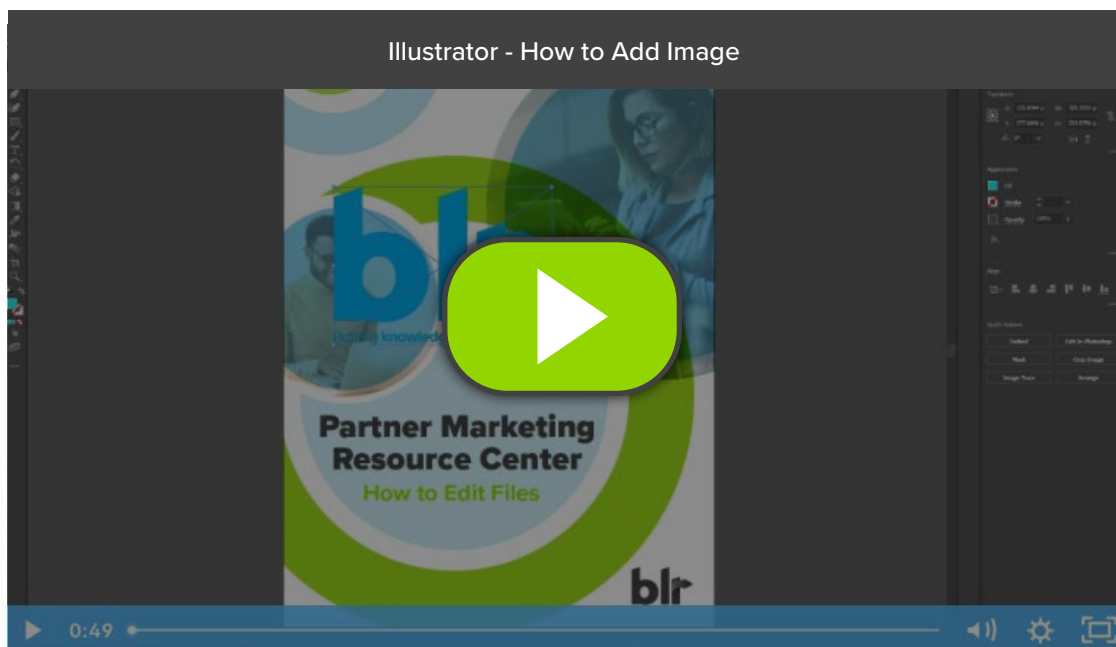
TOOLS KEY

T Type tool

Add/Edit Image

► Add Image

- In Illustrator, you can bring raster images — such as those taken with your phone — into your projects.
- Choose **File > Place** to place an image into your document. In the **Place dialog box**, selecting the **Link option** creates a link to the original image. If the image is updated outside Illustrator, the image will be updated in your Illustrator document automatically. Deselecting the **Link option** when placing an image embeds the image in the Illustrator document.
- Select the **Selection tool** in the **Tools panel** and Shift-drag a corner to resize the image. When finished, release the mouse button and then the Shift key.
- Click the **Crop Image button** in the **Properties panel** on the right side of the document to crop parts of an image. Drag any handle around the image to remove an unwanted portion. **Click Apply** in the **Properties panel**.



TOOLS KEY

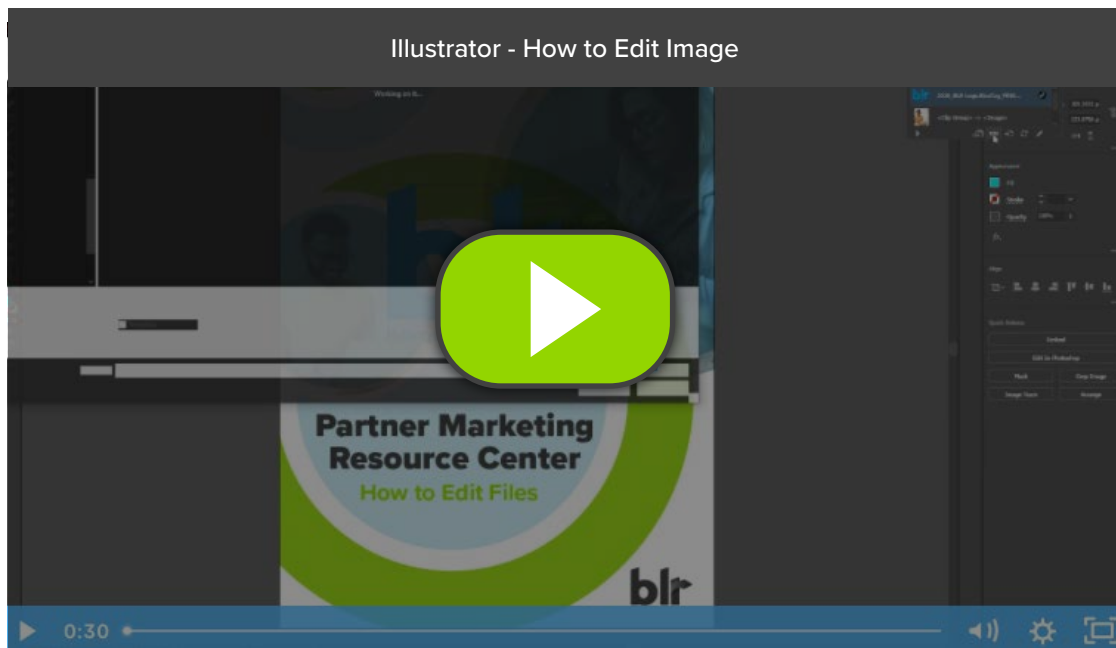
► Selection tool



Add/Edit Image

► Replace Image

In Illustrator, select the embedded image that you want to replace with the **selection tool**, click **“Image”** at the top and select the **re-link icon**. Once you do this, your folder dialog will pop up and ask you to find the file you would like to relink the original with. Simply navigate to where your desired file is located and select it.



TOOLS KEY



Selection tool



Re-link tool

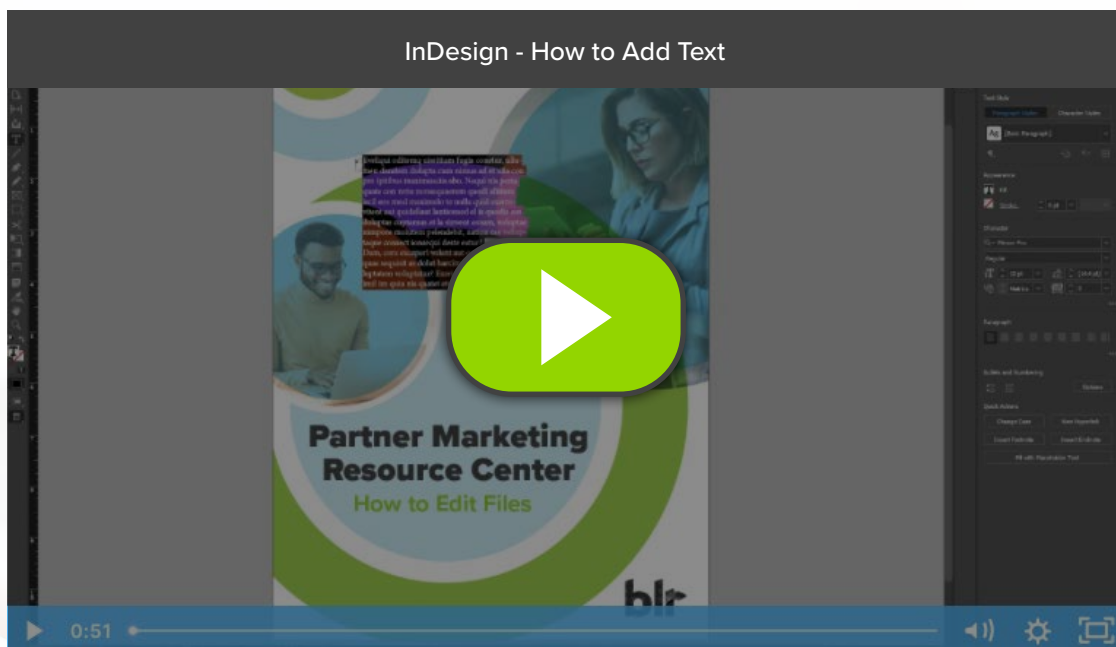
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INDESIGN EDITING

Add/Edit Text

► Add Text

- Select the **Type tool** in the toolbox.
- With the **Type tool** selected, drag in the Document window to add a text frame to the document, or click in an existing text frame to add text.
- Choose **Type > Fill** with placeholder text to fill the frame with placeholder text.
- With the text cursor in the text frame, type your text. Text will wrap once it reaches the right edge of the text frame. Dragging a corner of the text frame scales the text object and wraps the text within it. If the text frame is too small, a red plus appears in the lower-right corner of the frame, indicating overset text (the text doesn't fit). Reposition the text object with the **Selection tool** in the toolbox.
- Format text with the options in the **Properties panel**.



TOOLS KEY

T Type tool

► Selection tool

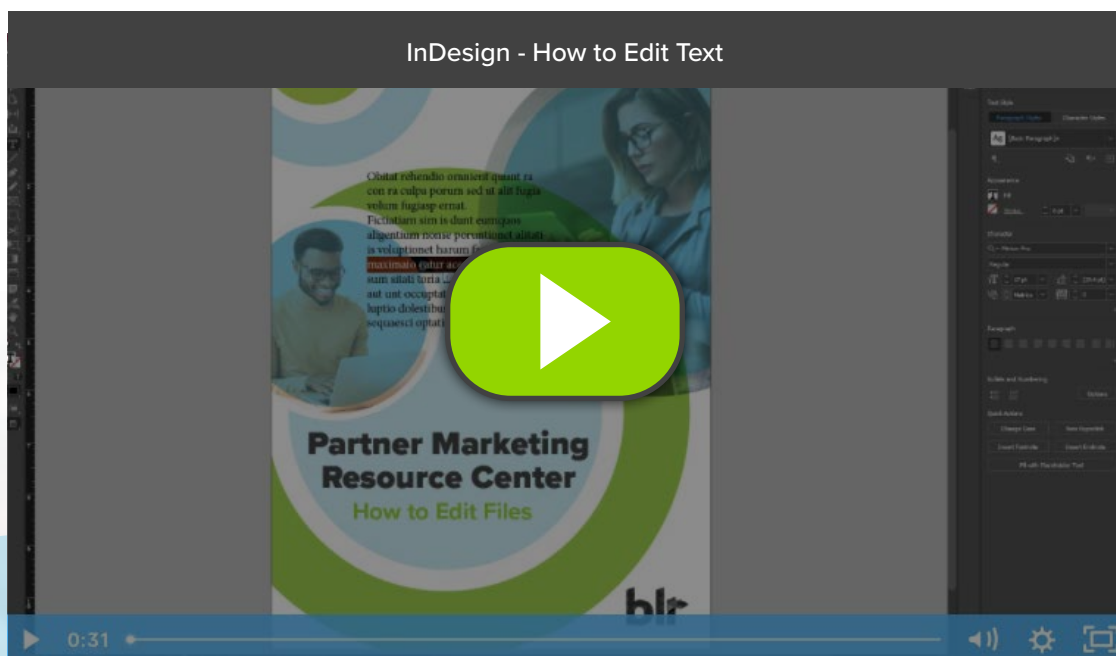
Add/Edit Text

► Edit Text

Using the **Type tool**, do one of the following:

- Drag the I bar cursor over a character, word, or an entire text block to select it.
- Double-click a word to select it. Spaces next to the word are not selected.
- Triple-click anywhere in a line to select a line. If the Triple Click to Select a Line preferences option is deselected, triple-clicking selects the entire paragraph.
- If the Triple Click to Select a Line option is selected, quadruple-click anywhere in a paragraph to select the entire paragraph.
- Quintuple-click to select the entire story or click anywhere in a story and choose **Edit > Select All**.

Edit the text you have selected and then deselect the text block by clicking outside of the block or clicking the **ESC key**.



TOOLS KEY

T Type tool

Add/Edit Image

► Add Image

- Click **File>Place** in InDesign's **Control panel**. Navigate to the picture file you would like to import and double click the **file name**.
- Drag and place your picture to your desired position and click your mouse.
- Adjust the size of your picture, if necessary, by selecting the picture using your **Select tool** and clicking one of the **handles** (small squares) located on the frame. Drag the handle while simultaneously holding the **Control and Shift keys** (Or for a mac, Command+Shift). Holding the **Shift key** will adjust the pictures size proportionally. If you want to crop out a particular portion of your picture, hold only the **Control key** as you drag the handle. You may also enter precise values for the pictures height and width in the Height and Width fields located in the **Control panel**.



Add/Edit Image

► Edit/Replace Image

- Select the frame containing the old image and **File > Place** will replace the old one with the new one, or
- Select the frame containing the old image and use the **Relink icon** in the links panel to link to a new image



TOOLS KEY



Re-link tool



Add/Edit Text

► Add Text

From the toolbar, select the **Type tool** or simply press “T” to quickly select it. The **Horizontal Type Tool**, which you can add text horizontally with, is selected by default. If you want to add text vertically, click the **Type tool** again, and select **Vertical Type Tool** from the context menu.

There are two types of text: **“Point Text”** is when you click your cursor anywhere on the canvas to type either a heading or a title, and **“Paragraph Text”** is when you click and drag the cursor on the canvas to create a bounding box in which you can type a long text/paragraph.



TOOLS KEY

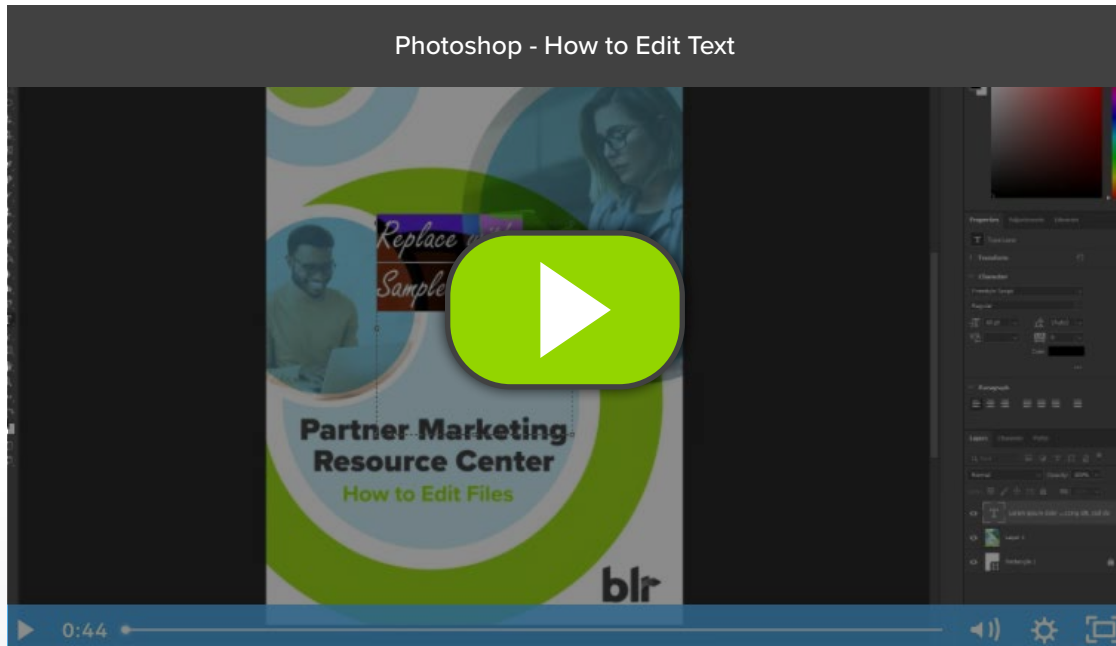
T Horizontal Type tool

⇩T Vertical Type tool

Add/Edit Text

► Edit Text

Select the **Type tool** or press “T.” Move your cursor to the text/paragraph you want to edit and click it. Change the copy, font type, or font size accordingly.



TOOLS KEY

T Type tool

Add/Edit Image

► Add Image

From the **menu bar**, click **File > Place Embedded**, navigate to an image file in the **File Explorer (Windows)** or **Finder (macOS)**, and click **Place**.

► Resize Image

Select the image, and choose **Edit > Free Transform**. When a transform border appears around the image, click any of the sides, hold the shift key to avoid distortion, and drag the corners until you reach your desired size. Click **Enter (Windows)** or **Return (macOS)** to finalize the change.

► Replace Image

Whether the image is newly added or existing, make sure that it's converted to a **smart object**. To do that, locate your image in the **Layers Panel**, and select, right-click, and choose "**Convert to Smart Object**." Once it's converted, double-click the layer thumbnail; you will then be redirected to the smart object window.

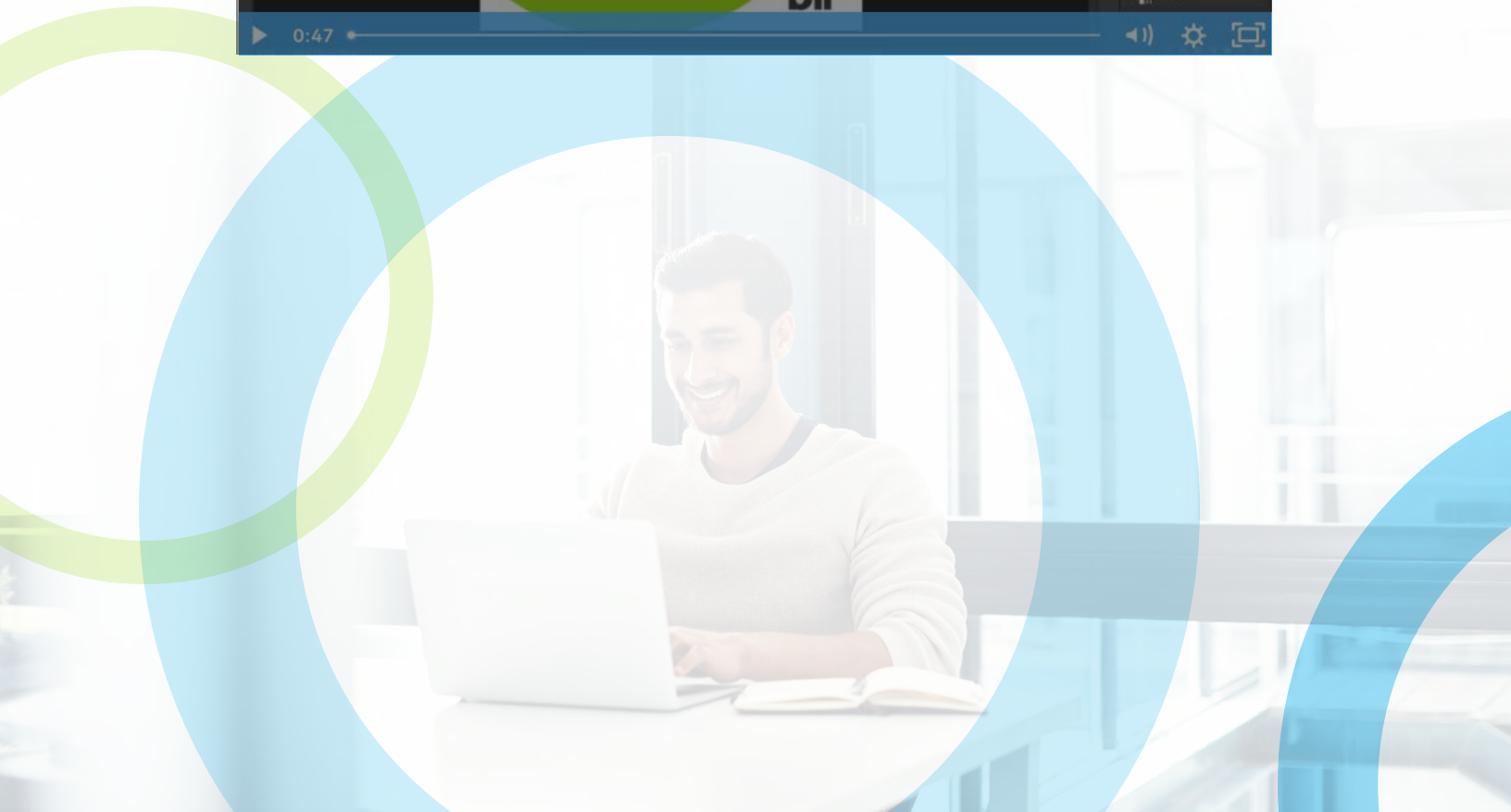
On the smart object window, click **File > Place Embedded**, select your image, and then scale it accordingly. Delete the old layer image, then click **File > Save**. Close the tab, and you will see that the image on your file has been replaced.



Replace Colors of an Object

► For Solid Colors

- Locate the **shape layer** in the **layers panel**, and double-click the layer thumbnail. On the **color picker pop-up window**, select your desired color, or add color hex codes or RGB levels, then click “**OK**.”
- Select the **shape layer** in the **layers panel**. From the menu bar, **click Layer > Layer Style > Color Overlay**. On the pop-up window, make sure to set the blend mode to “**Normal**,” click the color block next to it to select/set your desired color, and then click “**OK**.”



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ADOBE ACROBAT EDITING

Replacing an Image

- Open the PDF in Acrobat, and then choose **Tools > Edit PDF > Edit**.
- Select the image (or images)—click the image to select it.
- Under **Objects** in the **right-hand panel**, click one of the following tools:
 - **Flip Vertical** flips the image vertically on the horizontal axis.
 - **Flip Horizontal** flips the image horizontally on the vertical axis.
 - **Rotate Counterclockwise** rotates the selected image 90 degrees in the counterclockwise direction.
 - **Rotate Clockwise** rotates the selected image 90 degrees in the clockwise direction.
 - **Crop Image** crops or clips the selected image. Drag a selection handle to crop the image.
 - **Replace Image** replaces the selected image with the image you choose. Locate the replacement image in the **Open dialog**, and click **Open**.



TOOLS KEY



Edit



Flip Vertical



Flip Horizontal



Rotate Counterclockwise



Rotate Clockwise



Crop



Replace Image

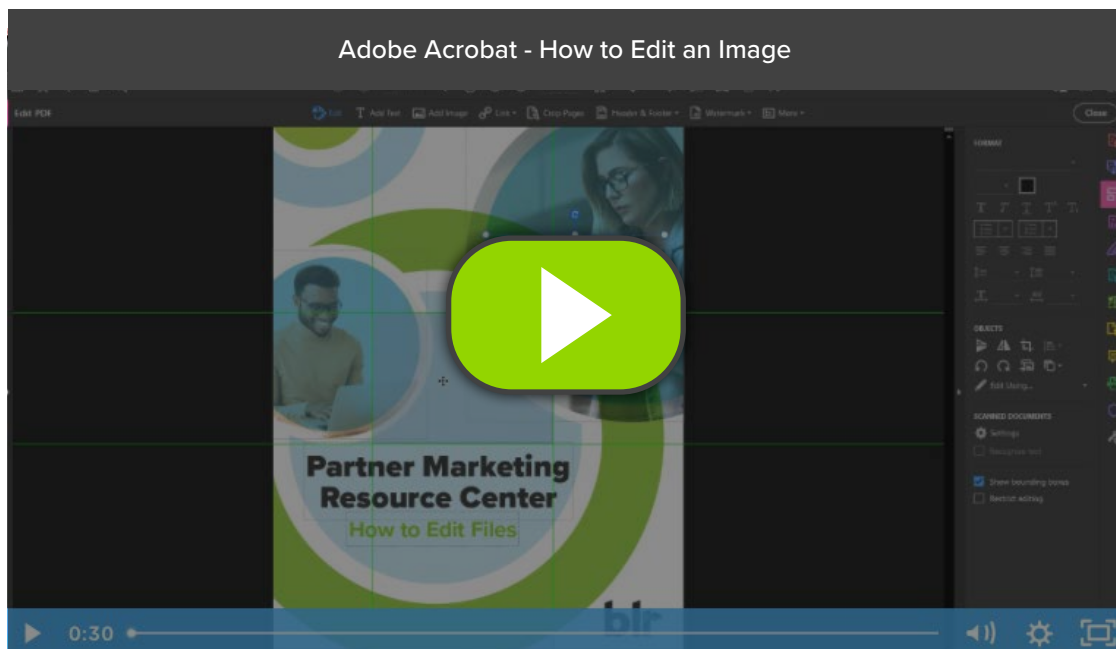
Resize or Move an Image or Object

Open the PDF in Acrobat, and then select the appropriate tool depending on what you want to move:

- **Image:** Choose **Tools > Edit PDF > Edit**. When you hover over an image you can edit, the image icon appears in the top left corner.
- **Interactive Objects:** To edit form fields, buttons, or other interactive objects, choose **Tools > Rich Media > Select Object**.

Do any of the following:

- To move the image or object, drag it to the desired location. You cannot drag images or objects to a different page. (You can cut and paste them to a new page instead.) To constrain movement up or down or right or left, press and hold the shift key, and then drag the object.
- To resize the image or object, select it, then drag a handle. To retain the original aspect ratio, hold the shift key, and then drag the handle.



TOOLS KEY



Edit

If you are having any difficulty navigating or editing any of the files within the PMRC, please reach out to your sales representative, or email our Partner Solutions team directly at **PartnerSolutions@blr.com**.

