

TUTORIALS FOR IMPLEMENTING IR-4 VISUAL GUIDELINES

Adding our Font

Having a brand font helps IR-4's written communications appear cohesive and sharp. While our font, Roboto, isn't a default font (like Arial or Times New Roman), it can be easily added to your font dropdown menu so that it appears along with the default fonts. Roboto is an open source font, meaning it is free for anyone to access and use.

Roboto can be **added to Google Workspace** easily.

1. Open your Google Workspace program of choice (Google Docs, Sheets, Slides, etc)
2. Select the down arrow on the right side of the font menu, which will drop down to show you all the available fonts
3. Above the font options, you'll find "More Fonts" – click here
4. Scroll this list or use the top search bar to find Roboto, or any other font you'd like to add.

If you are working from your desktop or a non-Google software like Word or Powerpoint, you can **download the font to your PC desktop** for free:

1. Visit <https://fonts.google.com/specimen/Roboto>
2. From this page, select "Download Family" (a font family includes all weights or versions of a font - like light, bold, and italic)
3. If the font files are zipped, unzip them by right-clicking the .zip folder and then clicking Extract.
4. Right-click the fonts you want, and click Install
5. If you're prompted to allow the program to make changes to your computer, and if you trust the source of the font, click Yes.

To **download a font to a Mac** (which has a Font Book desktop application):

1. Download a font file to your Mac.
2. Unzip the font file somewhere.

3. Double click a . ttf or . otf file to open Font Book.
4. Preview the font to make sure it appears how you want it to.
5. Select Install Font, which will download it to Font Book.

Using our Colors

Like using a brand font, creating documents with consistent, matching color schemes lends professionalism and polish to our external and internal communications. Customizing colors is simple within any software, once you know the tricks and terminology.

As you can see from IR-4's Visual Guidelines document, we have both primary colors and secondary colors. These are specific colors, with codes attached to help us use them again and again, in any type of program. It is important to use these codes to customize color swatches, so that we're not just using *any* green, but *IR-4 green* (or gray, etc). *Please note: IR-4's colors have been updated effective January of 2024.*

There are a few different codes in the world of digital color— Hex (or HC), RGB, and CMYK. Each type of code has specific numbers attached. Referring to our Visual Guidelines, you'll see that each color has all three codes attached to it.

DEEP GREEN

RGB: 83 118 61

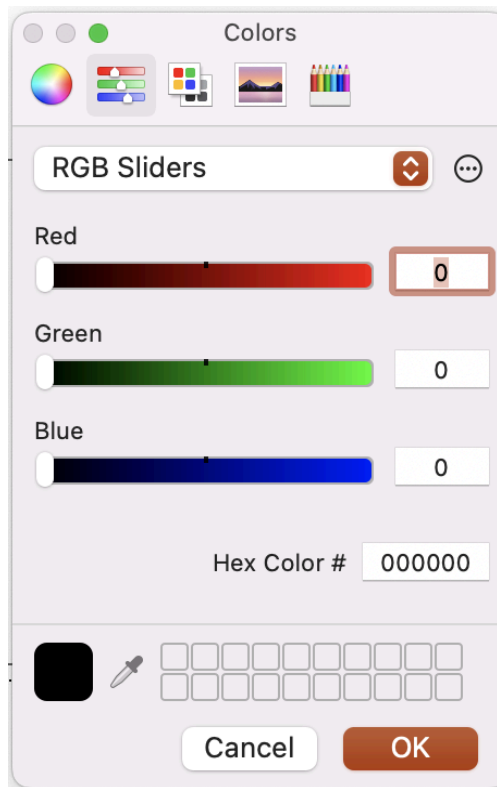
HEX: #53763D

CMYK: 69 34 92 19

Depending on what program you're using, different codes might be the default for making color adjustments. In Powerpoint, it's RGB. In Google Workspace, it's Hex. In Adobe Creative Cloud, it's typically CMYK. No need to know the difference— just know that whatever your software asks for, you have the right numbers in the Visual Guidelines to capture the correct color. All you need to do is input them into the boxes.

While verbiage varies from program to program, select any dropdown menu that informs color choices (whether it's for background, shape fill, or text color). You can customize your color choices by selecting "Customize" or "More Colors"— this will take you to a window where you can specify your new color swatch by inputting the right sequence of numbers.

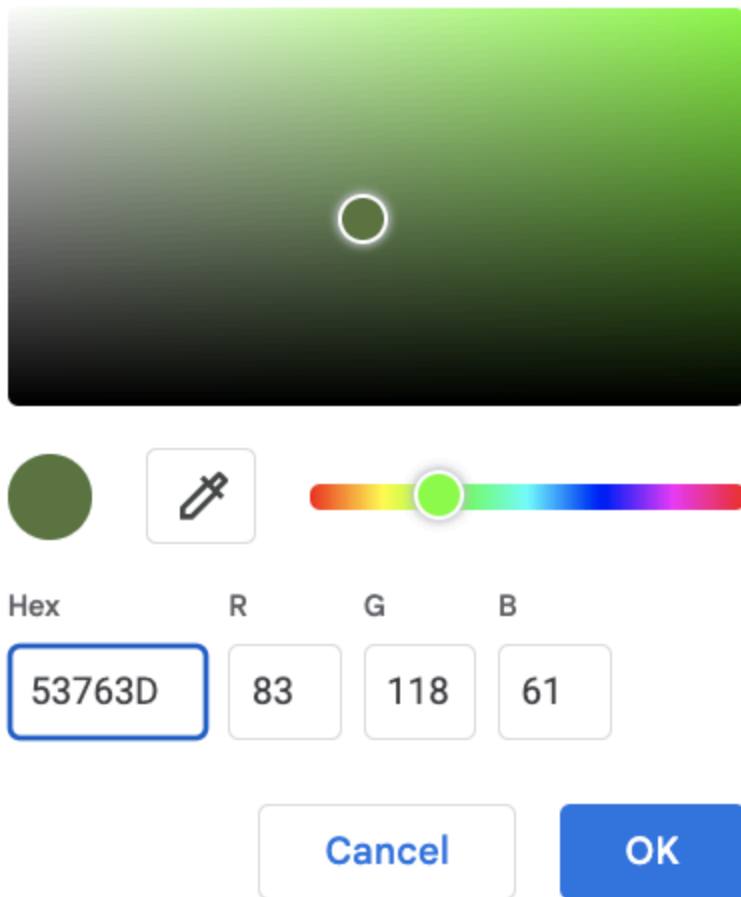
For example, in PowerPoint:



This is an example of the color customization window in PowerPoint. According to the Visual Guidelines, the RGB code for our green is 83-118-61. To create IR-4's primary green, one way is to input those 3 numbers into the corresponding boxes for red, green, and blue (RGB). Another way is to use the Hex Color # box in the bottom right to input the Hex code, which for IR-4's green is 53763D.

In Google Docs:

This one looks a bit different. Rather than defaulting to RGB, Google asks for the Hex code. See here how entering the Hex code helps the program hone in on IR-4's primary green:



In any program, once you've specified your custom color, simply click OK and that color swatch will now appear in your available colors. It's a helpful, time-saving practice to start any project in a new program by adding IR-4's primary brand colors (and maybe one or two accent colors), so you can implement them seamlessly. For guidance on when to use primary colors versus tints or accents, please refer back to the Visual Guidelines.

Any questions, or ideas of sections to be added to this document? Hannah Ross is happy to help, and plans to expand upon this tutorial as new needs or questions arise (hross2@ncsu.edu).