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FOR SOCIAL RESPONSIBILITY

WORKING WITH MICROSOFT PUBLISHER FILES

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1. PRINTING MICROSOFT PUBLISHER FILES WITH PROFESSIONAL PRINTERS

Microsoft Publisher is a common tool used by many YMCAs as a layout program. YMCA of the USA supports this work by supplying several templates in Publisher format on the Brand Resource Center. Please carefully review to better understand the limitations for Publisher.

Publisher has limitations:

- **Color:** No longer supports files being built in **CMYK*** mode, **only RGB* mode.**
- **Type:** Does not handle spacing between letters and words as well as InDesign, referred to as kerning or tracking.
- **Layers:** The only way to select a layer is to move items forward and backward.

The elimination of CMYK mode is the most significant of all the limitations. CMYK is the industry standard for professionally printed files and is the only way printers can ensure accurate color since this is the ink color break down used on press.

Key information to be aware of:

- **Publisher 2010** and older still supports both CMYK and RGB color mode.
- **Publisher 2013** or newer only supports RGB and older files will default to RGB mode when opened.
- **Publisher files posted to the Brand Resource Center (BRC) after July 2016** will be setup and all visual elements are built in RGB mode.

FILES POSTED TO THE BRC PRIOR TO JULY 2016

- There are no change for files posted to the BRC prior to July 2016.
- To determine when a file was developed look at the downloaded files "Date Modified" description.
- Files prior to July 2016 will be in built in CMYK mode along with all visual elements (type, photos, illustrations, etc.)

FILES POSTED TO THE BRC AFTER JULY 2016

- Files posted to the BRC after July 2016 will be in RGB mode along with all visual elements (type, photos, illustrations, etc.)
- YMCA's that have been updated to Publisher 2013 or later will default to RGB when opened in Publisher.

RECOMMENDATION

All files, whether built in RGB or CMYK mode, make sure to:

- Export the Publisher file to a PDF file when sending to a print vendor.
- Review the files with the printer.
- Request hard copy proofs to ensure the color aligns with the color palette of the brand.

All files built after July 2016 including all visual elements, you will need to:

- Inform your printer the file was developed in Publisher 2013 or later and will be in RGB.
- Review color with printer. If not accurate you will need the printer to convert the file to account for the color inaccuracies. There will be a charge to convert the files.

***CMYK:** Refers to the four inks used in professional color printing: cyan, magenta, yellow and black.

***RGB:** Refers to the three colors used for electronic mediums: red, green and blue

2. DOWNLOADING MICROSOFT PUBLISHER FILES FROM THE BRC

GENERAL NOTES

IMAGE QUALITY:

By default, Publisher displays images in low resolution, which allows files to consume less memory and process edits faster.

This can cause some images to appear blurry while working in Publisher; however, they will reproduce properly when the file is printed or saved as a PDF.

NOTE: As of April 2017, EPS images are no longer supported in Publisher. Publisher files posted to the BRC prior to 2017 may contain EPS images, which will not be visible in the layout. Please visit [Microsoft.com](https://www.microsoft.com) to learn more: [Support for EPS images has been turned off in Office](#)

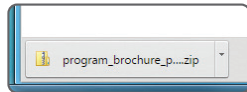
- Publisher files and images: Best practice is to keep all images used in a Publisher file, as well as the working file itself in the same folder. Moving files outside the folder results in broken links, causing images to appear blurry when printed. Should the downloaded images become unlinked, follow the steps listed below.

NOTE: Images are not embedded into Publisher files downloaded from the BRC to allow the end user greater customization of the layout.

UNZIP FILES DOWNLOADED FROM THE BRC

STEP 1:

- A. Once the .ZIP file has been downloaded, go to the **Downloads** folder. **Do not double click on the archive in the lower left hand corner of your browser.** As this won't properly extract the files nor allow images to relink.
- B. Once in the Downloads folder, locate the ZIP file, "Right Click" the ZIP file and choose "Extract All."
- C. A window will pop up prompting you to choose a location into which you would like to extract the files. Click "**Browse**"; and another window will open. Select a location, i.e.: Desktop, Computer, etc. Once the selection is made, click "**OK**." The window will close, taking you back to the first window. Click "**Extract**," and this will place images and the Publisher file in a new folder in the selected location.



HOW TO CONFIRM IMAGES LINK PROPERLY

STEP 2:

- A. Launch Publisher. Click "**Open**." Go to the new folder you created for the extracted files. Open the Publisher file.
- B. Go to "**View**" and click the "**Graphics Manager**" box. From there, a dialog box containing all images used in the layout will be listed to the right. **NOTE:** Should you experience any issues accessing Graphics Manager, please visit [Microsoft.com](https://www.microsoft.com) for assistance by clicking on this link: [Tips for working with images in Publisher](#).
- C. The "**Graphic Manager**" dialog box will let you know if your images are "**linked**" or if the "**original is missing**." If it says "**linked**" you are fine. If it says "**original is missing**," then action is needed to fix.
- D. To fix the broken link, right click the image name from the drop down menu, then select "Find the Linked Picture." From there you will be prompted to find the image file with the same name.
- E. Navigate to the folder where the Publisher file and images were extracted. Select the missing image to relink.
- NOTE:** When the folder was downloaded and extracted, it contained all the images and the working publication file.
- F. When the missing image is found, Publisher will automatically look in that folder for any other missing images. If it finds other missing files it will ask you if you would like to update all links. If all the proper images are in the same folder the program will automatically relink all missing images.
- G. Once successfully relinked, it is best to save the file as soon as possible. This results in Publisher remembering where the links are and thus causing no problems in the future.

3. REPLACE IMAGES WITHOUT ALTERING THE INTEGRITY OF THE LAYOUT

GENERAL NOTES

LINKED V. EMBEDDED IMAGES

By default, Publisher places images as embedded into the document. The files provided on the BRC are linked so that you can customize them with images from your Y or BRC imagery. **NOTE: For further explanation of the difference between linked and embedded files, please visit Microsoft.com by clicking on this link:**

[Linked objects and embedded objects](#)

Many times the images in the Publisher files found on the BRC are underneath other transparent graphics. See the instructions below to change the provided image with an image from your Y or with BRC Imagery.

REPLACE IMAGE WITH LOCAL Y ASSOCIATION IMAGES OR BRC IMAGERY

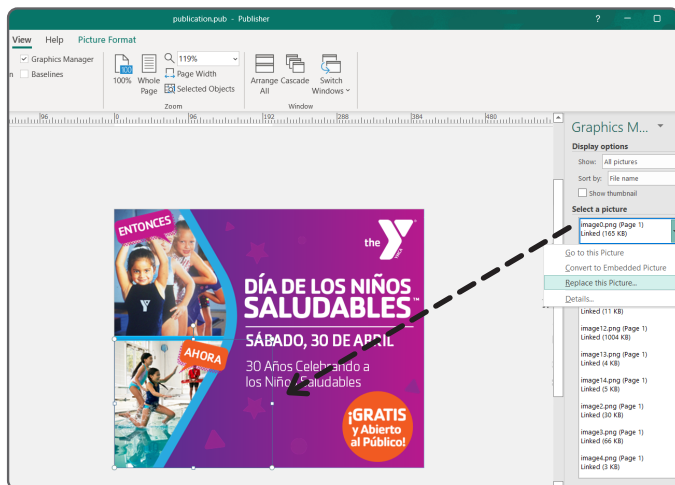
STEP 1:

- Launch Publisher. Click “Open.” Go to the new folder you created for the extracted files. Open the Publisher file.
- Go to “View” and click the “Graphics Manager” box. From there, a dialog box containing all images used in the layout will be listed to the right. **NOTE: Should you experience any issues accessing Graphics Manager, please visit Microsoft.com for assistance by clicking on this link:**

[Tips for working with images in Publisher](#).

STEP 2:

- The “Graphic Manager” dialog box will display all the images in the document.
- To find the image that needs to change without moving any of the top layers, see the images listed under “Select a picture.” Find the image you want to change by clicking one of the images in the list. Once clicked, the image will appear with a bounding box (see black arrow in image below.)



- Click through the list of images until the bounding box appears around the image to be replaced. Once the bounding box appears around the image to be replaced, click the green dropdown arrow and choose “Replace this Picture...” Navigate to the replacement image location, select and click the “Insert” button.
- Repeat steps A–B until all the desired images are replaced.

EDITING AN IMAGE

If the image needs to be cropped or resized, it will need to be selected (see STEP 1 and STEP 2 in the left column) and brought to the front layer. With the image selected, click the “Picture Format” menu at the top of the page, and click the arrow next to “Bring Forward” and select “Bring to Front.” When you are done editing, send it to the back. Click the “Picture Format” menu at the top of the page, and click the arrow next to “Send Backward” and select “Send to Back.” Make sure to save the changes. **NOTE: For further information on how to edit an image, please visit Microsoft.com by clicking on this link:**

[Tips for working with images in Publisher](#)