

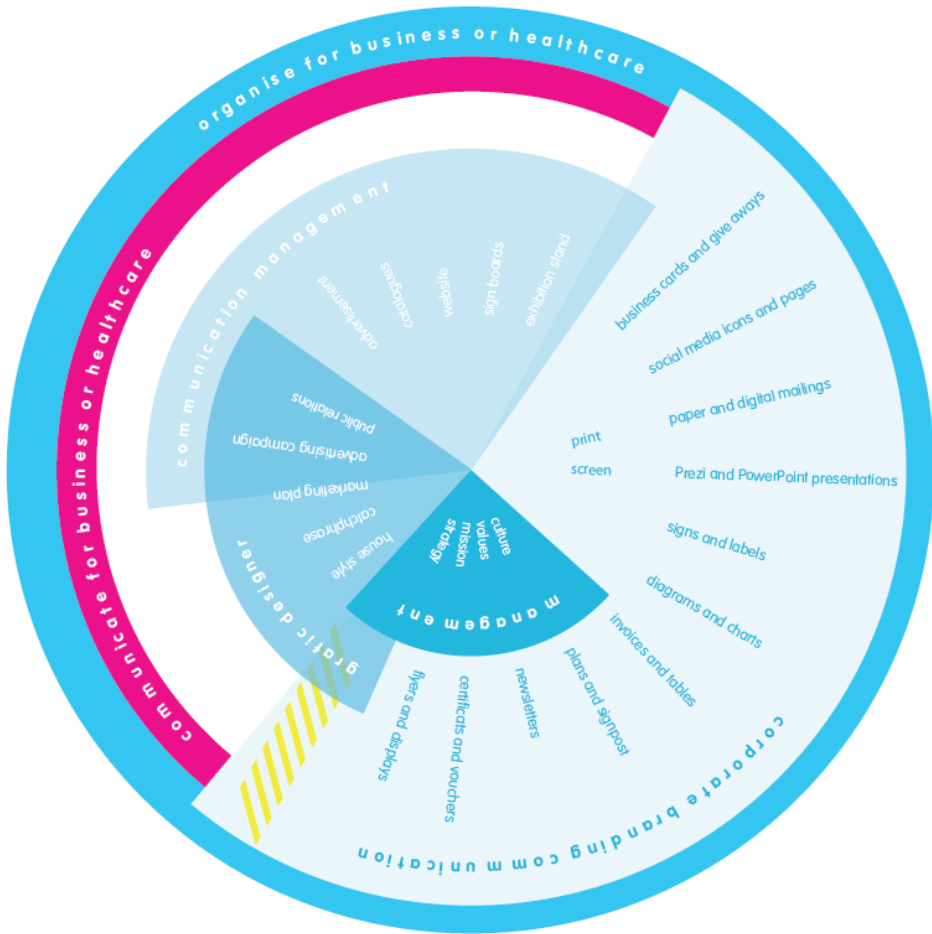
A **brand** new Howest **concept**

**CORPORATE BRANDING**

**COMMUNICATION**

**Project researchers**

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The graph explains how decisions concerning the brand of a company are made. In a comfortable big organisation the departments work as follows:

- The **graphic design agency** is responsible for the creation of the house style by translating the mission and vision of the client and provides a big or small corporate identity guide. Graphic designers use specialised **Adobe software** or alike.
- The **communication department** is responsible for promotional material like advertisement, catalogues, the website etc. and follows up the implementation of the brand in all internal and external communication. People in charge of communication generally use specialised **Adobe software** or alike.
- The **office, communication and business managers** are as co-managers responsible for the visual identity of the organisation. Therefore they have the duty to interact with the communication department about the needs of other staff who mostly work with **Microsoft Office**.

By providing ergonomic Microsoft Office documents (templates) and determining the style of elements like charts, tables, icons, ... the staff doesn't have to spend time on lay-out and can concentrate on the content of the job.

The corporate identity guide is in most of the situations quite small and can be completed by these managers in charge.

The basis of our research project is **Corporate Branding and Communication** (CBC) which is taught at the University College West-Flanders (Belgium). Office, communication and business managers get in touch with the corporate design of MS Office documents.

- The **aesthetic, ergonomic and technical know-how** about designing documents in MS Office and the way the software can be used for this purpose.
- The **communication and conversion problems** between marketing (Adobe users) and other departments (MS Office users) and the crucial facilitating role of office, communication and business managers in this context.
- The **technical screening** of the graphic capabilities of MS Office in the realization of screen and print media and the publication of these documents.

# Designing documents in MS Office

## DESIGN

You want to **match the colour** of text with an inserted object in MS Word.

Character characteristics such as capitalizing or spacing are not copied from the master slides into the real slides and it is also impossible to **change these characteristics** in an Excel document.

You want to **print** the annual report of your organisation (in MS Word) **in high quality**.

You want to **match the rounded corners** of a shape with picture fill with the rounded corners of its text box.

You want to **adjust multiple inserted pictures** so they all have the same size in MS Word.

You want to **change the background colour** of a single page in MS Word.

## ERGONOMICS

You have to translate RGB to CMYK with MS Publisher eg and use utilities like pixie or Paint to define RGB values of the colour you like to reproduce.

Change uppercase to lowercase in MS Excel with the LOWER function, change lowercase to uppercase with the UPPER function.

the frameworks should be selected separately to adapt the corner, you do not know whether the rounded corners of both elements correspond exactly.

It is not possible to select all the pictures straight away with the Control key. First you have to change the layout option of each picture to 'with text wrapping'.

Create a specific section for your page, then use the header/footer to insert a rectangular shape and fill it in the colour you wish.

## MS OFFICE TECHNOLOGY

No CMYK available in MS Word and Ms Excel, only in Publisher and the programs have no eyedropper to match colours easily.

Ms Excel has no capitalization button to change the case of text in one mouse click.

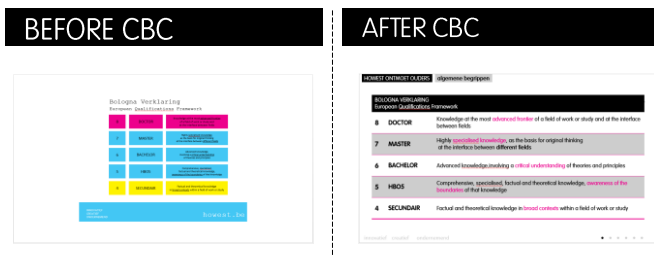
In MS Word, MS Excel and MS PowerPoint the CMYK colour model is missing to define colours for qualitative print work.

In MS Office it is not possible to round the corners of a shape (with fill picture) and its matching text box at the same time.

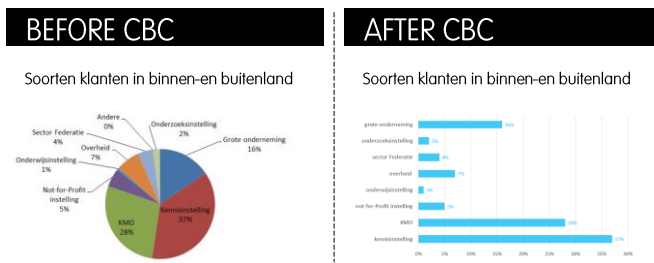
It is possible to select all the pictures immediately in MS PowerPoint with the Control key. Therefore, it is advisable to adjust pictures in MS PowerPoint

Ms Word has no option to change colour of individual pages in a document.

Finding information about a good **work flow in MS Office** is not evident. We research this topic by branding MS Office documents for a number of specific cases. Our goal is to come to the most ergonomic solutions and use this information to write about good MS Office design workflows.



**MS PowerPoint.** Applying simple principles of graphic design such as working with lots of contrast to improve the readability makes the slide look more comprehensible and professional.



**MS Excel.** Knowing which type of graph to choose to present data as clearly as possible, respecting the look and feel of the corporate identity.



**BACHELOR**

**BEDRIJFSMANAGEMENT**

- Accountancy - Fiscaliteit
- Financie- en Verzekeringswezen
- Logistiek Management
- Marketing - Digital Marketing
  - Entertainment Marketing
  - International Marketing

**LDKAAL A009**

### MS Word.

All the elements on the signalisation are fixed. Office workers only have to fill in the entry field below (pink text box).

By using mail merge it is very easy to create badges efficiently.

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**Branding MS Office documents not only improves the credibility of an organisation, it improves a healthy workflow as well.**

We attend this conference to find out how the **quality of print work** (whether or not in Microsoft Office) can be improved (prepress and printing process).  
Furthermore, we hope to meet other participants who are busy with this concept as well and whether we can liaise in this context.

→ Feel free to contact us



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