Customize your tree company marketing kit

Version 2.2. Start with a working copy and proof your own details. This guide uses desktop PowerPoint and Word for Windows; menu labels can vary by version. Mockups illustrate placement. Supplied artwork has empty photo frames and no real customer results.

Prepare files and fonts

1. Extract the whole ZIP into a folder. Keep the original ZIP and make a Working folder. Do not edit inside the ZIP.

2. In fonts, install Anton-Regular.ttf, Barlow-Regular.ttf, Lato-Bold.ttf, PT_Serif-Web-Regular.ttf, BreeSerif-Regular.ttf and VarelaRound-Regular.ttf. On Windows, select the files, right-click > Install (Show more options may expose it). Install LiberationSans-Regular.ttf, LiberationSans-Bold.ttf and LiberationSans-Italic.ttf for Word too. Reopen Office afterward. Separate font licenses and sources are supplied; no font purchase is needed.

3. Gather your authorized logo, an actual job photo with publication permission, exact business name, phone numbers, website and colors. Verify services and any offer/badge before adding them.

4. Choose a family: Ironwood uses Anton/Barlow and angular equipment art; Canopy uses Lato Bold/PT Serif and botanical linework; Porchlight uses Bree Serif/Varela Round and neighborhood art. Compare the opened file with its supplied preview. Correct unexpected font substitutions or new line breaks before proceeding.

A six-piece practice project

Make one general flyer and one yard sign in each family. This recipe covers those six pages; small cards, mailing pieces and door hangers need their own layout and printer proof. The free sample has flyers, one social post and badges, but no yard signs. Its restricted flyer decks have the seasonal general flyer on slide 2; in the complete kit it is slide 4.

For each of ironwood, canopy and porchlight, open FAMILY/pptx/flyer-bleed.pptx. In the complete kit select slide 4, the general seasonal-offer flyer. Confirm the thumbnail and offer wording rather than relying only on its number. File > Save As to Working/FAMILY-flyer.pptx. Select the other slides in the left thumbnail pane and delete them from this working copy. Then open FAMILY/pptx/yard-sign-bleed.pptx, keep slide 2 (seasonal-offer sign), and save Working/FAMILY-yard-sign.pptx. Leave originals untouched. To omit offers, use the standard general flyer and standard sign, both slide 1.

Check Design > Slide Size > Custom Slide Size: the bleed flyer is 8.75 x 11.25 in and sign is 24.25 x 18.25 in. Do not enlarge a trim deck and choose a scaling option: start from the supplied -bleed.pptx. Its artwork is already positioned for 0.125 in bleed on every edge.

A fictional stress example is “Longbranch Neighborhood Tree Care and Landscape Services,” phones “(202) 555-0141” and “(202) 555-0162,” and website “www.longbranch-neighborhood-tree-care.example.com.” These are practice details, not a business or a usable live website. Use approved real details for production.

Replace text and fit long details

1. Home > Replace: replace [COMPANY NAME], [PHONE] and [WEBSITE]. Replace the complete token including brackets; review the visible result after each replacement. Use Home > Find for a left bracket to find unfinished fields, and read each box too. Remove [LICENSE / INSURANCE] if you have no approved current wording.

2. Open Home > Select > Selection Pane (or Alt+F10). Select Company name to edit that field; Logo placeholder is a separate object. Click a box border to move/resize it, or within its text to edit. Right-click > Format Shape exposes Size and Position and text-box settings. Choose Do not Autofit while arranging a long field so shrinkage is deliberate.

3. For the example long name on a flyer, keep the company field within the header, clear of logo and badge. A starting width is 5.2 in, ending no farther right than 6.24 in from trim. Try a deliberate line break after “Tree Care” and increase box height into available header space. A 13 pt starting size can fit this header; compare the actual family font and proof. Keep clear of the main headline. A longer name may need a simpler header or omission of the optional badge.

4. Keep each phone number intact. On the flyer try both numbers on one line with a clear divider, about 18 pt, in the existing full-width phone area. If it fails to fit, put each number on its own line and enlarge/reposition the box within the contact band, leaving the call to action and website clear. Label main/alternate numbers if useful. Do not wrap between digits.

5. On the 24 x 18 in general sign preserve the large headline and phone hierarchy. Give the long name two deliberate lines in the upper-left brand area, away from the tree illustration. A starting phone box in the contact band is X 1.68, Y 14.25, width 20.64, height 1.5 in from trim. Try both complete numbers on one line at 50 pt or larger; this is a starting layout, not a viewing-distance guarantee. If two lines are needed, reserve more height and keep the website separate. Do not apply flyer-sized type to a sign.

6. For the long website on that sign, move it below the phones across the contact band: X 1.68, Y 16.8, width 20.64, height 0.8 in from trim, left aligned. Start with the supplied website size and check the whole address fits. On the flyer use available footer width. If a literal URL is still too long, use a shorter working address you control or redesign the contact area; do not invent a redirect. Do not add spaces or hyphens to an address. Any supplementary QR code needs its destination and scanning checked.

Positions “from trim” need 0.125 in added to X and Y in a bleed deck; width/height stay the same. For example, the sign phone box is X 1.805, Y 14.375 on the bleed slide. A fitting box outline does not prove its text fits: inspect final letters, line endings and nearby shapes in the exported PDF. If fitting requires tiny text, remove optional content, reserve more space or have a designer/printer adapt the layout.

Replace the separate logo

Select Logo placeholder in the Selection Pane and note its position. Insert > Pictures > This Device, choose the authorized logo, and lock aspect ratio in Picture Format > Size. Resize from a corner and position within the original logo area without covering the company name. Delete only Logo placeholder after the picture is placed. Keep Company name unless deliberately omitting it because the logo already contains a readable name. Check small logo lettering at finished size. A transparent PNG or supported SVG usually avoids a white rectangle; confirm the export.

Change the palette

In each working deck, Design > Variants > Colors > Customize Colors. Text/Background Dark 1 is dark ink; Text/Background Light 1 is paper; Accent 1 is the main accent, Accent 2 pale fill and Accent 3 muted lines/text. Save a named scheme and apply it in other working decks. Supplied artwork uses theme colors. Review every footer, illustration and text background after recoloring. Keep strong text/background contrast: a pale accent can make white contact text disappear.

For one shape use Shape Format > Shape Fill; for text use Font Color. Select a theme swatch if it should follow future theme changes; custom colors can remain fixed. Explicit font pairs do not all change automatically with theme fonts. SVG and PowerPoint are separate masters; changing one does not update the other or a supplied PDF.

Fill the general-flyer photo window

Production photos must be authorized real work. Before/after pages need both images from the same real job, correctly ordered, with matching truthful copy. Stock, generated images and unrelated jobs must never represent your crew's work. Omit a photo campaign without suitable photos.

1. In the flyer Selection Pane select Photo frame - YOUR JOB PHOTO. This group contains the frame, crossed guides and label. Note its bounds. The manifest values below are inches from trim top-left; in a bleed slide add 0.125 to X/Y only.

2. Ironwood: trim X 5.100, Y 6.653, width 2.805, height 1.917; bleed X 5.225, Y 6.778. Canopy: trim X 5.185, Y 6.736, width 2.720, height 1.833; bleed X 5.310, Y 6.861. Porchlight: trim X 5.185, Y 6.764, width 2.720, height 1.806; bleed X 5.310, Y 6.889. These bounds also apply to the general flyers' offer versions. Other pages have their own photo_frames in manifest.json.

3. Insert > Pictures > This Device. With the picture selected, Picture Format > Crop exposes black crop handles. Adjust those crop handles until the crop frame matches the window, then Crop > Fill and drag the picture inside the crop to show the subject. Finish cropping and use Size and Position to check its outer bounds against the values above; adjust the crop again if needed. If your Format Picture pane offers Crop position width/height, use those crop-frame controls for exact dimensions. Do not unlock aspect ratio and stretch the underlying picture to force a fit.

4. Delete Photo frame - YOUR JOB PHOTO as a group in the Selection Pane. This removes its guides and label together. Keep the inserted photo; use the pane to place it behind marketing text and above background artwork. Confirm no diagonal line or YOUR JOB PHOTO remains. Check crop/resolution in the exported PDF at actual size; confirm image resolution requirements with the printer for the final physical size.

Complete the offer and copy a grouped badge

The seasonal version requires [SEASONAL OFFER], [DISCOUNT], [ENDS DATE] and [OFFER TERMS]. Enter a short headline offer, authorized amount, expiry and eligibility. Complete every occurrence. For practice only, “Fall savings,” “10%,” “November 30, 2026” and “Selected pruning jobs only” demonstrate these fields; they are not an offer you are authorized to advertise. Use approved real terms or a standard page. Use a free-estimate version only when true under stated conditions. Keep terms readable; lengthy qualifications may need another layout.

1. Open the same family's pptx/claim-badges.pptx. Read content/OPTIONAL-CLAIMS.md. Free Estimates, Licensed and Insured, Locally Owned, Years in Business, 24/7 Storm Response and Senior or Military Discount are optional verified claims, disabled on standard pages. Fill years and discount details truthfully.

2. Choose Locally Owned only if true. In the Selection Pane select the whole Claim badge - LOCALLY OWNED group and copy/paste into the working page. The group keeps background and text together. Do not copy library instructions or just its text. Expand the group in the pane to select its background or text for color/wording edits.

3. For the general flyer, try trim X 6.39, Y 0.31, width 1.51, height about 0.587 in (bleed X 6.515, Y 0.435). Lock aspect ratio and resize the complete group from a corner; inspect the resulting text, about 9 pt here. The company name must end to its left. Omit the badge if the header crowds.

4. For the general seasonal sign, try trim X 1.68, Y 9.60, width 3.50, height about 1.361 in (bleed X 1.805, Y 9.725). It ends before the subhead at Y 11 in. Inspect the filled headline first: if it reaches this space, shorten the offer or move/omit the badge. This is not a recipe for every page or badge wording.

Never cover a phone, offer term, service, photo subject or trim edge. Reinspect after resizing; an on-slide background does not establish readable badge text.

Export six edited print PDFs

Before export, expand the pasted Claim badge - LOCALLY OWNED group in the Selection Pane and select its text child. Replace [LOCALLY OWNED] with LOCALLY OWNED. Group resizing may not reduce the type size in PowerPoint: explicitly set the text to 9 pt for the 1.51-inch-wide flyer badge, or 25 pt for the 3.5-inch-wide sign badge in this example. Keep the text centered within its background, check the whole label is visible and verify contrast. Do not leave brackets or rely on group scaling to fit the text. Other badge wording needs its own fit check.

Save the six working decks. For each one-slide working file, File > Export > Create PDF/XPS, choose Standard (publishing online and printing), open Options and export Slides, not notes/handouts. Export the single chosen slide or one-slide deck at its full size. Do not use a print dialog's Fit to paper or reduce the slide to letter paper. Name each FAMILY-flyer-proof.pdf or FAMILY-yard-sign-proof.pdf; repeat for all three families.

Open each PDF and inspect page size. Bleed flyer: 8.75 x 11.25 in (630 x 810 pt); bleed sign: 24.25 x 18.25 in (1746 x 1314 pt). Bleed is 0.125 in on ALL FOUR sides, adding 0.25 in to each page dimension. Finished trim is 8.5 x 11 in or 24 x 18 in. The outer 0.125 in is cut away; backgrounds extend there, essential text/logo do not. Preserve original interior margins or the printer's larger safe area.

Native PowerPoint PDF export does not automatically retain the supplied PDFs' TrimBox and BleedBox. Full bleed page dimensions alone do not establish those boxes. Supply this job ticket with every edited PDF: “Artwork at 100%. Finished trim [8.5 x 11 in flyer / 24 x 18 in sign]. 0.125 in bleed on every side. PDF page [8.75 x 11.25 / 24.25 x 18.25 in]. Set the trim rectangle 0.125 in inside all four page edges; confirm safe area, color profile and proof before production.” Have the printer or a qualified PDF-production editor set/check the boxes. Do not assume export did it or add crop marks unless requested. Untouched supplied print PDFs already have boxes but do not acquire your edits.

PDFs use RGB; universal CMYK/PDF-X and printer compatibility are not promised. Confirm printer color requirements. Check exported font information in PDF properties where available and compare every page visually. Review a finished-size flyer proof and a sign proof at its intended viewing distance. A desktop-sized sign preview cannot establish roadside readability. Keep the printer-approved proof and job ticket before ordering quantities.

Other formats and social graphics

Finished trim: door hanger 3.5 x 8.5 in; flyer, estimate and invoice 8.5 x 11 in; postcard 6 x 4 in; yard sign 24 x 18 in; truck magnet 24 x 12 in; business/referral card 3.5 x 2 in. Keep matching fronts/backs together. Print - bleed.pptx adds 0.125 in on every side; social squares and badge libraries have no bleed. Confirm printer die/hole/slit, corner radius, mailing overlay, address/barcode zones and safe areas. The door-hanger top 1.36 in is reserved for a vendor die, not universally certified.

Each social.pptx has 30 square slides. Export PNG, choose Just This One when appropriate, and verify actual output is at least 1080 x 1080 pixels; export resolution varies. Match slide IDs to content/social-captions.csv or .md and check on a phone. The 48 bonus seasonal captions are extra text/visual suggestions. Use storm wording in context and preserve safety guidance, hiring posts for actual openings, and honest review requests without rewards or screening only happy customers.

Word estimate and invoice

Open documents/estimate.docx or invoice.docx and Save As a working copy. Install Liberation Sans. Home > Replace brand/contact fields, then inspect header/footer in Print Layout. For a long name, split at a word boundary with Shift+Enter. Keep each complete phone on its own line if needed, and a long website on a separate line. Home > Show/Hide reveals paragraph breaks. Double-click the header/footer to edit there; increase its available space or move contacts into a clear paragraph if crowded. Keep the table within margins and inspect any added second page.

For a Word logo, select only [LOGO] and delete those characters. Insert > Pictures > This Device at that location; Wrap Text > In Line with Text is a stable starting layout. Resize proportionally. Put the logo in its own paragraph if crowded. Word's [LOGO] may share a paragraph with other fields: do not delete the entire paragraph accidentally.

Fill real customer/job/date/scope/quantity/rate/tax/total and approval/payment fields. Forms do not automatically calculate or update amounts. Calculate quantity x rate per line; add line amounts to subtotal; apply your correct tax treatment; add applicable tax and check any payment/balance separately. Arithmetic practice only: 2 x $150 = $300, plus 1 x $80 = $80; subtotal $380; if verified $0 tax applies, total $380. This is not a price/tax recommendation. Recalculate after every edit and review scope/payment language. Save, then File > Save As > PDF at Standard quality and inspect all pages at actual size. Word export does not automatically add bleed or printer boxes.

Final proof before use

Read every exported line. Search for brackets; verify whole phones/URL, logo, spelling, actual services, fonts, photo rights/crop, badge truth and offer eligibility/expiry. Remove guide labels and off-edge text/shapes. Print a flyer proof, review the sign at planned size/distance, correct the working file and re-export. Keep dated approved exports. Export is a proof step, not printer approval or permission to advertise unverified claims.