

# Creating Custom Tags

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## Creating Custom Tags

Add an image – your logo, branding, or photo – to a Microsoft Tag to create a custom Tag that extends your brand and makes it more eye-catching. Creating custom Tags is easy, and you can use PowerPoint for quick customization or Adobe Illustrator for more sophisticated custom Tags.

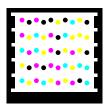
Below is the step-by-step process for both PowerPoint and Illustrator. For more details, see the "Creating Custom Tag Images" section of the Microsoft Tag Implementation Guide. You may also find this short video (.wmv) a helpful introduction.

#### STEP 1: CREATE A TAG IN MICROSOFT TAG MANAGER

- **1.** Open Tag Manager.
- **2.** Create a standard Tag or select an existing Tag from the Manage Existing Tags table.
- **3.** In the Tag list, click the Render icon for the Tag you want to customize. The Render dialog box will appear.

- 4. In the Render dialog box, use the File Type drop-down menu and:
  - \* Select wmf to customize the Tag in Microsoft PowerPoint.
  - \* Select wmf or pdf to customize the Tag in Adobe Illustrator.
- **5.** Specify the Tag size to be at least 1.25 inches (minimum size for a custom Tag).
- 6. Select Custom, and click Render.
- **7.** Save the rendered Tag.

The resulting custom Tag uses a matrix of dots instead of the triangles in standard Tags. A custom Tag can be used as-is or further modified in PowerPoint or Illustrator.



### STEP 2: REPLACE THE BACKGROUND IMAGE

Once you've created and saved a custom Tag, you're ready to add your own background. Here are the steps for PowerPoint or Illustrator.

#### Quick and Easy: PowerPoint

Using PowerPoint, you can quickly add an image behind the dots. For example:





#### Here's how:

- **1.** Launch PowerPoint, and create a new presentation.
- 2. Click the Insert tab in the ribbon, and in the Images group, click Picture.
- **3.** Browse to and select the background image you want to use, and click Insert.
- **4.** Click the Insert tab in the ribbon again, and in the Images group, click Picture.
- 5. Browse to and select the custom Tag image file, and click Insert.
- 6. Right-click the custom Tag image.
- **7.** On the shortcut menu, click Bring to Front.
- **8.** Resize, crop, and position the background and custom Tag image so that the background fits inside the Tag area. Make sure to maintain the white space around the perimeter of the Tag. (For more information, see "About Tag Borders" in the Microsoft Tag Implementation Guide.)

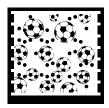


- **9.** Select both images, and click the Format tab in the ribbon.
- **10.** In the Arrange section, click Group.
- **11.** With the grouped image still selected, right-click the image and select Save as Picture.
- **12.** Name the image and save it as a .jpg, .gif, .png, or .wmf file.
- 13. Start using your custom Tag!

#### **Advanced Design: Adobe Illustrator**

Using Illustrator, you can create more intricate designs by integrating symbols and other design elements that disguise some or all of the dots. For example:

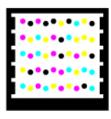




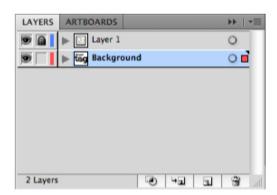
Here's how to add a simple background in Illustrator:

- 1. Launch Illustrator and open the Tag image.
- 2. Rename Layer 1 to "Tag."
- 3. Create a new layer for the background image and name it "Background."

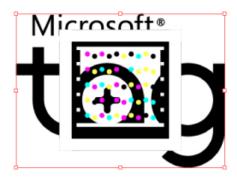




**4.** Drag the Background layer so that it is below the Tag layer in the Layers palette, and then lock the Tag layer.



- **5.** Click the Background layer bar to make it the active layer.
- 6. In the File menu, click Place.
- 7. Select the image you want to use as the background image, and then click Place.



**8.** Resize, crop, and position the background and custom Tag image so that the background fits inside the Tag area. Make sure to maintain the white space around the perimeter of the Tag. (For more information, see "About Tag Borders" in the Microsoft Tag Implementation Guide.)



- 9. Save the Illustrator file.
- 10. Save the Tag image as a graphic:
- **11.** On the File menu, click Export to save the Tag in .jpg, .gif, .png, or other image format.
- 12. On the File menu, click Save As to save the Tag as a .pdf file.
- **13.** Start using your custom Tag!

To learn how to create custom Tags that disguise the dots, see "Advanced Design Guidelines" in the Microsoft Tag Implementation Guide.