



## **Flyer, Presentation, & Social Media Design Guidelines Q&A**

If your program hosts ongoing events and activities, then you likely have a need for flyers and possibly social media designs to promote your events. The PR team can help you with the tools you need so that you can create materials that follow branding standards, including event flyers and social media posts, and presentation slides, if needed.

The following are answers to some of the most frequently asked design-related questions.

As a reminder, overall program marketing materials – including program brochures, info cards, rack cards, signage and more - to promote your program are designed and ordered by the Public Relations team. Please reach out to PR for assistance with these marketing materials.

### **I have to make flyers, presentations, and social media posts for my role. Where do I start? Can anyone help me?**

The Development & Publication Relations team is excited to work with you to build our brand, spread the word about your program's services, and expand reach. You can access the team's contact information through the Staff Portal.

*Log into Staff Portal > Administrative Departments > Development & Public Relations*

After a meeting to understand your program's marketing needs, PR will provide support by designing marketing materials for your program and/or provide you with resources on branding, social media, and more.

### **Where can I find brand and outreach trainings?**

You can find trainings and resources on the Staff Portal through the Development & Public Relations section.

*Staff Portal > Administrative Departments > Development & Public Relations*

Public Relations is here to help you – please reach out if additional help or resources are needed.

### **Can I get a copy of the logo?**

Yes! You can download a copy of the Center For Family Services logo on the Staff Portal.

*Staff Portal > Administrative Departments > Development & Public Relations > PR Guidelines, Forms & Templates*

### **Are there any existing templates I could use?**

Yes! There are templates available through the Staff Portal that you can download and use.

*Staff Portal > Administrative Departments > Development & Public Relations > PR Guidelines, Forms & Templates*

There, you can access:

- Our logo
- Our letterhead
- Branded Word Documents, Flyers, and Presentations

### **Can I use colors and fonts other than what Center For Family Services colors and fonts?**

Yes! Depending on your program needs, you can use other colors and fonts. The brand resources on the Staff Portal are there to help you, not restrict you. We recommend keeping designs simple and easy to read. For more further guidance, please reach out and the Public Relations team.

### **Do you have any recommendations on what things should look like?**

Yes, the Public Relations team can give consultation on how to best promote your program. Please reach out so that we can best cater our recommendations to your program needs.

### **What information do I need to for a social media post? A flyer? A presentation?**

Each type of promotional piece has different parameters. We are happy to meet with you to discuss your goals for each marketing piece.

### **Why are the logo and other photos I use so pixelated when I use it?**

The logo becomes pixelated usually when it is enlarged too much from its original dimensions. Common causes and solutions are:

- The logo was stretched too big – try making it smaller. If your program needs a large promotional material, such as a poster or sign, then please reach out to the Public Relations team.

- The logo was downloaded from a source other than the Staff Portal – make sure that the logo file you are using is the image file named “Center For Family Services logo\_PNG” on the Staff Portal. This image file on the Staff Portal is the most up-to-date logo with the correct dimensions. It can be used on both print and web materials
- The logo was copied+pasted or taken from a screenshot – copy+pasting or screenshotting the logo involves resizing the image from one document to another. Usually, this means that the image itself is made smaller and lower resolution.
- The logo was cropped from a social media post – try to use original image file for the logo. Uploaded images to social media accounts are compressed by the site to reduce the overall file size. Downloading that same image from the website will give you a lower resolution than the one originally uploaded.

### **What’s a QR code and how do I use it?**

A QR code is an image with an array of black and white squares. This image can then be scanned by a smartphone using the camera app to open a link. These are helpful when a website link is too long or there is a need to present website links that cannot be directly clicked on. We recommend using a QR code when using a presentation as it is easier for your audience to scan the code and access its link(s).

### **How do I make my pieces more eye catching?**

There are many ways to do this! While there are templates on the Staff Portal available to you, we support you getting creative. You may be able to find designs or templates online or from older content within your program as well. In order to keep content up-to-date and within the Center For Family services brand, we encourage you to reach out to the Public Relations team before you start the design process. If you need more help after the first meeting, please don’t hesitate to reach out again.

### **Can you just make something for me?**

Yes, the Public Relations team can certainly help you with your program needs. An initial meeting is needed to best deduce baseline requirements, funder requirements, budget, brand, and more. Please reach out to us to get the conversation started.