

# **DESIGN REQUEST FORM**

ALTHOUGH WE ARE OFTEN ABLE TO FULFILL YOUR REQUESTS IN A SHORTER TIME, PLEASE ALLOW FOR AT LEAST 14 DAYS FOR COMPLETION OF ARTWORK.

CONTACT INFORMATION (please print clearly)	
Full Name	
Position	
Group	
Phone #	
E-mail	

Description (please include details like colours, size, orientation, fonts, etc):

Visual Concept (if applicable, please include a diagram, sketch or send via e-mail)

LEAVE BUFFER TIME FOR EDITS BETWEEN THE ACTUAL DATE YOU NEED THE ARTWORK AND THE 'DATE REQUIRED' ON THE FORM.

PROJECT INFORMATION (please print clearly)	
<b>Project Name</b> Must correspond to e-mail subject (if applicable)	
Date Submitted (mmm d, yyyy)	
Date Required (mmm d, yyyy)	
<b>Quantity</b> (YFS jobs only)	

#### **TYPES OF MEDIA & DIMENSIONS**

Orie	ntation can be LANDSCAPE or PORTRAIT
	Logo Design (vector image): .eps/ .ai/ .pdf
	Poster: 11" x 17"
	Flyer: 11" x 17" or 8.5" x 14" (4 per page)
	Postcard: 4" x 6"
	YFS Banner: 44" x 60" (or smaller)
	Custom Banner (specify size):
	Business Card: 3.5" x 2" (standard)
	Letter Size: 8.5" x 11"
	Ticket: 7.5" x 2" or 3.75" x 2" (5 or 10 per page
	Other (please specify type of media and size):

#### **ACCOMPANYING DOCUMENTS SUBMITTED**

If applicable, indicate and send the following items to: **GRAPHICS@YFS.CA** 

Text

Images

**Design Reference** 

TURN OVER FOR MORE GUIDELINES/ INSTRUCTIONS.

For additional questions/ information: GRAPHICS@YFS.CA

Logo

NO

## FOR OFFICE USE ONLY

(please do not fill out)



**MISSING INFO?** YES NO



**INFO RECEIVED?** YES





# **GUIDELINES & INSTRUCTIONS**

# **SENDING TEXT**

Please include all text and information you would like to include on the materials. All text must be **unformatted**, **proof-read** and sent either in the e-mail, in a wordprocessing document or both.

Don't forget to include:

- 1. Name or title of event/campaign
- 2. Brief description of event/campaign
- 3. Date, time and location
- 4. Contact information (i.e. e-mail, phone, etc)
- 5. Social media links (if applicable)

# **SENDING LOGOS**

If you are submitting a logo to include in the design, please ensure that it is in vector format: **.eps** or **.ai** 

If you do not have the logo in vector format, you may submit **.pdf**, **.jpeg/.jpg** or **.png** files - just make sure it is the largest version you can find.

# PRINTING

#### **COMMUNITY SERVICE GROUPS**

Please send your files and instructions to:

Campaigns & Equity Coordinator, campaigns@yfs.ca

### **YFS RATIFIED CLUBS**

Clubs can print their materials at the YFS Printing Resource Centre by providing their files on a USB key.

If you need to print **more than 100 copies** at a time, or need a **club banner** printed, you must send files and instructions to:

#### Clubs Services & Outreach Coordinator, clubs@yfs.ca

Please note: allow for at least 2 business days to make copies, and 10 business days for banners to be printed.

# **SENDING IMAGES**

The following are guidelines on sending images to the YFS for the purpose of your design request.

- 1. The higher the resolution of the images, the better.
- 2. You can use Google to find images (see guidelines below)

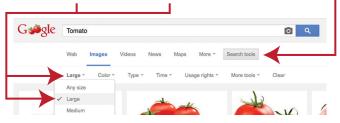
3. The larger the media, the higher the resolution needs to be.

For example, if you want a photograph to be enlarged onto a banner, the resolution (or number of pixels) must be high, or else the image will be very pixelated/blurry.

## **GOOGLE IMAGES GUIDELINES**

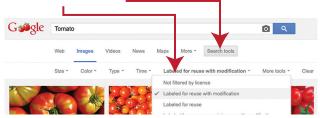
If using images from Google, you can use the **SEARCH TOOLS** — to give you better results.

#### Under the **SIZE** tab, choose **LARGE**.



## **COPYRIGHT GUIDELINES**

The YFS is not responsible for images submitted for design requests. To avoid violating copyright laws, it is recommended that the **SEARCH TOOLS** are used to filter images based on **USAGE RIGHTS**.



### **DESIGN REFERENCE IMAGES**

If you are sending images that are being used as a design reference **ONLY**, they do not need to be filtered by usage rights.