

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.

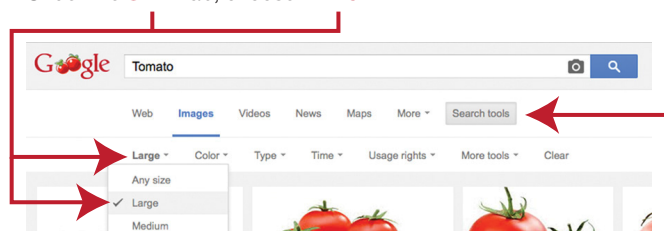
1. **The higher the resolution of the images, the better.**
2. **You can use Google to find images (see guidelines below)**
3. **The larger the media, the higher the resolution needs to be.**

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

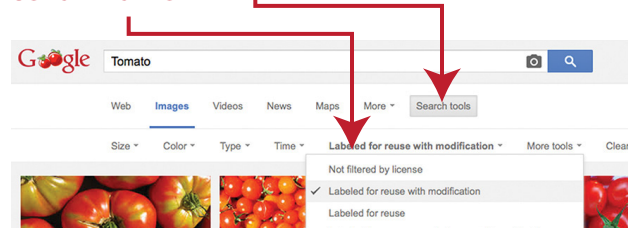
If using images from Google, you can use the **SEARCH TOOLS** to give you better results.

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.