

# ECS Recruitment Campaign

## Social Media & Poster Templates

Microsoft Word

### Step-by-step how to guide

#### Before you start:

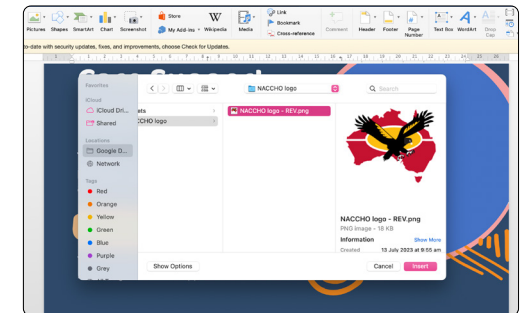
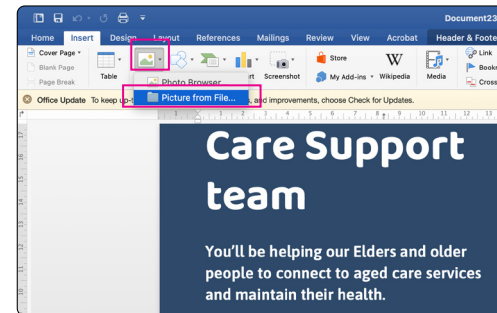
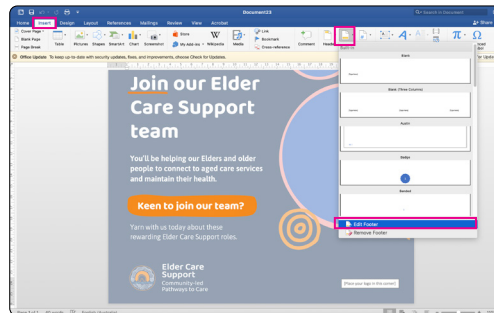
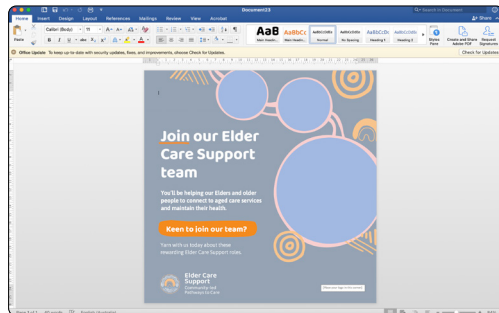
The ECS brand fonts can be downloaded for free from Google Fonts (see URLs below). If you are unable to download the fonts, please use Calibri as an alternative.

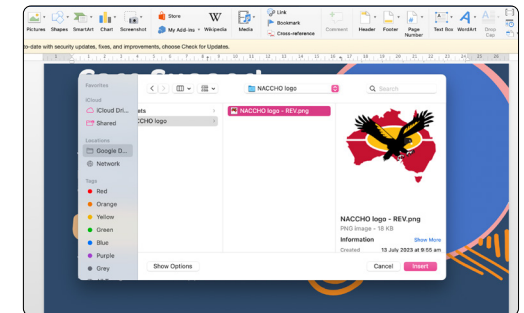
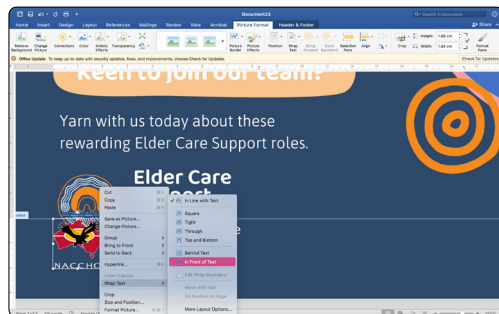
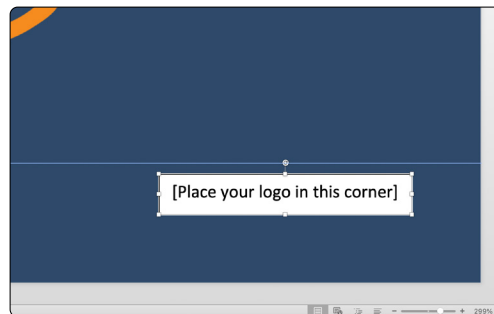
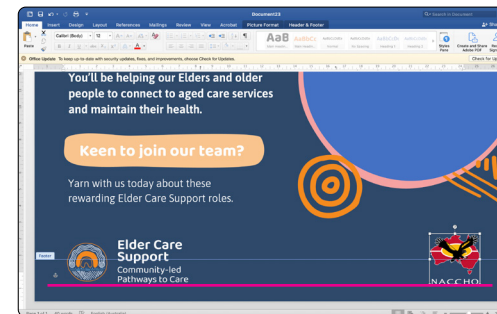
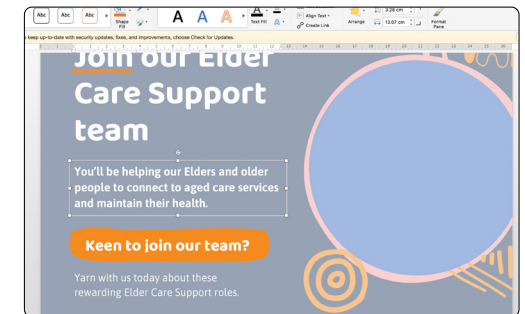
**Baloo Chettan 2** (Used on headings):

<https://fonts.google.com/specimen/Baloo+Chettan+2>

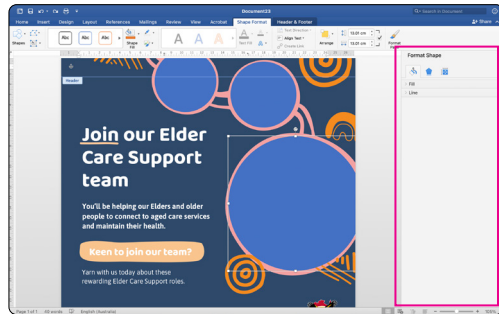
**Asap** (Used on body text):

<https://fonts.google.com/specimen/Asap>

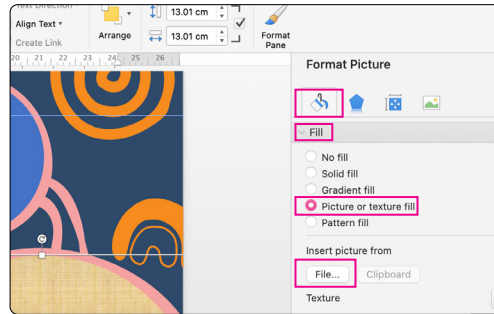


1. Open the MS Word template that you wish to edit.
2. Let's start by adding your logo. Navigate to the toolbar and click on the 'Insert' tab. Click on the Footer drop down arrow and select 'Edit Footer'.
3. Go to the 'Insert' tab again from the toolbar. Click on the 'Pictures' drop down arrow and select 'Picture from File...'.
 
4. Select the logo that you wish to use and click 'Insert'.
5. Right click on your logo when it appears on the page. Under the 'Wrap Text' drop down menu, select 'In Front of Text'. This will allow you to move your logo anywhere on the page.
 
6. In the bottom right corner, delete the text box that says 'Place your logo in this corner' and then replace it by moving your logo in place.
 
7. Please ensure that your logo lines up with the Elder Care Support logo. If you need to resize your logo, you can simply do this by grabbing one of the corners of the bounding box and dragging it until you get to your desired size.
 
8. Feel free to make any necessary edits to the text and adjust the font size if needed. However, we recommend maintaining a similar word count to the original placeholder text. This is to ensure that the overall look of the design stays the same.
 

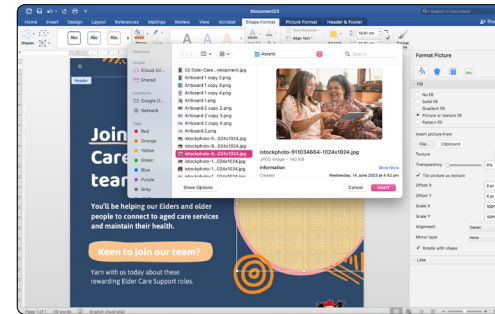
# Step-by-step how to guide



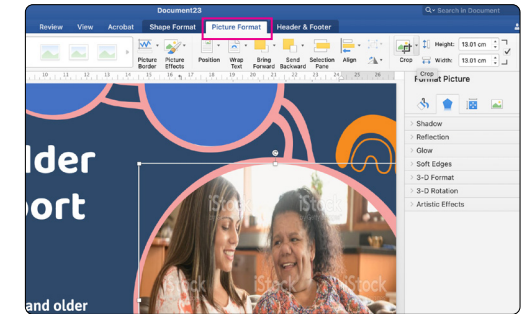
9. Now let's add some images. Repeat Step 2 and then double click on one of the preplaced blue circles. The 'Format Shape' dialogue box should appear on the right side of your document.



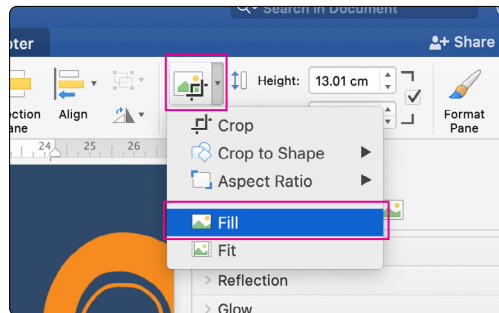
10. Click on the 'Fill' drop down arrow under the 'Fill & Line' tab (paint bucket icon) and select 'Picture or texture fill'. To insert your image, select 'File'.



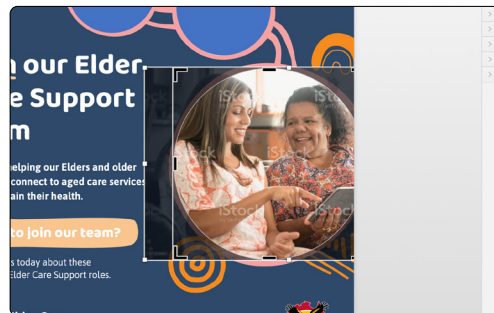
11. Navigate to and select the image that you want to use and then click 'Insert'.



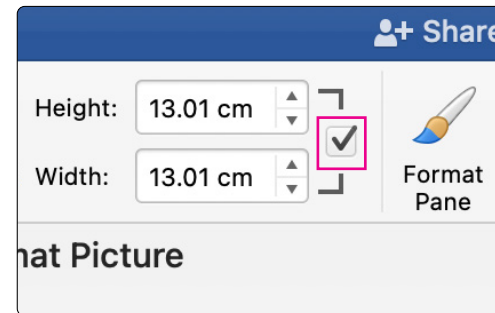
12. Your image might appear distorted or squished because Word will try to fit the whole picture inside the circle. To fix this, double click on the image and navigate to the 'Picture Format' tab in the toolbar.



13. Under the 'Picture Format' tab, click on the 'Crop' drop down arrow and select 'Fill'. This will ensure that your image will not appear squished or distorted.



14. You can always resize and move the image to your liking by going back to the 'Crop' drop down menu tab.



15. Another way to ensure that your images are scaled appropriately is to make sure that the 'Lock Aspect Ratio' option is selected.

## Friendly reminder

Please keep in mind that the design has been applied across all of the recruitment campaign assets (posters and social media tiles). To ensure that they all look consistent, please avoid moving things around or changing individual elements of the design.

## Tips & Tricks!

Choose images that would demonstrate what it's like to be a part of the Elder Care Support team.

We recommend having 1 main image (biggest circle) and 2 supporting images. The main image could show a team working together, emphasising collaboration and being involved in a support team. Your supporting images could show the type of engagement and support that a team member would experience as part of the program.

### Image quality & resolution:

Please ensure that you're using good quality images and avoiding pixelated or blurry photos. We recommend a resolution of 300dpi for documents that will be printed and at least 72dpi for any online collateral.