

ECS Recruitment Campaign

Affiliate and ACCHO/ACCO Social Media & Poster Templates

Canva

Before you start:

The ECS brand fonts can be downloaded for free from Google Fonts (see download links 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>

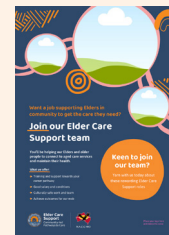
Links to the affiliate Canva templates

Opposite is a compilation of all of the Canva templates for easier access. All you need to do is find the dimensions that you need, click on the 'Download here' link above it and it will take you to the template. Note that you will need a Canva account to access the template.

A4 Poster

Template 1

[Download here](#)



Template 2

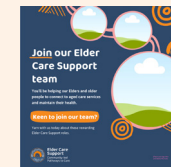
[Download here](#)



Square tile (1080 X 1080 px)

Template 1

[Download here](#)



Template 2

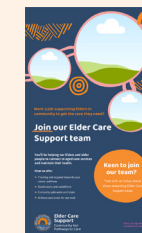
[Download here](#)



Facebook (1080 X 1920 px)

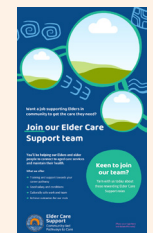
Template 1

[Download here](#)



Template 2

[Download here](#)



Facebook (1200 X 627 px)

Template 1

[Download here](#)



Template 2

[Download here](#)



LinkedIn (669 X 376 px)

Template 1

[Download here](#)

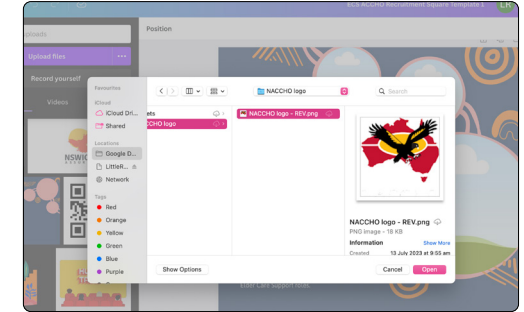
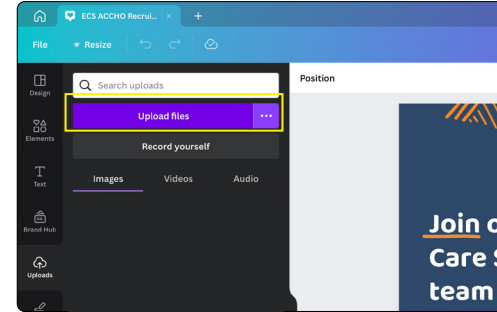
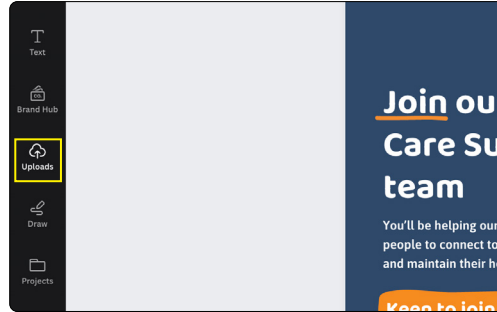
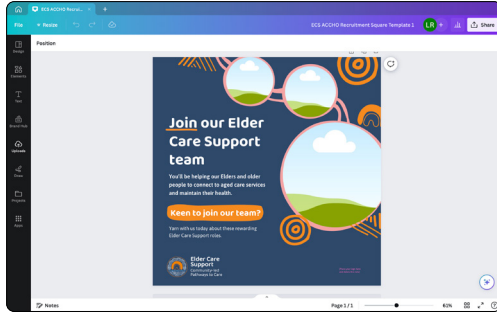


Template 2

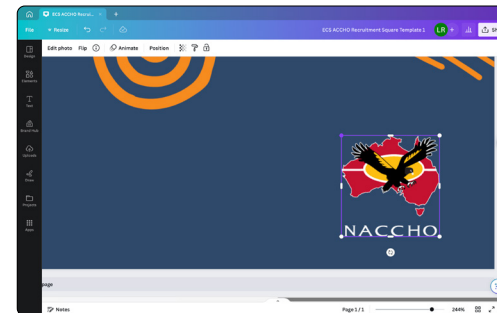
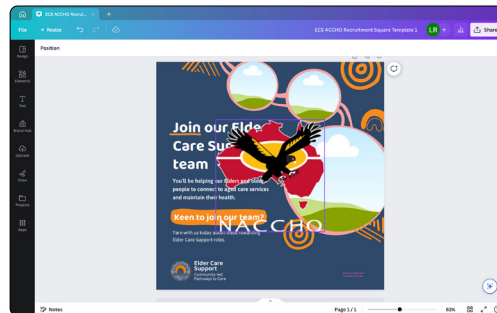
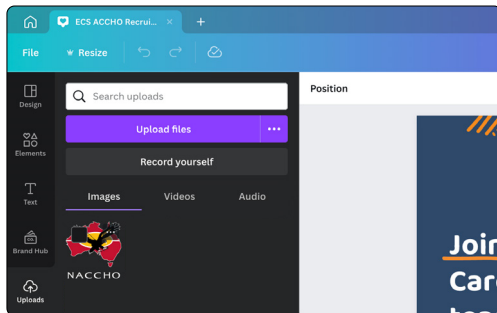
[Download here](#)



Step-by-step how to guide

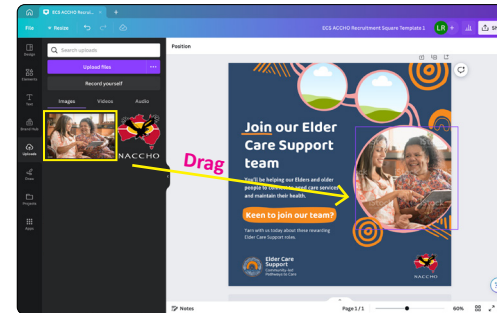
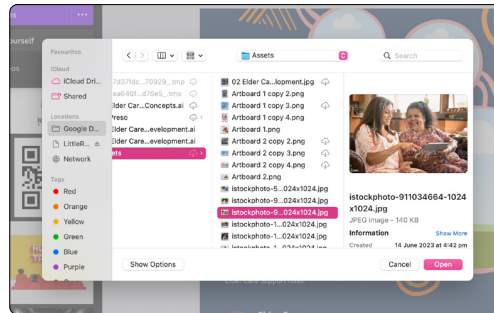


1. Open the template that you wish to use by selecting one of the links in the previous page.
2. Let's start by adding your logo. Navigate to the toolbar on the left side of your window and click on the 'Uploads' tab.
3. Click on 'Upload Files'.
4. Select the logo that you wish to use and click 'Open'.



5. Wait for your logo to upload and it will appear under the Images tab once complete.
6. Click on your logo and it should appear on the design or working area. In the bottom right corner, delete the pink text that says 'Place your logo here'.
7. Resize your logo by grabbing one of the corners of the bounding box and dragging it until you get to your desired size. You can then move your logo in place.
8. Please ensure that your logo roughly lines up with the Elder Care Support logo.

Step-by-step how to guide

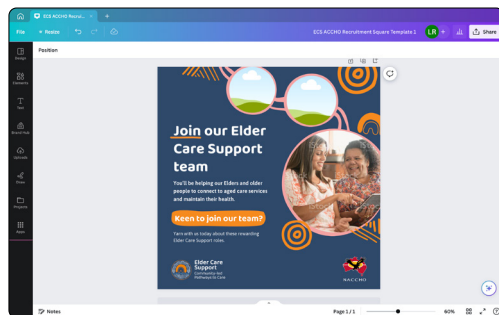


9. Feel free to make any necessary edits to the text and adjust the font size if needed. However, we recommend maintaining a similar word count to the original placeholder text. This is to ensure that the overall look of the design stays the same.

10. Now let's add some images. Navigate to the 'Uploads' tab again and click 'Upload files'. Look for the image that you wish to use and click 'Open'.

11. Your image will appear again under the Images tab. When it finishes uploading, click and drag the image to one of the placeholder circles.

12. You can resize and move your image by double clicking on it and dragging it until you get to your desired size and position.



13. Repeat steps 2-4 to add two other images. You're done after this step!

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.

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.