

DV Template Instructions

- 1) Download the template file and save it to your computer.
- 2) Review the template and decide what information you want to add. As you look the brochure over, you will see there are places for inserting your program's specific information. Each of those place holders correspond to the letters listed below (a, b, c, ...). Follow those letters to guide you through inserting your information.
- 3) Add information on your brochure.
 - a. Insert your program name. You may add a "tag-line" if there is room. A tag line is a phrase that conveys a message about what you believe.
 - b. Insert your program contact information. Address, phone number, website (if you have one).
 - c. Add information about what you want a possible victim of domestic violence to know, at this point when she is recognizing that she may be living with domestic violence.
 - i. Answer this question: if she calls you, what will you offer her?
 - ii. Place your program name and phone number in bold at the bottom of the box.
 - d. Use this space to convey a message about your program, what do you believe, maybe include your program vision/mission/purpose here. You also might want to add a short list of what you offer (i.e. someone to talk to, safety planning, emergency shelter, assistance filing a protection order....). Be selective in what you insert in this section. Condense it. Don't be afraid to have some open space.
- 4) Pictures. Consider replacing the pictures with your pictures to make the brochure more local. Drag and drop a new picture in the place of an existing picture.
- 5) Print a sample copy of your brochure.
 - a. Review your brochure to see if you have any mistakes or spacing problems.
 - b. Make any corrections to your brochure and print again to be sure it is correct. Do this until you see no more changes are needed.
- 6) Print your brochure
 - a. Load your brochure paper into your printer and print copies of your brochure.
 - b. If your printer has 2-sided printing option, be sure to select that.
 - c. If you printer only has single sided printing, print one side and then reload the printed pages to print on the other side. It is wise to print a test brochure to make sure you have the pages placed the right direction in the paper tray when doing this.
 - d. Consider printing smaller batches to ensure that the paper is feeding properly so you don't end up with a large number of brochures that are crooked or have fading ink. Depending on the kind of printer you have, consider printing batches of 20 – 40 each run. If you need to have a few hundred, you might want to print batches of 50.

Paper selection:

The paper you print your brochure on will give them an impression of your program. Selecting paper then becomes important to give some thought to. An extra \$10-\$15 spent on a ream of paper can go a long way to building your program's identity.

The next time you are at the office supply store, talk to someone and ask to see some of the different kinds of paper they have available. If the office supply store has a copy center, they can help you understand the different kinds of paper they use.

Copy paper is going to have the lightest weight, while it may be most inexpensive, it also will be a little flimsy. A glossy or semi-gloss paper will help make the brochure colors a little richer. Also white paper that has higher brightness levels will help colors appear crisper. Consider textured paper too.

Experiment a little bit. If you can, get a few samples to try out. Take them back to the office and print a few variations to see what you prefer. How does it look? How does it feel when picking it up?

Ask your co-workers what they think about your paper samples and the information you have inserted in the brochures.