

Safety Card Template Instructions

- 1) Download the template file and save it to your computer. There are two files for the Safety Card, one for the inside and one for the outside.
- 2) Review the template and decide what information you want to add. As you look the Safety Card 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). Follow those letters to guide you through inserting your information.
- 3) Add information on your brochure. The inside of the Safety Card does not have space for inserting information. The outside has two spaces:
 - a. Insert your program name/contact information. 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).
- 4) Print a sample copy of your Safety Card.
 - a. Review your Safety Card 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.
- 5) Print your cards
 - 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.
- 6) Cutting and folding your Safety Cards. Each page holds 3 cards.
 - a. Once your cards have been printed, you will need to cut your Safety Cards into 3 strips. It is a good idea to use a paper cutter instead of scissors. If you do not have access to one in your office, you might check with your local school. It is possible they will let you bring in your cards to cut them there. Also, an office supply store can cut them for you.
 - b. The Safety Card is folded like an accordion. It will have 4 folds. To fold them, you will fold each strip in half and then fold it in half again.

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.