

## Directions:

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Our branding templates provide instant recognition to Elwyn, are easily customizable, and are designed to be consistent with our new brand.

### STEP ONE:

Download the templates to your computer. Each template contains a specific layout, style and design.

### STEP TWO:

After you customize your first template and save it your computer, you can use it as many times as you would like. Please be sure to save each new project with a different name.

To customize text, click within in the appropriate field and start typing. To change an image, click on the image and select “change picture”. Make sure to crop the photos to the right size, as the template will shrink the image in order to fill the container. Elwyn has committed to using only authentic and original photography. No stock photos. A signed photo release form must accompany any submitted collateral materials containing pictures. All forms must be updated annually. This applies to staff as well. Please see revised photography guidelines and information below.

The newsletter and the one sheet template can be used interchangeably. The newsletter has been formatted with a table to provide structure, and to maintain design integrity.

### STEP THREE:

Please submit all customized templates to the Brand Team. Please include a [Project Request Form](#) along with your proposed design and copy. Be sure to allow time for review, edits, and printing, if needed.

### STEP FOUR:

Contact Arthur Melvin, [arthur\\_melvin@elwyn.org](mailto:arthur_melvin@elwyn.org), to assist with next steps, and to discuss printing options.

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## PHOTOGRAPHY GUIDELINES AND STANDARDS:

### WHAT IS PERMITTED?

Only original, authentic photography may be used in any Elwyn piece, digital or print. This includes pictures of staff, families, and the individuals in our care. A signed photo release, updated annually, must be provided for any image used. For your convenience, a form is included with the directions sheet.

### WHAT IS NOT PERMITTED?

- No stock photos
- No clip art
- No graphics

### WHY?

This organizational decision supports our strategic vision and enacts our core values of accountability and integrity. A photo-release form is attached for your convenience. Any questions, please ask.

## FLYER TEMPLATES

Two options:

- Template one: allows the use of an image/photo in the design.
- Template two: designed for text only, and will support large font sizes.

*Note: The templates may also function as posters for special events.*

## SAMPLE TEMPLATES

Three sample multi-purpose templates, perfect for events, activities, announcements, news, postings, inter-office messaging boards, and much more. Each template is formatted as a two-page document.

## NEWSLETTER TEMPLATE

The newsletter template is very easy to customize.

Within this 5 page template you will find a variety of page layouts to accommodate your needs.

## ARIAL FONT

Arial is the primary font for our digital and printed materials. Arial is REQUIRED for all Elwyn-branded marketing materials. Arial, sometimes marketed or displayed in software as Arial MT, is a sans-serif typeface and set of computer fonts.

**Photo-release form is attached  
for your convenience.**

*Please refer to page 3 for this form.*



## **Authorization for Photography and Audio and Video Recordings For Publicity, Marketing and Fundraising Purposes**

I hereby authorize Elwyn, any of its affiliated entities or media representatives to create, use, distribute and publish (electronically and otherwise) photographs, videotapes, digital and other images and/or audio recordings of my (or my child or an individual for whom I am a substitute decision maker) image and/or voice for the reasons described below:

- For fundraising purposes
- For marketing purposes
- For publicity or public relations purposes
- For educational purposes

I understand that my name, picture or other details that would disclose identity may be revealed.

I understand that Elwyn (or the Elwyn affiliate or media company creating the image or recording) will own these images and recordings and that I (or my child or an individual for whom I am a substitute decision maker) will not be entitled to any royalties or other compensation for authorized uses thereof. I further understand that these images and recordings may be re-disclosed by third-parties who receive them pursuant to the terms of this authorization.

This Authorization shall be valid for one (1) year unless revoked earlier by me. I may revoke or withdraw this Authorization at any time by notifying \_\_\_\_\_ at \_\_\_\_\_.

Such withdrawal of Authorization must be made in writing. Withdrawal of Authorization does not affect any information disclosed prior to the written notice of withdrawal.

I release and hold harmless Elwyn, its staff and employees from any and all claims or causes of action that I may have of any nature whatsoever, which may in any manner result from the use of the image and/or recording.

By signing below, I am indicating that I have read and understand the "Authorization for Photography and Audio and Video Recordings for Publicity, Marketing and Fundraising Purposes" form. I am either staff, volunteer, a student, a former student, resident, family member, or have the authority to give Authorization for this person. My questions regarding this Authorization have been answered.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name