

MS Society Designs guide

A guide for ordering
designed materials

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MS Society Designs Guide

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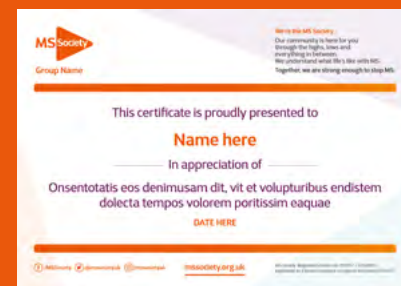
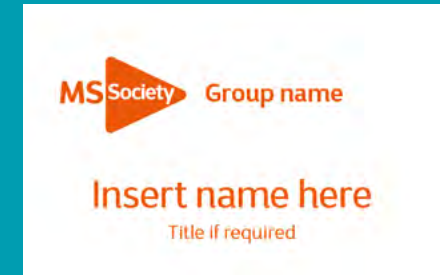
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Introduction

Following the closure of Web to Print we have developed an interim solution which provides you with designed marketing materials. This document will give you all the information to create and order these designs.

Who is this guidance for?

This guidance document is for any individual or group looking to customise MS Society Designs.

Order process and timelines

To order designed materials you will need to do this via the order form. For certain items you will also need to fill out a word template. This template will need to be filled out and uploaded along with any imagery to the order form. The template is available to download via [vol web](#).

Once you've pressed submit the order will be sent to our designer. You will need to provide all final details within the word document and the Microsoft Order form. Without these details your order will be rejected and you will be asked to refill the order form with all the information needed.

Orders must be placed using the Microsoft Order form by **Monday at 12pm** to guarantee your download is delivered back to you within **5-7 working days**. This may be longer during busier periods. Once the designer has created your order we will send you back a proof where you will have the opportunity to provide one set of amendments in an email. Once we receive your amendments the final order will be sent to you within **48 hours**.

Brand

All marketing materials and collateral have been created using our most up to date brand guidelines which can be accessed [here](#).

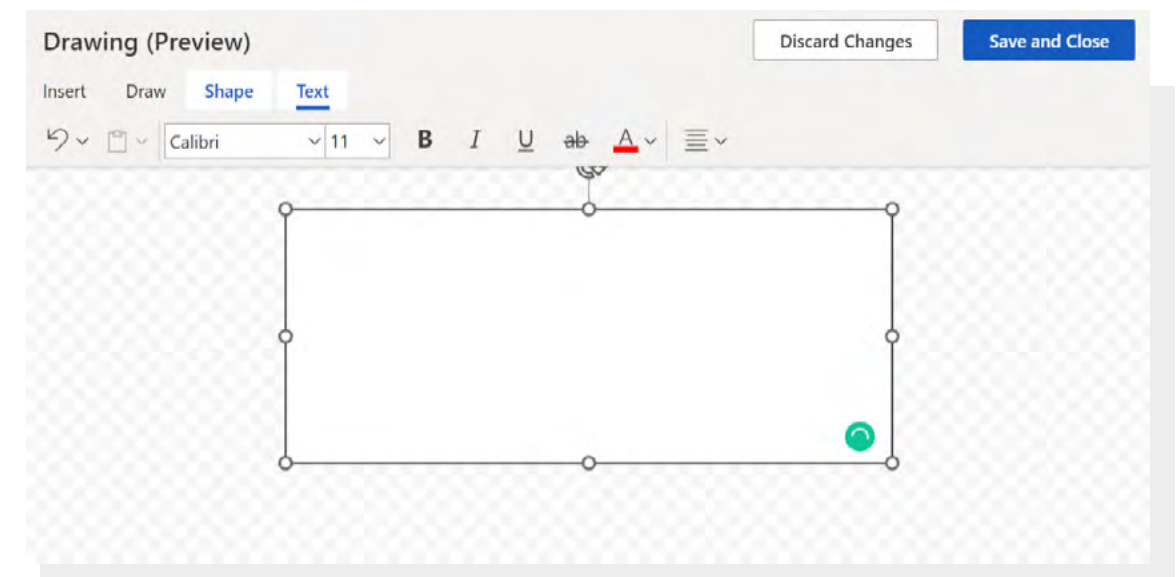
Completing the word document

We've created specific word documents to complete depending on what you are ordering.

If you download the word form and use it on desktop you can simply click into the word text boxes and insert your text.

If you are completing the word document online (via [Microsoft 365](#)) to insert your text you will need to double click on the box and this will take you to the option to add text.

Tip:
to check how many words you have within a text box, simply highlight the text within the box and you will find the number in the bottom left hand corner of the screen.



Placing an order (1 of 2)

We've created this order form for you to place orders for marketing materials. This form will give you all the options of the design materials available to order.

Order Form Step 1

Enter Required Information - this will be used in all appropriate spaces within the various templates.

MS Society Designs Order Form

Please have all content ready to upload in the word template associated with the item (if applicable) and any imagery you wish to use.

Hi, webtoprint. When you submit this form, the owner will see your name and email address.

* Required

1. Group Name *

Enter your answer

2. Individual Name *

Enter your answer

3. Group Email Address (must be an MS Society email)

*

Enter your answer

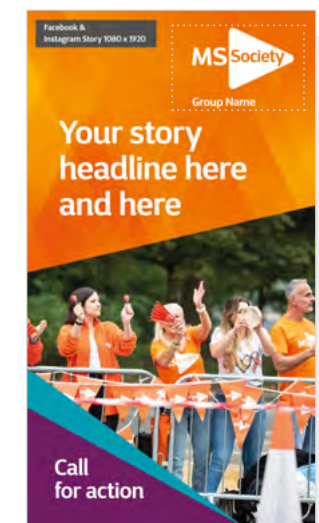
4. Telephone number *

Enter your answer

5. Regional Development Officer Name

*

Enter your answer



Placing an order (2 of 2)

You will also see follow up questions relating to the customisation of MS Society Designs, including sections to upload any word template or images needed. We've also provided image options if you do not have your own imagery available.

Throughout the guidance document and on the word templates we've specified average word counts as a guide to ensure you have enough space. We also ask that any images uploaded are at least 2MB.

[Start my order](#)

Order Form Step 2

Digital or Print choice. If print is selected contact the Marketing Team to discuss requirements during the fulfilment process.

Order Form Step 3

Choose item of design material you wish to produce. This will lead to another step specific to each item, these are illustrated in the following pages.

6. Order options (printing not yet available) *

*

- PDF download (for digital distribution)
- PDF download (for own printing)

7. What would you like to order? *

- Newsletter
- A4 Poster
- Leaflet
- Appointment Card
- ID card
- Lanyard Card
- Social Media Asset
- Pop Up Banner
- MS Group Logo
- Certificate

Submit

Order Form Step 3

Upload completed Word documents, the documents themselves will provide information fields specific to the template chosen.

Order Form Step 4

Choose from image library or upload your own images. Reproduction quality required varies on use (print or digital), but as a guide images should be at least 2mb.

Note

If you are using your own images please ensure you have the necessary consent to do so – see MS Society Designs page on the volunteer website for more information

8. Word template (Non-anonymous question ⓘ) *

↑ Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

9. Image options *



Option 1



Option 2



Option 3



Option 4

Upload own image

10. Images (Non-anonymous question ⓘ) *

↑ Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

Submit

Note

Word counts given are a guide only, the design in most cases is flexible enough to allow for a 10 - 20% variation in text length.

MS Society Designs Guide

Newsletter (1 of 2)

Available in 4, 8 or 12 pages.

Each to contain a front and back cover and a choice from ten alternative page templates, find these on the next page of this document.

8. Newsletter option *

- 4pp
- 8pp
- 12pp

Text
Select number of pages.
Upload text in relevant sections of Word document.

9. Word template (Non-anonymous question) *

Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

10. Image options *



- Option 1
- Option 2
- Upload own image

Images
Select from image library or upload own.
Please reference Image title in corresponding text file.
Images should be between 2-10mb and supplied in JPEG format.

11. Images (Non-anonymous question) *

Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

Submit



Newsletter Template: **Front Cover A**

Word Count Guide: 50 - 70 Words



Newsletter Template: **Front Cover B**

Word Count Guide: 3-6 Words



Newsletter Template: **Back Cover**

Word Count Guide
Volunteer Team names and contacts: Image is optional - if more space is required the image can be replaced with a column of text.

MS Society Designs Guide

Newsletter (2 of 2)

Choice of page layouts to build the newsletter.

Follow steps from previous page to upload text and images, if there is a preference for page layout styles please indicate which within the text file.

Newsletter Template: Inner Page A

Word Count Guide: 150 Words



Newsletter Template: Inner Page B

Word Count Guide: 250 Words



Newsletter Template: Inner Page C

Word Count Guide: 250 Words



Newsletter Template: Inner Page D

Word Count Guide: 15 Words



Newsletter Template: Inner Page E

Word Count Guide: 250 Words



Newsletter Template: Inner Page F

Word Count Guide: 350 Words

Newsletter Template: Inner Page G

Word Count Guide: 15 Words

Newsletter Template: Inner Page H

Word Count Guide: 280 Words

Newsletter Template: Inner Page I

Word Count Guide: 130 Words

Newsletter Template: Inner Page J

Word Count Guide: 150 Words

Styles

If no preference for page layout is noted in text file, a choice will be made for the most suitable to fit content supplied.

Pages should be in groups of 4, to include cover and back cover.

MS Society Designs Guide

A4 Poster

Choice of layout to create a poster.

After inputting General information choose style and add text and image.

Short text option

Long text option

9. Word template
(Non-anonymous question) *

↑ Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

10. Image options *



Option 1

Option 2

Upload own image

11. Images (Non-anonymous question) *

↑ Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

Submit

A4 Poster Template:

Short Text Option

Word Count Guide:
30 Words

MS Society

Group Name

Short description here

Heading here

Vid quos magnatio magnihitate nobit, cusci voluptam, quia excerspeliae eum dolupid ut mi, officil il inimusa mustemodi aut es dolo tem quunto voluptaquost omnis se molupidero optatibust labo

Other information
Dates / Location / CTA

Group Name: Telephone: 01234 567890 Email: groupname@mssociety.org.uk

f /MSSociety @mssocietyuk /mssocietyuk mssociety.org.uk MS Society. Registered charity nos 119257 / SC041993. Registered as a limited company in England and Wales 0761571

A4 Poster Template:

Long Text Option

Word Count Guide:
65 Words

MS Society

Group Name

Short description here

Heading here

Vid quos magnatio magnihitate nobit, cusci voluptam, quia excerspeliae eum dolupid ut mi, officil il inimusa mustemodi aut es dolo tem quunto voluptaquost omnis se molupidero optatibust labo

Quia coriasi minisquas utae ma nosanih illiqua eos con rerum aliat liquid ullaut et mo Intiumquia alicidestis de nectas quis ari dipsum am estis es etur? Quis dolori dit aci ut odiorat ioreicia a voluptat quametru ribus.

Other information
Dates / Location / CTA

Group Name: Telephone: 01234 567890 Email: groupname@mssociety.org.uk

f /MSSociety @mssocietyuk /mssocietyuk mssociety.org.uk MS Society. Registered charity nos 119257 / SC041993. Registered as a limited company in England and Wales 0761571

Text

Select Style & upload text file broken into sections as demonstrated above. If a section is not required (i.e 'Other Information' leave blank and the designer will take this into consideration.

MS Society Designs Guide

Leaflets

Choice of layout to create a leaflet.

Choose style and add text and images.

8. Leaflet options *

- Two sided
- Tri-fold

9. Word template

(Non-anonymous question) *

Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

10. Image options *



- Option 1
- Option 2
- Upload own image

11. Images (Non-anonymous question) *

Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

Submit

Leaflet Template:
Tri-fold A4 Leaflet

Word Count Guide:
Outer: 130 Words (+8 to 10 for cover)
Inner: 300 Words
(Excluding Group information)

Group and general information will be added here unless otherwise requested.

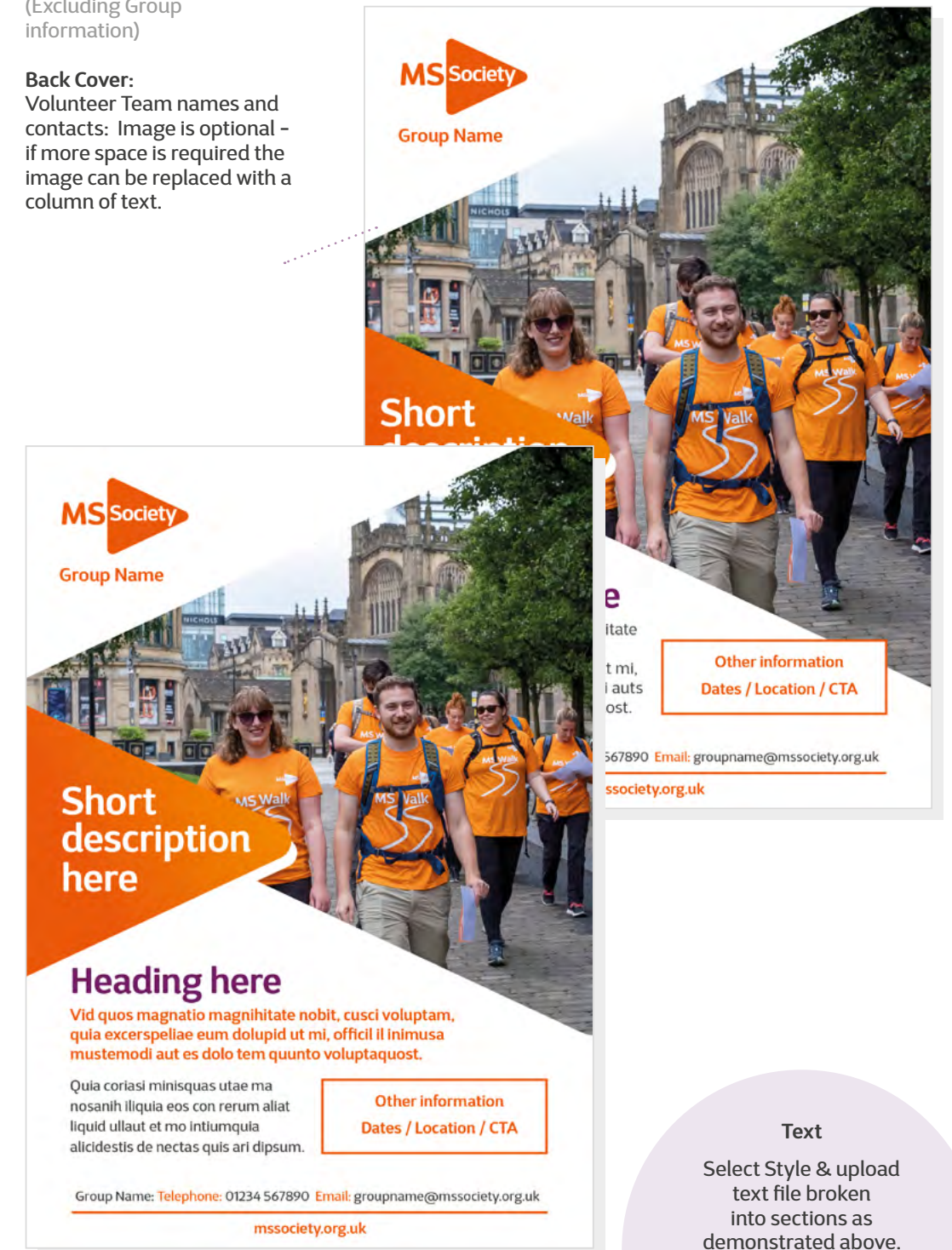


Inside

Leaflet Template:
A5 Two Sided Leaflet

Word Count Guide:
Cover: 60 Words
(Excluding Group information)

Back Cover:
Volunteer Team names and contacts: Image is optional - if more space is required the image can be replaced with a column of text.



Front

Select Style & upload text file broken into sections as demonstrated above. Layout will vary depending on number of stories and images.

Back

Cards

Choice of card template designs.

8. Your Appointment (or other text - max 5 words)
*

9. Telephone and email contact details *

Card Template:

Appointment Card

85mm x 55mm Double Sided

Front

You can enter any text to suit your needs here.

Reverse

You can enter any text to suit your needs here.

Card Template:

ID Card

85mm x 55mm Single Sided

Card Template:

Lanyard Card

85mm x 55mm Single Sided

8. ID card (Name and title if required) *

8. Lanyard card (Name and title if required)
*

MS Society Designs Guide

Social Media Assets

Choice of layouts to create a post or header JPEG, choose style and add text and images.

8. Social media asset options *

- Facebook header
- Facebook post
- Instagram story
- Instagram post
- Twitter header
- Twitter post
- LinkedIn header
- LinkedIn post

10. Image options *



- Option 1
- Option 2
- Upload own image

11. Images (Non-anonymous question) *

Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

Submit

Social Media Template:
Facebook Feed

1080 x 1350 pixels



Social Media Template:
Facebook & Instagram Story

1080 x 1920 pixels



Social Media Template:
Facebook Group Header

1640 x 856 pixels



Text
 Select Style & upload text file broken into messages as demonstrated. Call to Action lines can be personalised or use the MS Society strapline.
 Wordcount 3 - 6 words

Social Media Template:
Twitter Header

1500 x 500 pixels



Social Media Template:
LinkedIn Header

1600 x 800 pixels



Social Media Template:
Instagram Feed

1080 x 1080 pixels



Social Media Template:
Twitter Post

1024 x 512 pixels



Social Media Template:
LinkedIn Post

1200 x 627 pixels



Pop-up Banners

Choice of layouts to create a Banner.

After inputting General information choose style and add text and images.

8. Pop up banner option *

- Image and text
- Image and headline
- Image

9. Word template (Non-anonymous question ⓘ) *

Upload file

9. Image options *



- Option 1
- Option 2
- Upload own image

11. Images (Non-anonymous question ⓘ) *

Upload file

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

Submit

Banner Template:
Pop-up Design A
Image & Text

Word Count Guide:
25 Words
Size 2000mm x 800mm



Banner Template:
Pop-up Design B
Image & Headline

Word Count Guide:
10 Words
Size 2000mm x 800mm



Banner Template:
Pop-up Design C
Image

Word Count Guide:
0 Words
Size 2000mm x 800mm



Text
Select Style & upload text file broken into sections as demonstrated above. Layout will vary depending on number of text blocks and images.

Group Logo

The information for your Group logo will be taken from the General Information in step one of the process. Supplied as print and digital formats (eps and png) and for use on light and dark backgrounds.

MS Group Logo

Submit



Your Group
Name



Your Longer
Group Name



Your Group
Name



Your Longer
Group Name

Certificate

After inputting General information add text to create your certificate.

8. Certificate text (max 12 words) *

This question is required.

9. Certificate date *

This question is required.

Certificate Template:

A4 Certificate

Word Count Guide:
Max 12 Words + Name



Group Name

We're the MS Society.

Our community is here for you through the highs, lows and everything in between. We understand what life's like with MS.

Together, we are strong enough to stop MS.

This certificate is proudly presented to

Name here

_____ In appreciation of _____

Onsentotatis eos denimusam dit, vit et volupturibus endistem
dolecta tempos volorem poritissim eaque

DATE HERE

[f /MSSociety](#) [@mssocietyuk](#) [@mssocietyuk](#)

[mssociety.org.uk](https://www.mssociety.org.uk)

MS Society. Registered charity nos 1139257 / SC041990.
Registered as a limited company in England and Wales 07451571

FAQS

Q. Can I change the format of the templates?

A. No all the templates are pre-set and won't change. You can customise the text and imagery that is included by inputting the content you want through the MS order form.

Q. Can I have a proof of my template before I get the final file?

A. Yes we will send you a proof of your order via email within 5-7 days of you placing your order. You will be able to send us one round of amends by return email and we will send you the final PDF within 48 hours.

Q. What if I want print my order?

A. We are currently working on adding printing options for orders and will let you know as soon as this available. For now you can order digital files or digital files for print if you are happy to organise your own printing. You can find more information on how to print yourself [here](#).

Q. What if I need to place an order for more than one item?

A. You can only place an order for one item at a time so if you are looking to order multiple items you will need to fill out another form.

For further assistance and advice contact the Marketing Team

Contact details

Telephone: 0300 500 8084 (supporter care team)

Email: webtoprint@mssociety.org.uk



We're the MS Society.

Our community is here for you through the highs, lows and everything in between.

We understand what life's like with MS.

Together, we are strong enough to stop MS.

mssociety.org.uk

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MS Helpline Freephone 0808 800 8000

(weekdays 9am-7pm)

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