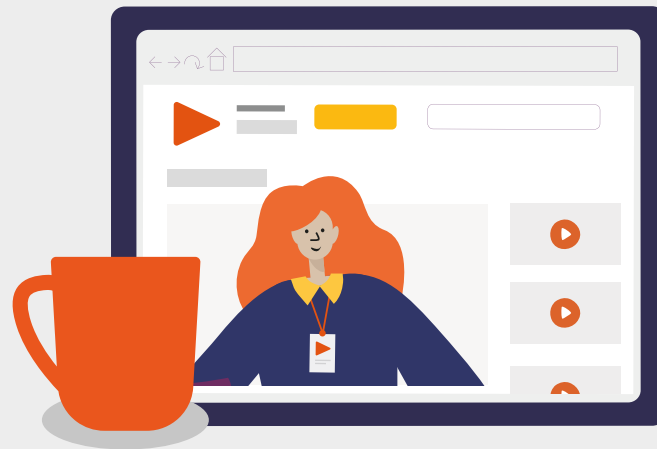


MS Society Designs user guide

How to order bespoke MS Society
branded materials



The service gives volunteers free access to a professional graphic designer. The designer will tailor MS Society branded templates for your group to share digitally or print. All items are guaranteed to be in line with the MS Society brand, to help build awareness of your group and the MS Society!



Contents

Introduction	3
What can I order?	4
How to make an order	5
• Your local group logo	7
• Newsletter	8
• A5 Flyer	9
• A4 Poster	10
• 4 Page Leaflets	11
• ID Cards/Lanyard	12
• Roller Banner	13
• Certificate	14
FAQ's	15

Introduction



This guide will provide step by step instructions on how to order your customised design item through our MS Society Designs service.

How does MS Society Designs work?

1. Choose which item you want to order for your group – please see page 4
2. Prepare your content for your item
3. Fill out the online order form and upload the word content template if required
4. Within 7 working days you'll receive your branded design direct to your email inbox, ready to download and share digitally or print at home or at your local print shop.

What are the benefits of using MS Society Designs?

MS Society Designs give you FREE access to a professional graphic designer. All items will be guaranteed to be in line with the MS Society Brand Guidelines, so your communications can help to build awareness of your group and the MS Society!

Once I have received my order can I make changes?

Once you receive your order from us via email, you have **7 working days** to review and make any changes.

Just get back to our email with your required changes within **7 days** and our designer will return the updated copy back to you within **2-5 working days**.

If your order is urgent, please let us know. We will do our best to get it back to you sooner.

When you are happy with your order, please email us to confirm so we can close the job. If we do not hear back within 7 days, we will automatically close the order.

What can I order?

These are the templates available:



Your local group logo
Page 7



Newsletter
Page 8



A5 Flyer
Page 9



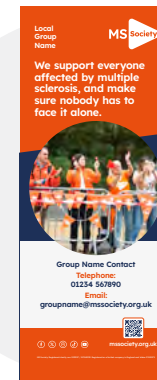
A4 Poster
Page 10



4 Page Leaflets
Page 11



ID Cards/Lanyard
Page 12



Roller Banner
Page 13



Certificate
Page 14

How to make an order

We've created an 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.



Step 1: Set up your order

Input your name, your MS Society group name and your contact details so we can contact you with your order.

Ensure you fill out all boxes to avoid your order being rejected.



MS Society Designs Order Form New 2024

Please use this form to order personalised branded items for your MS Society group.

Make sure you have all your content ready before starting, including the word template (if applicable) and any photos. For more in-depth instructions for MS Society Designs, please see our Design Guide on our web.

Once you have submitted your order our designer will get to work and you will receive your item within 7 working days.

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

* Required

1. Your name *

Enter your answer

2. Your groups name (if applicable) *

Enter your answer

3. Your MS Society email address *

Enter your answer

4. Your telephone number

Enter your answer

5. Regional Development Officer name (if applicable)

Enter your answer

6. Are you planning to share your item digitally/on a screen or print it? *

You will always be emailed your item as a PDF download.

- If you select digitally share we will use our standard design.
- If you select print professionally we will supply the standard design in a print ready format.
- If you select to print it at home we will use lighter colours that are better for your ink usage.

We encourage digital sharing whenever possible, as a more sustainable choice.

I want to digitally share

I want to print professionally

I want to print at home



Step 2: Decide if you will be printing your item or sharing it digitally.

You will always be emailed your item as a PDF download. But:

- If you select **digitally share**, we will use our standard designs.
- If you select **print professionally**, we will supply the standard design in a print ready format.
- If you select to **print it at home**, we will use lighter colours that are better for your ink usage.

We encourage digital sharing wherever possible, as a more sustainable choice.

If you need advice finding a printing service, please contact webtoprint@mssociety.org.uk

How to make an order

3

Step 3: Select your desired item and input content

Depending on which item you choose, you will be prompted to input the content and images required. Follow the steps in the form to make your order.

Choosing photographs

Option 1: Upload desired imagery

or

Option 2: Choose from our image library in the online form

You may also need to upload a word template with the content for more complex items, like newsletters, posters and flyers. The word templates for each item can be downloaded [here](#).



Upload your completed word template if required.



Tips on imagery

1. If you are using your own images, please ensure you have the necessary consent. See the volunteer website for more info [here](#).
2. Quality Check – Please ensure your images are good quality. Check they are not too small or blurry, and they are a minimum of 2MB file size.
3. All the images in our image library are free to use and consent has been given for local groups to use them publically.

4

Step 4: Check and check again

Please check your order for mistakes and ensure all images are good quality to prevent delays in the order process.

5

Step 5: Click submit and let the magic begin!

Your order will be sent to our designer to be created. You will receive your bespoke design via the email address you provided within 7 working days.

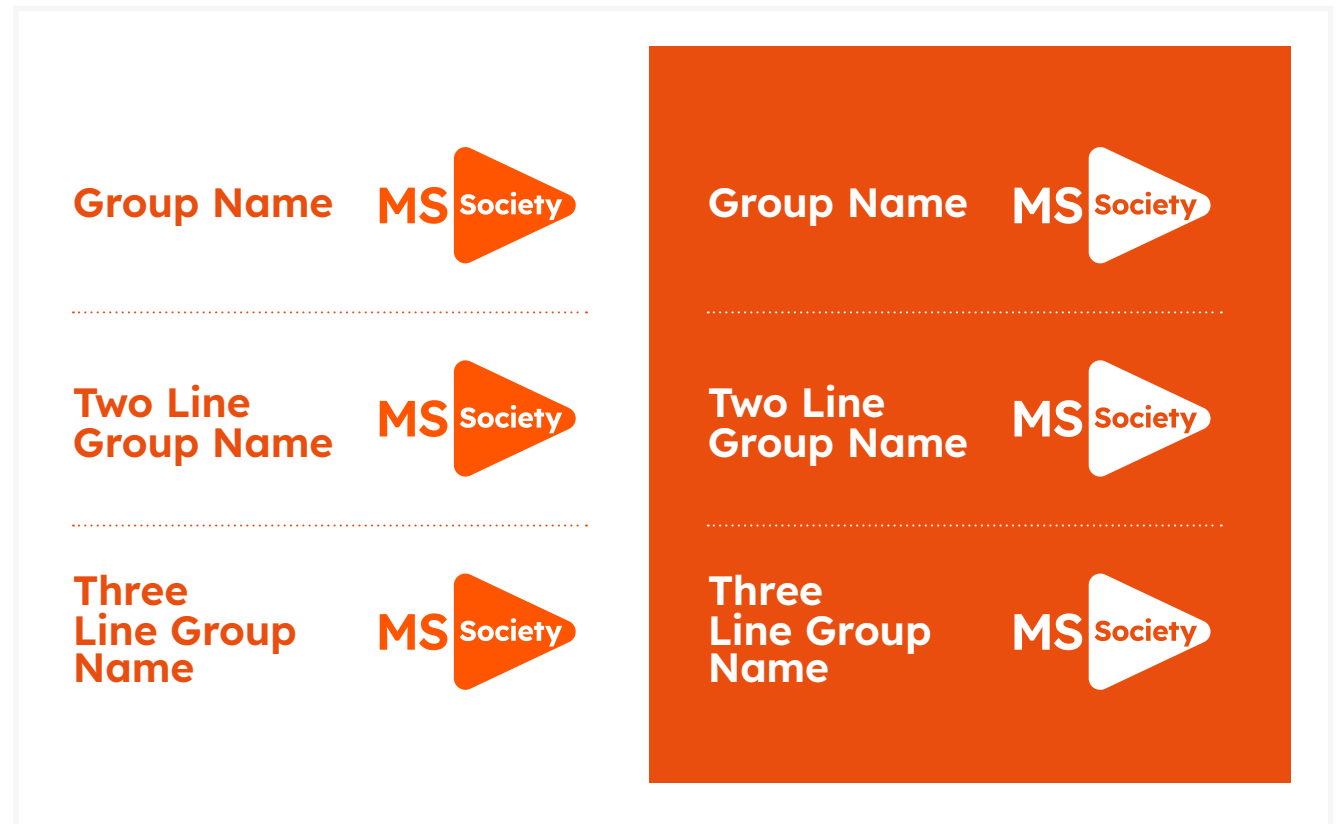
For any queries or further information on how to place an order contact webtoprint@mssociety.org.uk

Available templates

Your local group logo

Your local group logo is available for you to use on your own communication materials.

You can also download the general or national MS Society logos [here](#). Logos for your social media accounts can be found [here](#).



View the example [PDF here](#)

Available templates

Newsletter

Newsletters are a great way to share important information, updates, photos and events with your group. Newsletters can be distributed digitally via email or a printable version is available.

Ordering is easy! Just fill in the Word content form and submit the details below:

- Group info and contact details
- Fill in a table for each section of your newsletter, providing:
 - Headline
 - Main Text
 - Any Calls to Action or Web-page Links
 - Photograph of your choice (optional)
- Save your Word content form and upload to the online order form

Our Designer will then create a bespoke newsletter in the best layout to suit your content.



Use of colour will depend on your method of distribution



Please note, for a newsletter it is very important you choose the correct printing option. For a digitally shared newsletter, it does not matter how many pages it is. However, if a newsletter is to be printed, our designer will ensure it is 4, 8 or 12 pages.



To see more examples and get tips and ideas for content

View the example PDF here

Available templates

A5 Flyer

A5 Flyers can be distributed to create awareness or promote events on notice boards across the local area. They are a great way to inform communities of groups, classes and activities.

To create a flyer, you will need to supply the content in a [Word content form](#) and submit it when you complete the [online order form](#).

If you are printing an A5 flyer, you may want to include the optional back page which contains contact information for your local group, as well as some key MS Society contact and service details.



Print at home version



Professional print or digital version



Optional customisable reverse



View the example [PDF here](#)

Available templates

4 Page A5 Leaflet

Leaflets are a good way to distribute information about your group's support and services, or about MS or the MS Society.

This leaflet is designed as a folded piece of A4 – to create a 4 page A5 size leaflet.

To create a leaflet, you will need to supply the content in a Word content form to upload when you fill in the online order form

Local Group 

Your local MS Society group



WE CAN HELP WITH:
Friendship with our regular social activities
Fitness in accessible environments
Finance with our welfare grants

Information, support, activities & services for people affected by MS

mssociety.org.uk

Local Group MS Society Group

Contact details

Telephone:
01234 567890

Email:
yourgroup@mssociety.org.uk

Webiste:
www.mssociety.org.uk/groupname

MS National Centre 020 8438 0700 info@mssociety.org.uk	MS Society Scotland 0131 335 4050 msscotland@mssociety.org.uk
MS Helpline Freephone 0800 800 8000 (weekdays 9am-7pm) helpline@mssociety.org.uk	MS Society Northern Ireland 028 9080 2802 nireception@mssociety.org.uk

Online
mssociety.org.uk

 /MSociety
 @mssocietyuk
 /mssocietyuk
 mssocietyuk
 /mssociety



Information contained in this publication is for information purposes only, and does not constitute advice or a recommendation. Where we provide information on external organisations or service providers, we are not able to offer any guarantee on the quality or safety of their services or products, or whether they are suitable for an individual's needs. We take no responsibility for any errors or omissions in this information.

MS Society. Registered charity nos 1219237 / SC243790. Registered as a limited company in England and Wales 07493271

We are the MS Society

We fund world-leading research, share the latest information and campaign for everyone's rights. Together we are a community and together we can stop MS.

We understand what life's like with MS. And we know together we are stronger. We're researching, writing, campaigning and fighting. Running, walking, caring and talking.

Together, we are strong enough to stop MS.



Find out more about the MS Society

Volunteer with us!

We welcome all new volunteers, there are lots of opportunities with our local group.

Whether you're interested in fundraising, providing information and support, helping with social activities or providing a friendly listening ear, we have the right volunteer role for you. We offer full out of pocket expenses to all our volunteers along with training, induction and ongoing support. So if you could spare some time to help us out, do please get in touch with us – we would greatly appreciate your support.



Your local group

The local group is run by a small, friendly team of volunteers who all have experience of MS.

We provide a range of activities and services to meet the needs of those affected by MS locally. We also do our best to have some fun when we meet up!

Confidential support

Our trained support team offer a friendly listening ear and information about living well with MS.

We can signpost you to other useful local services and have benefits advice experts on hand to help. We may also be able to provide you with a grant towards items such as a piece of equipment or adaptations to help promote independence.

Local and online activities

We offer local exercise groups, information events and coffee mornings.

We also have a programme of free weekly online opportunities including yoga, mindfulness and regular socials. Join our mailing list at mssociety.org.uk/localgroup or find us on Facebook.

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

Use of colour will depend on your method of distribution



View the example PDF here

Available templates

A4 Poster

Do you want to let people know about your group and how amazing it is? Do you have a service or event to promote? Our posters can be digitally shared or printed.

To create a poster, you will need to supply the content in a Word content form. Our designer will adjust the template to suit your content.

Local Group 

Virtual Seated Dance



Every Thursday Via Zoom
11.00am-12.00pm

Your local MS Society Group run seated dance classes online. They are available for people affected by MS and are suitable for all abilities.

Email group@mssociety.org.uk
Telephone 01234 567890

 mssociety.org.uk MS Society. Registered charity nos 1191217 / SC041990. Registered as a limited company in England and Wales 01461511.

Print at home version

Local Group 

Virtual Seated Dance



Every Thursday Via Zoom
11.00am-12.00pm

Your local MS Society Group run seated dance classes online. They are available for people affected by MS and are suitable for all abilities.

Email group@mssociety.org.uk
Telephone 01234 567890

 mssociety.org.uk MS Society. Registered charity nos 1191217 / SC041990. Registered as a limited company in England and Wales 01461511.

Professional print or digital version

To see more examples and get tips and ideas for content

 [View the example PDF here](#)

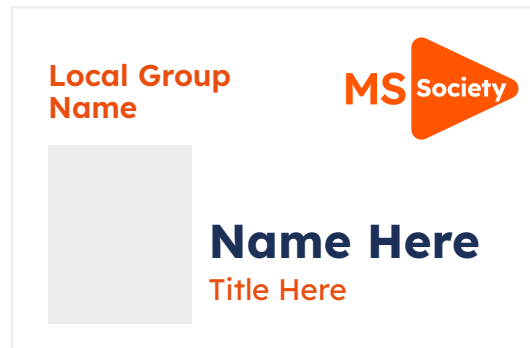
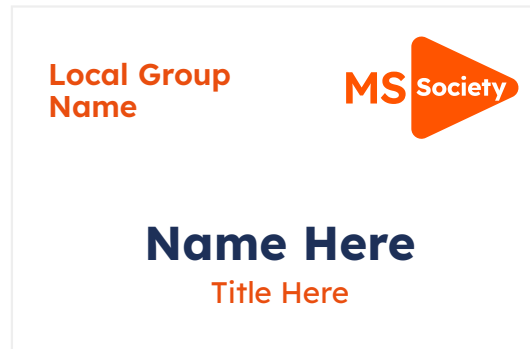
Available templates

ID Cards/ Lanyards

We want volunteers to feel valued and represent the MS Society externally. Branded ID cards are a great way to feel part of the organisation and ensures you have a clear identity when volunteering in the community.

Just provide the individual's name, job title or role in the [online order form](#). If you would like an ID Card with a photograph, upload this onto the form as well.

You can order multiple ID cards in one order, just list them in the box on the online order form.



Print at home
version



Professional print or
digital version

 [View the example PDF here](#)

Available templates

Roller Banners

To make sure you stand out at your event, you can order a pop-up roller banner with your individual group's logo. Roller banners help build brand visibility and are a great photo opportunity at events to engage others and start conversations.

Roller banner orders do not need a word template. Just use the [online order form](#) and follow the instructions.

You can order a roller banner design with or without a photograph.

Local Group Name

MS Society

We support everyone affected by multiple sclerosis, and make sure nobody has to face it alone.

Group Name Contact

Telephone:
01234 567890

Email:
groupname@mssociety.org.uk

mssociety.org.uk

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

As standard, our roller banners are supplied with standard MS Society key messaging shown in the example.

You can change this when you make your order, but we recommend you keep the messaging fairly general, so the roller banner can be used for all different types of events and occasions. Think about what your group offers to the people you support.

 [View the example PDF here](#)

Available templates

Certificates

It is vital our volunteers and donors feel rewarded and recognised for the incredible contributions they make. Why not order a certificate to present in appreciation?

Just provide the recipient's name, why they have been awarded the certificate and the award date in the [online order form](#).

Local Group Name

MS Society

This certificate is proudly presented to

Name here

— In appreciation of —

Onsentotatis eos denimusam dit
vit et volupturibus

DATE HERE

We're the MS Society and we're here to stop MS.
Our caring community makes sure nobody has to face MS alone.
Together we're making change happen. We won't stop until we stop MS.

mssociety.org.uk

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

 [View the example PDF here](#)

FAQ's

Q Why do we need to use branded materials?

A Our brand is how we are seen by everyone from volunteers to people affected by MS and members of the public. The way we look helps people recognise the MS Society and will help our reach grow as an organisation, so we can support more people living with and affected by MS.

If you are choosing to be creative and make your own items, please use the MS Society Brand Guidelines to help you.

Q How long will my order take?

A There is a 7 working day turnaround time for all orders. Please note, this may be longer during busy periods or holidays.

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

A Yes, we will send you the first draft of your order within 7 working days.

If you want to make any changes or spot any mistakes, just email us your amendments within 7 days and we will update it and send you the final file within 2-5 working days.

Please note, the timeframes may vary in busy periods or holidays.

Q I'm happy with my order. What do I need to do next?

A Once you are happy with your order, please reply via email and let us know so we can close the order. If we do not hear back within 7 working days, we will close the job on your behalf.

Q Can I download my own Templates?

A Currently this is not available - but watch this space as we do have plans to explore this in the future!

Q Can I change the format of the templates?

A No, all the templates are pre-set and won't change. However, you can customise the text and imagery.

Q What if I want to print my order?

A We currently do not offer printing services. If you would like to print your order, please select this option during step 2 of the order process. We will send you a print-ready PDF that you can print yourself or at a print service.

For advice on recommend trusted printers. Contact webtoprint@msociety.org.uk

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. If you are looking to order multiple items, you will need to fill out another form. There is an exception for ID cards, which can be ordered in bulk. You will just need to provide the required names.

Q I want to order but I am not good with Marketing. Is there any advice on what useful items I should order for my group?

A If you have an event coming up or would like some advice on using MS Society branded materials to promote your group, please contact webtoprint@msociety.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.



Contact Us:

MS National Centre

020 8438 0700

info@mssociety.org.uk

MS Helpline Freephone

0808 800 8000 (weekdays 9am-7pm)

helpline@mssociety.org.uk

Online

mssociety.org.uk

MS Society Scotland

0131 335 4050

msscotland@mssociety.org.uk

MS Society Northern Ireland

028 9080 2802

nireception@mssociety.org.uk

MS Society Cymru

0208 438 0700

mscymru@mssociety.org.uk

 /MSSociety

 @mssocietyuk

 /mssocietyuk

 mssocietyuk

