

# Graphic Design and Print Guidelines

The following document provides guidelines for designing all aspects of print and digital requirement

Last Updated: 30 May 2019

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## **Planning**

1. Make a plan 1 month in advance by logging in the jobs on JST (Job Status Report). Each brief needs to be prioritized based on event date and on first come first serve basis.
2. Annual events like conferences, camps which need 250+ registrations need to be designed 2-1.5 months in advance.

## **Design & content -**

1. **Style:** From time to time keep updating yourself with global designs and trends, what other churches are doing globally. **We are a contemporary/relevant church rooted in the word.** So our work needs to be relevant while staying true to the Word.
2. **Images:** Be careful in including images that are clean (no suggestive, questionable, inappropriate clothing, violent, indecent, provocative images.). If anyone in the ministry team has made a request for a design that is questionable in nature, please check with Sharene before using it.
3. **Font style & size:** Font style must be clear and legible. Avoid too thin or miniscule fonts that will strain the eye and won't solve the purpose.
4. **Uniformity:** Wherever possible, the graphic and video design must be uniform. Fonts used in Graphics and video for the same event must be the same. Kindly give the fonts to the video editor once the design is approved.
5. **Casts:** Use as much as possible Indian faces, so that announcements are relatable to the audience. Use people who regularly come to APC. You can check with Arthi for any clarity.
6. **Feedback:** Request ministry leaders to send a consolidated feedback by email. More than 3 rounds of changes would not be entertained and would require change of deadline.

## **Deadline and Proof-reading -**

1. The artworks must be finished and sent for print by Thursday afternoon, no last minute requests.
2. All info must follow standardized format of information, right punctuation, grammar and spell checked.
3. Once the poster is ready Samuel, Sharene, ministry leader and Arthi - 2 out of the 4 available people need to proof-read before it gets sent for print
4. Any delay in design needs to be notified to the ministry leader in advance.

## **Saving Project files**

1. Year Wise: Project files to be saved based on the year. And clearly labelled in folders. Bible College -> Brochure-> PSD file, PDF, JPG

2. Project file should be open. Only the print file is saved and a separate file.
3. Hard disks should be used carefully: system needs to be turned off every time Hard disk is connected or ejected.

## Graphic Specifications

### 1.1 EVENTS

Church Events (Secret Place, Pitstop, 5Days of Prayer, Kids Conference, etc.)

- Poster: Title, Sub-Title, Time, Date, Venue is Full Address, Registration details, Contact info
- Image: Appropriate/contextual Image. No images/icons with copyrights
- Logo: Not Required
- Emailer: 800 x 600px, 72dpi, RGB
- Web banner:

Homepage Banner: 2340X850px, 72dpi, RGB

Landing page: 1140X325px, RGB

Thumbnail:

- Facebook: 4961 x 2691px, 72dpi, RGB
- Instagram: Story 1600X2844 RGB; Instagram Post 1200X1200 RGB
- Mobile App: 1080X600px RGB
- Cards, giveaways, registration forms, stationery

### 1.2 EVENTS FOR OTHER CHURCHES

Big Sundays, Weekend Schools, Men's & Women's Conference, Chrysalis Workshops etc.

- Same as 1.1
- Speaker name, pic with credentials
- Logo mandatory
- Church Contact Details: Full Address, Phone, Email, Website
- Last date to register
- Childcare yes/no
- Flyers: Standard Size A5 ( addition 3mm bleed with cut mark), 300dpi, CMYK
- Posters: Standard Size A3 & A4, 300dpi, CMYK
- Banners: 2X3 feet (may vary) 300dpi, CMYK
- Standee: 3X6 feet, 300dpi, CMYK
- Emailer: 800 x 600, 72dpi, RGB

### 1.3 SERMONS, LIVING STRONG, LIVING SUPERNATURALLY

- Use single graphic template for a series. Just change sermon title and date.
- Font size to be legible enough to be able to read on mobile device as video thumbnail

## Banners:

- Facebook: 4961 x 2691px, 72dpi, RGB
- Instagram: Story 1600X2844 RGB; Instagram Post 1200X1200 RGB
- Mobile App: 1080X600px RGB
- Lifegroup Study: 1024X768 RGB
- Rewind Ads: 800 × 150px, 72dpi, RGB (Only for sermon )
- Album art: 3000X3000 RGB
- Album Thumbnail: 300X300
- Video Banner: 1920 x 1080, 72dpi, RGB
- Powerpoint Cover (Only for Sermons): 1920 x 1080 , 72dpi, RGB
- Ppt Header: 1024 x 154, 72dpi, RGB

## 1.4 PUBLICATIONS

- Book covers: Closed Size  
Small book 15.1cmX21.3cm  
Big Book 21.6cmX30.3cm  
(addition 3mm bleed and cut mark must be given), 300dpi, CMYK
- Page dividers: Depends on the book. Standard Size A5 ( addition 3mm bleed and cut mark must be given), 300dpi, CMYK
- Page layouts: Depends on the book. Standard Size A5 ( addition 3mm bleed and cut mark must be given), 300dpi, CMYK
- Front page: Title, Sub-Title, Author's Name, Black and white with centre image and white border
- Image: Appropriate Decent APC Standard Image
- Back cover: Book description, Logo and Church Contact Details )Address, Phone, Email, Website)

## 1.5 BROCHURES

- Size Depends on Content and Requirement. 300dpi, CMYK
- Print format: Single/double fold, front and back, Color, Paper: 180 GSM matte
- Web format: PDF, less than 10MB, RGB

## 1.6 APPLICATION FORMS

- Standard Size A4 (addition 3mm bleed with cut mark), 300dpi, CMYK

## 1.7 CERTIFICATES

Baptism, Bible College, Foundations, Membership

- Size: 20X29.7cm (+ 3mm bleed with cut mark), 300dpi, CMYK
- Logos: Ministry & APC logo
- Digital signatures of Senior pastor and Ministry leader

## **1.8 CHURCH SERVICE**

- First time visitors – Kit (Covers, CDs, Cards, etc.)
- Declaration Card: Size 15cmX6.2cm, 300 GSM matte, 3mm bleed
- FTV cards: 7.8X15.6cm 300 gsm matt with perforation, Front and back print with tearaway, colored
- CDs/ DVDs – covers, labels, etc.
- Printouts (registration kit, signage, etc.)

## **1.9 OUTREACH**

- Tracts: What can wash away my sins? / Love that is deeper than love itself / He is here
- Handouts

### Guidelines

- Must Have: Title, Sub-Title, Content( Proof Checked)
- Image: Appropriate Decent APC Standard Image
- Logo: YES
- Church Contact Detail: (Where Required) Address, Phone, Email, Website.

## **1.10 WEDDING MOMENTO**

- Size: 29.7X42cm CMYK Colored
- Special paper: Ice gold 250/300 GSM
- PrintXpress to print only
- Wood frame without glass with 1.5inch mounting
- To be ready 5 days in advance

## **1.11 OFFICE REQUIREMENTS**

- Business cards: 9.38cmX5.4cm; colored; Natural evolution white 250GSM
- ID cards 5.24X7.6cm Front and back printing  
Front - Photo with signature  
Back - Address  
Material: special paper and pouch lamination
- Stationery (Letterheads/letter covers)
- Staff picture for website

### Guidelines

- Must Have: Title, Content( Proof Checked)
- Image: NO Images. Only Vectors.
- Logo: YES
- Church Contact Detail: Address, Phone, Email, Website.

## **PRINTING CONTACT DETAILS**

Printxpress (below 1000 copy orders or small quantity orders )

Deadline: 3 Working Days. Pickup by Thursday

Contact : JaiKumar 9972570095, 080 4050 4105, Email: gpsolutions2@gmail.com

National Printers (above 1000 copy order or bulk orders only)

Deadline: 3 Working Days. Pickup by Thursday

Contact : John , Ph: 09845169464, Email: nppbangalore@gmail.com

PrintXpress Large Format (for standee, backdrop & banners)

Deadline: 3 Working Days. Pickup by Thursday

Contact : 08040504102 Email: posters.gp@gmail.com

## Process Flow

Samuel Jebaraj

- Sermons - all banners
- Monthly News EMailer
- Brochures & fliers - Bible College, Awaken
- Newspaper inserts
- CD cover
- Giveaway. wristbands
- Outreach deliverables: pamphlets. kiosk, standee
- Publication
- VIP Banquet poster, form & creatives
- Tearaway cards - FTV cards, declaration
- Forms & bookmarks
- **Feedback and managing graphic timelines:** receiving changes from ministry leaders, relaying feedback to creative team, scheduling deadlines
- **Proof-reading** & checking template announcement videos (every Friday), digital and print material before its release.
- **Sending print material** to printer, discussing types of paper used, explaining artwork structure, keeping a record of quotes

Praveen Sangal

- GodTV Banners
- All conference creative deliverables
- Workshops
- Weekend School
- Worship Night
- Pitstop
- MYM
- Decor assistance

Raja Shekhar

- Living Supernaturally banners

- Instagram quotes
- Power minute banner

Share to discuss initial brief with ministry leaders, give design ideas, feedback and approve all the designs before they are released.