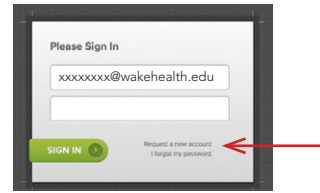


Welcome to Creative Templates, the easy-to-use, Web-to-print template program. Here you will find professionally designed templates of flyers, brochures, ads and postcards that can be used to promote your clinical trial.

Signing in:

Go to **creative.easyprintui.com**

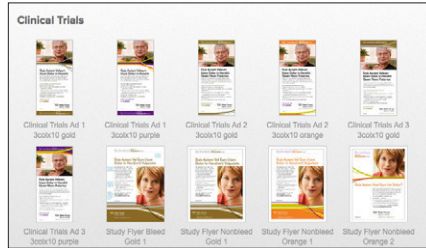
First-time users can set up an account for themselves. Use your **Wake Forest email address** as your **user name** (required).



Select template:

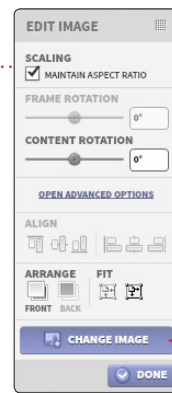
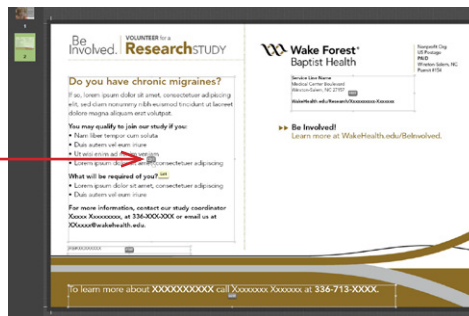
Click on selected image to open template.

See page 2 of this document for detailed information on templates.



Edit text and pictures:

Edit text or insert a different picture by clicking on EDIT buttons. Type over existing text or import a new image.

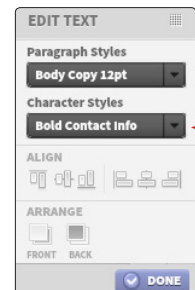
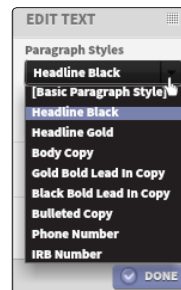


Text Styles:

When editing text, it may be necessary to change the style of the text. For example, to change bulleted copy to body copy, use the **Paragraph Styles** drop-down menu. To make a word bold face, use **Character Style** drop-down menu.

Note: DO NOT select [Basic Paragraph] style.

Sometimes word spacing may appear uneven, particularly with bulleted text. View your file by clicking on PREVIEW to see an accurate representation of the final file.



When finished:

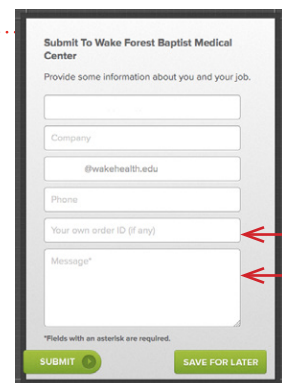
Click **PREVIEW** to view the file in progress; click **FINISHED** when complete.



Clicking **FINISHED** will take you to a submit form.

Name your file here. Click **SAVE FOR LATER** if you are not finished with the file.

If finished, **write a message** in the Message box and click **SUBMIT**. The file will automatically be sent to the Brand Champion for approval. The Brand Champion will review the content and contact you directly to discuss required changes or to send you a PROOF file or FINAL file—depending on the reproduction method.



See next page for more information about specific templates and pdfs.

About the Templates

For low quantity output:

- Brochures:** Designed to be printed on an office printer. Has folding guidelines. If a study partner logo is required, a version to include a co-brand is available.
- Flyers:** Non-bleed flyers are designed to be printed on an office printer.

For high quantity printing through Printing Services:

- Postcards:** Designed for large quantities. Printing managed by Printing Services (WakeHealth.edu/Printing). High-resolution image required.
- A pdf PROOF file will be sent by the Brand Champion initially. After receiving eIRB approval, email the Brand Champion at brandchampion@wakehealth.edu with the file name and your billing account number, and a high-resolution, print-ready file will be generated for a fee of \$50.

For ads in the Winston-Salem Journal:

- Newspaper Ads:** 3 column x 10 inch ads. Requires high-resolution photo. A pdf PROOF file will be sent by the Brand Champion initially. After receiving eIRB approval, email the Brand Champion at brandchampion@wakehealth.edu with the file name and your billing account number, and a high-resolution, print-ready file will be generated for a fee of \$50.
-

Customizing template files / Creating original work

If a file requires minor customization, Creative Communications can alter the original file for a small fee. Contact our account service team at creative@wakehealth.edu.

Our creative team can also produce original material for you—from the initial concept through the finished product. For a complete list of our capabilities or to view samples of our work, visit WakeHealth.com/creative.

If you have questions, please call us at **336-716-4298**.



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