

# Poster design tool

**Making promoting activity quicker, cheaper and easier**



## Manage your brand

Get your very own poster design tool to manage how staff use your brand when you're not there.

- Save your central team having to repeatedly put layouts together
- Ensure local groups use your branding correctly
- Save time and money



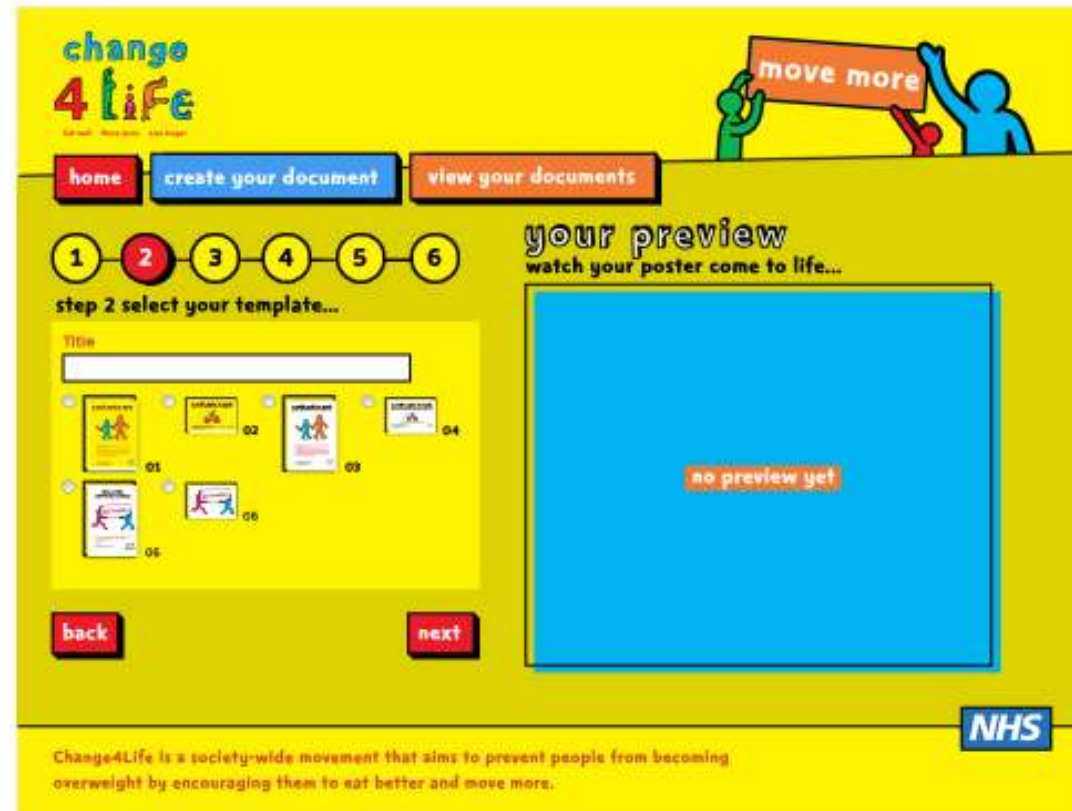
The screenshot shows the Change4Life website interface. At the top left is the 'change 4life' logo. To the right, a cartoon illustration shows two figures holding a sign that says 'move more'. Below the logo is a 'home' button. The main content area is divided into two sections. The left section is titled 'hi & welcome' and includes a login form with fields for 'email address' and 'password', and buttons for 'login' and 'register'. The right section is titled 'some examples...' and displays a grid of five poster templates, including one for 'Swimming' and another for 'a swift cycle to work'. At the bottom right is the NHS logo, and at the bottom center is a footer text: 'Change4Life is a society-wide movement that aims to prevent people from becoming overweight by encouraging them to eat better and move more.'

## Make it personal

Use your own branded templates.

We can add in templates created by your design team, or design them for you.

These can be in any size and layout you require.

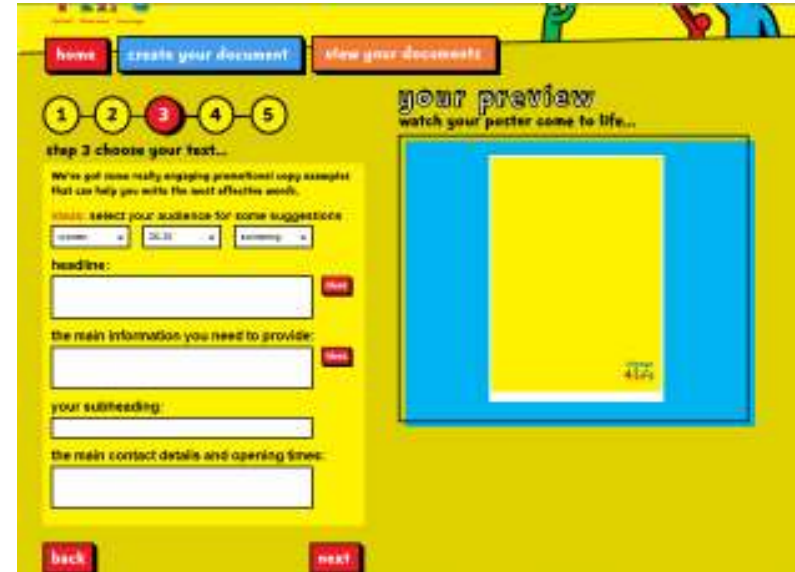


## Say it with style

If you have a variety of messages someone could use then we can add all of them into the message library.

This provides users with a series of options to choose from when adding text to your templates.

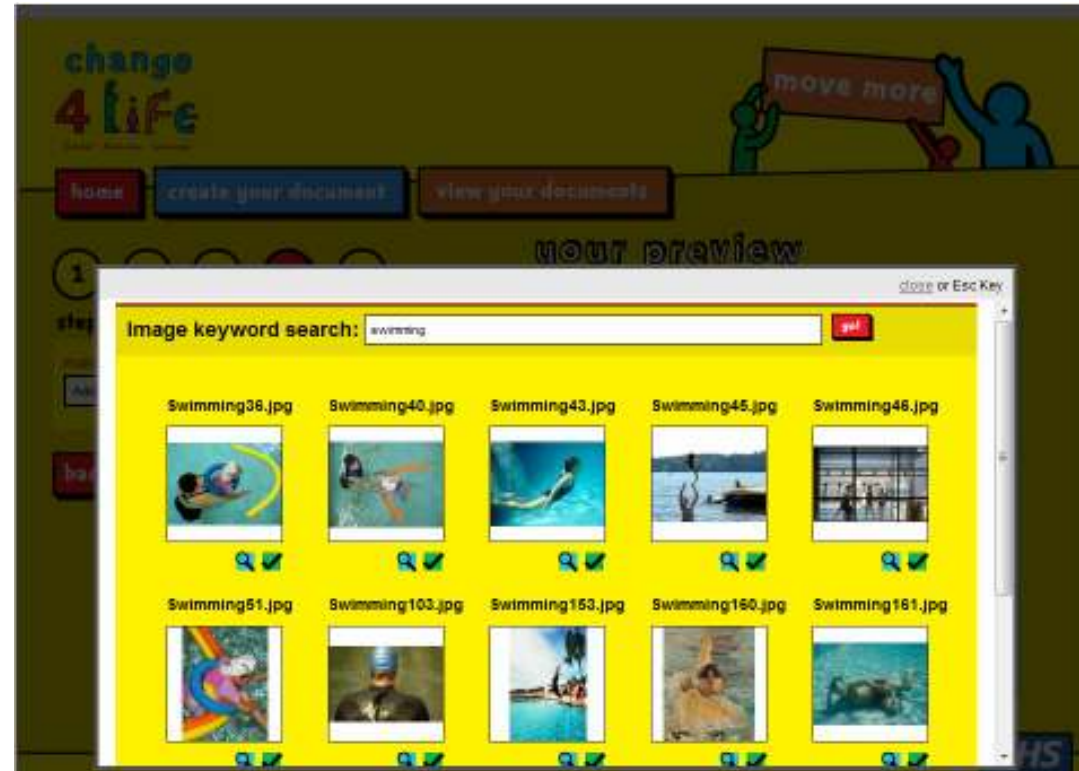
If you want to use some of our thousands of pre-written messages or for us to write more messages then we can do that too.



## Say cheese

For any templates where an image isn't set in stone we can add your own photo library in for your staff to access.

This helps maintain the quality of your marketing by making sure people are using high-quality images.



## Partnership working?

Partnership working? We love partnership working.

Need to be able to add various logos on your marketing materials?

No problem.

In the logo stage people can upload and add logos to their posters and flyers.

The screenshot shows the Change4Life website interface. At the top left is the 'change 4life' logo. To the right, there's a graphic of two figures holding a sign that says 'move more'. Below the logo is a navigation bar with three buttons: 'home', 'create your document', and 'view your documents'. A progress indicator shows six steps, with step 5 highlighted in red. The main content area is titled 'step 5 add your logos...' and contains five dropdown menus for selecting logos: 'main logo', 'second logo', 'third logo', 'fourth logo', and 'fifth logo'. The 'second logo' dropdown is currently set to 'Get Britain Active logo 3.jpg' and the 'third logo' is set to 'NHS logo in box.JPG'. To the right of the form is a preview window titled 'your preview' with the subtitle 'watch your poster come to life...'. The preview shows a poster for a 'shooting gallery' featuring a basketball player. At the bottom of the form are 'back' and 'next' buttons. The NHS logo is visible in the bottom right corner. A footer at the very bottom states: 'Change4Life is a society-wide movement that aims to prevent people from becoming overweight by encouraging them to eat better and move more.'

## Get your mitts on them

Once someone's created their finished poster they can


- Download a print-ready PDF
- Save their file in the system
- Print it

**lose weight, tone up**

**swimming - cheap for you, free for the kids.**

change  
**4 life**

Text Newham and your email address to 64411 and we'll email you about swimming and cheap activities every month.

Newham **NHS** Primary Care Trust 

# Testimonials

- “It’s amazing. In 5 minutes I can create a poster which would have taken a designer days to turn around and cost me £200.”
  - Nick Clarke, Physical Activity and Health Co-ordinator, Active Norfolk
- “It’s a great way to bring the Change4Life movement to life in your area. It's the most useful, practical tool for promoting activity that we know of.”
  - Change4Life team
- “It is the key: you can put high-quality promotional materials together to make it happen – all in one place. It takes the ‘hit or miss’ out of physical activity promotion”
  - Paul Jarvis, South East Region Development Manager - Physical Activity



# What's it going to cost me?

- The standard package includes
  - Your own branded poster design tool
  - 10 poster or flyer templates
  - You can add unlimited photos
  - You can add unlimited messages
  - 1 years hosting and support

It costs £4400 (excl. VAT). For more details email [john@makesportfun.com](mailto:john@makesportfun.com).

Cost for each extra template after that is £350 (excl. VAT)

Cost for adding logos, messages or photos later is £100 (excl. VAT)



# How long will it take

- Providing first draft of header design
  - 1 week
- Building and testing templates
  - 4 weeks
- Uploading keyworded photos
  - 1 week
- Uploading promotional messages
  - 1 week
- Uploading keyworded logos
  - 1 week
- Some of these tasks can be done at the same time if everything is provided to us. We cannot accept responsibility for how long it takes for us to get sign off for these stages.

