CAMPAIGN IN A BOX SMART CITIES

Editable Asset Usage Guidelines for Mac

SOCIAL POSTS

Editing Organization Name

1. Make sure that Neue Haas Grotesk Display is installed from the provided assets folder prior to making any updates to the headline. Update [AWS PARTNER] with the name of your organization, making sure to use all caps. If your organization name is longer than the space allows, you may reduce the size of the font to fit.

Adding Your Logo

2. Add your logo by right clicking on the Partner Logo placeholder box and selecting Change Picture > From a File.
3. In the dialog box, locate your logo file and select Insert. The logo file must be a JPG or PNG.

Exporting

4. To export, select File > Export. In the dialog box, select the folder in which you want to save the asset.
5. Change the file format to JPEG and adjust the value in the Width box to 1200.
   a. For LinkedIn, this will automatically adjust the height to 628.
   b. For Twitter, this will automatically adjust the height to 600.
6. Click the Export button to complete.

BANNER ADS

Adding Your Logo

1. Add your logo by right clicking on the Partner Logo placeholder box and selecting Change Picture > From a File.
2. In the dialog box, locate your logo file and select Insert. The logo file must be a JPG or PNG.

Exporting

3. To export, select File > Export. In the dialog box, select the folder in which you want to save the asset.
4. Change the file format to JPEG and adjust the value in the Width box based on the size of your banner ad:
   a. For banners sized at 300x250, change the Width to 300. This will automatically adjust the height to 250.
   b. For banners sized at 728x90, change the Width to 728. This will automatically adjust the height to 90.
   c. For banners sized at 320x50, change the Width to 320. This will automatically adjust the height to 50.
5. Click the Export button to complete.

INFOGRAPHIC

Adding Your Logo

1. Add your logo by right clicking on the Partner Logo placeholder box.
2. Click the Browse button in the Select Image box.
3. Locate your logo file and click Select. The logo file must be a JPG or PNG.
4. Your logo will appear in the Select Image box. If it looks right, click OK.

Editing Organization Name & Contact Information

5. Make sure that Neue Haas Grotesk Display is installed from the provided assets folder prior to making any updates to the headline. Click the editable field and highlight [AWS PARTNER]. Replace with the name of your organization, making sure to use all caps.
6. Click the editable field and highlight [CONTACT INFORMATION]. Replace with the contact information of your organization.

Exporting

7. To save, select File > Save As.
8. In the dialog box, select the folder in which you want to save the asset and click Save.