CAMPAIGN IN A BOX SMART CITIES

Editable Asset Usage Guidelines for PC

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 > This Device.
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 > Change File Type > JPEG File Interchange Format.
5. In the dialog box, select the folder in which you want to save the asset. Click Save.

Resizing

6. Once the file has been saved to your desired location, double click on the image. This will trigger the image to open in Microsoft Pictures. Right click on the image and select Resize.
7. From the Resize image dialogue box, select Define custom dimensions.
8. Adjust the value in the Width box to 1200 and the quality to 100%. Click Save resized copy.
   a. For LinkedIn, adjusting the width to 1200 will automatically adjust the height to 628.
   b. For Twitter, adjusting the width to 1200 will automatically adjust the height to 600.

BANNER ADS

Adding Your Logo

1. Add your logo by right clicking on the Partner Logo placeholder box and selecting Change Picture > This Device.
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 > Change File Type > JPEG File Interchange Format.
4. In the dialog box, select the folder in which you want to save the asset. Click Save.

Resizing

5. Once the file has been saved to your desired location, double click on the image. This will trigger the image to open in Microsoft Pictures. Right click on the image and select Resize.
6. From the Resize image dialogue box, select Define custom dimensions.
7. Adjust the value in the Width box to the correct width of the banner, and set the quality to 100%. Click Save resized copy.
   a. For banners sized at 300x250, adjusting the width to 300 will automatically adjust the height to 250.
   b. For banners sized at 728x90, adjusting the width to 728 will automatically adjust the height to 90.
   c. For banners sized at 320x50, adjusting the width to 320 will automatically adjust the height to 50.

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 Open. 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.