

# POSTCARD TEMPLATE INSTRUCTIONS

*This template is designed to help you produce an MSU Extension-branded postcard. You can choose from the file's four different color combinations.*

**Please read the whole instruction sheet before you start adding content to the template.**

1. After you open this template but before you start adding content, save the file with a project-specific new name so you'll still have the blank template on your computer to use for future projects.
2. Type (or copy and paste) the program title IN ALL CAPS into the "Title Goes Here" box. The default text size for the program title is 20-point Arial. Please make sure the title doesn't drop below 16 points. (For 5x7 Postcard) 16-point Arial. Please make sure the title doesn't drop below 14 points. (For 4x6 Postcard)
3. Type (or copy and paste) the headings, subheadings (if any), and text into the appropriate boxes. Make the headings and subheadings ALL CAPS. Subheadings should be no smaller than a 12-point font. (For 5x7 postcard) Subheadings should be no smaller than a 10-point font. (For 4x6 postcard)
4. Add your own photos or download and add photos from the MSU ANR Communications photo library <https://www.flickr.com/photos/30579354@N07/> or another website that offers royalty-free photos. (Be sure to check any such site's terms of use, copyright, photo credit, and fee information.) Common royalty-free photo sites include:
  - Freemages ([www.freemages.com](http://www.freemages.com))
  - Morguefile ([www.morguefile.com](http://www.morguefile.com))
  - Pexels (<https://www.pexels.com/>)
  - Pixabay (<https://pixabay.com/>)
  - StockSnap (<https://stocksnap.in/>)
  - Unsplash (<https://unsplash.com>)
5. To replace a photo in the template, click on the picture you want to replace. Click the Format tab, and then click Change Picture. From the menu that appears, select where you want to get the replacement picture from. Navigate to the picture, select it, and then select insert.
6. To edit a photo in the template, click on it and use the "Picture Format" tools to crop, resize, reposition, or even replace it.
7. If you intend to post this online, add alternative text (aka "alt text") to every visual element (such as images, clip art, charts, and graphics). Alt text needs to describe the image and convey the same information as the image does to someone who uses assistive technologies (such as a screen reader) and to people with visual or cognitive impairments. To find out more about alt text, see "Alternative Text for Images" (<https://bit.ly/3zkzLOP>) on the MSU Web Accessibility website. It is permissible to thank sponsors in the text, but sponsor logos and wordmarks are not permitted.
8. When you've finished your postcard, delete any unneeded pages from the template. Save the file.
9. Decide how you're going to distribute the postcard. If you will:
  - **Print copies on your office printer or copier** – It's ready.
  - **Post it online or distribute it digitally** – Save it as a pdf. (Remember to check the pdf for accessibility before posting it!)
    1. In PowerPoint, select File > Export
    2. Click Create PDF/XPS Document
    3. Click Create PDF/XPS
    4. In the Publish as PDF or XPS dialog box, choose a location to save the file
    5. Select Optimize for Standard (publishing online and printing)
    6. Click Publish
  - **Send it to a commercial printing company** – Save it as a JPEG (**NOT** a pdf) and send the resulting files (there will be one per page) to the printer. (This avoids the known issue of PowerPoint adding extra margin space when saving or converting files to pdf.)





MICHIGAN STATE UNIVERSITY | Extension



**MICHIGAN STATE** | **Extension**  
**UNIVERSITY**



**INSERT  
TEXT  
HERE!**















MICHIGAN STATE UNIVERSITY | Extension

123 Street Name  
East Lansing, MI 48824

Postage  
Here



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123 Street Name  
East Lansing, MI 48824

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