

Working with the Files and Formats in this Toolkit

In an effort to help Office of Safe and Drug Free Schools (OSDFS) Mentoring Programs effectively market their services, this toolkit provides templates, ideas, and advice for designing and disseminating a variety of marketing products.

The most interactive files on this toolkit are the actual templates that your program can customize and modify to suit your needs. In order to illustrate design and marketing principles, we have created a fictional OSDFS mentoring grantee, the Stepping Stones Mentoring Program. We have included a “backgrounder” on the program, a source document that details specifics of the program and its services. Your program can also initiate its marketing efforts by creating such a document. We then asked two graphic designers to create a complete set of marketing materials based on the history, mission, and goals of this fictional program.

One designer, Dennis Wakeland, chose to create his versions using Microsoft Word (2002 edition), a format that will be available to almost all OSDFS mentoring programs. His versions highlight the creative design that can be achieved by rather simple software, such as Word or Publisher. The other designer, Kevin Jahnsen, designed most of his materials using Quark XPress 6.0, a higher end desktop publishing software. We have provided these Quark files to make it easier for programs to work with an in-house or external graphic designer to create high-end print materials. For both the Word and Quark versions we have also provided PDF files* which enable you to see the end product even if your program does not have the specific software our designers have used.

To help you customize the templates, we have provided advice and guidance explaining how your program can adapt them and how the templates illustrate good design principles. For most of the templates, it should be quite easy to replace the Stepping Stones text and graphics with your own. The designers have also limited the fonts used to Times New Roman and Arial, two standard fonts that come on most computers.

In addition to the many template files, we have also provided additional articles on the basics of good graphic design, working with printers, generating marketing slogans, and building a quality website.

No matter how you design and print your program materials, effective marketing of your mentoring program is likely to be a matter of effort and energy. It can be hard work to separate your message from the thousands of appeals we are bombarded with weekly in our information age. Hopefully the tools provided here will take some of that work off your plates. We hope they help your program improve the aesthetics and viability of your marketing materials. OSDFS grantees should also remember that the Mentoring Resource Center (MRC) is always available to assist with their marketing and program branding needs. Grantees can contact the MRC at (877) 579-4788 or edmentoring@emt.org.

* In order to view PDF files, you will need the **free** Adobe Acrobat Reader software. Most new versions of web browsers (Internet Explorer, Firefox, etc.) come with Acrobat Reader already integrated into the program. To open a PDF file, just click the link and the file should open. If you do not have Reader installed please download the program from the adobe website at: <http://www.adobe.com/acrobat/readstep2.html>

Formats used in this toolkit:

- Microsoft Word 2002
- Quark XPress 6.0
- Adobe PDF
- Microsoft PowerPoint
- EPS (this format is commonly used for resizable images, such as logos, posters, and other artwork; these files should open in your computer's picture viewing software)
- Bitmap (another image format that should open on almost any computer)

Fonts used in this toolkit:

- Times New Roman
- Arial

Images used in this toolkit:

- All images and photographs are copyright protected. Programs should replace all images used in these template files with their own.
- The U.S. Department of Education seal is provided for use by OSDfS mentoring grantees only.