**LOCAL VOICES TEMPLATE**

## Overview

The components of the Local Voices social media templates include the following:

1. A photo of your subject. [See photo guidelines here.](https://drive.google.com/file/d/1029c7z5DW4hVImRknUuVj2A_xvowGtQF/view)

2. A quote from the individual, with their name and title/affiliation

* Quotes that are 175 characters or less fit best.

3. A “tagline” or message. Examples of messages you could use:

* Gatherings can wait. Not forever, but for now.
* COVID-19 is real.
* Avoid Gatherings. Stay 6 feet apart. Wear masks.
* Stay home, save lives.
* Mask up to protect us all.
* Protect the people you love.
* If you feel sick, stay home.

4. A call to action such as “Learn more at [URL]”

The colors of the graphics are all set in the templates provided. However, you can also update colors in Photoshop. If wanting to align with the State of WA’s campaign, [here is a style guide with campaign color values](https://coronavirus.wa.gov/sites/default/files/2020-04/Toolkit-SpreadFacts-StyleGuide.pdf).

## Easy guide to put together graphics using the provided Photoshop templates (1 static, 1 animated):

1. First make sure you’ve installed the fonts and patterns provided before opening the editable files. Double click to install. These are the files you’d be looking for in the *Resources and Examples* folder:

Text

Description automatically generated

If you wish to use different fonts, a good place to download free ones is [www.dafont.com](http://www.dafont.com). The process to install them is the same.

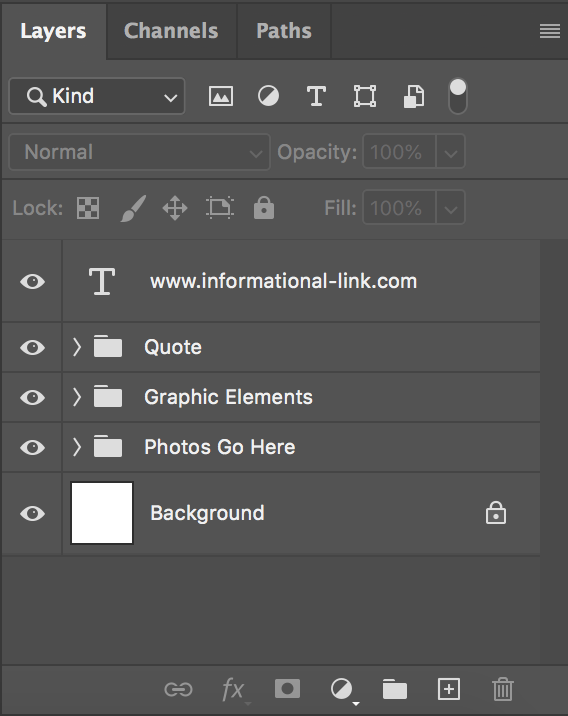
1. Open your editable Photoshop file in the *Editables* folder. There will be two labeled options. One for a static graphic and one for an animated version of the same:

Graphical user interface, application

Description automatically generated

1. A picture containing text, screenshot, electronics, monitor

   Description automatically generatedThis is what it’ll look like:
2. Let’s start by identifying our design elements. They will be labeled and organized folders in the “layers” tab to your bottom right side. Each containing a specific part of your template that you can easily change:



1. To change the quote and any other text element in the template. Select the text tool on the toolbar to your left:



Then click on the text you want to modify and treat it as you would any other text document. We suggest sticking to a similar character count as the example, but if you need to adjust the size, color, etc. of your text, use the toolbar at the top:



1. If there’s an element you won’t be using, for example, a link to an informational website, you can hide it without deleting it. Simply go to that box we talked about in point 4 and click on the little eye to the left of the element’s name. If you want it back, click again and I’ll pop back up. This applies to every other element in the template.

Graphical user interface

Description automatically generated

1. Let’s add a photo now. There are two simple ways to do this, by adding a new image or replacing the one already there.

**To add a new one**: Make sure you’re in the right folder and you have clicked on the sample image provided. This way, once you insert a new one, the old will be covered (you can then delete that image/layer by simply clicking on it and hitting delete on your keyboard)

Graphical user interface, application

Description automatically generated

Then, go to File > Place Embedded and a window will pop up. Look for the image you want to insert and double click on it.

Graphical user interface, text, application, chat or text message

Description automatically generated

**To replace the sample image**: Same as above, but instead of one click on “YOUR IMAGE GOES HERE”, do a left click to open a menu. Then look for “*relink file*”, this will also open a window where you can select the image you want, and it will automatically replace it.

Graphical user interface, text, application, chat or text message

Description automatically generated

1. Your new image should be the very first layer so you should be able to move it and resize it within its defined space. To do this, make sure you’re using the *move tool* from the toolbar to your left.

Icon

Description automatically generated

Then simply click on the image and move it around and select “*Command + T*” for Mac or “*Ctrl + T*” for Windows if you wish to resize it.

1. You can use any image but considering the space where the community member will be featured. A photo where you can see at least half of their body is preferable (vertically if possible). For this campaign, we’re using black and white photos, which you can get by simply running the photo trough a phone app that changes it to black and white. We suggest [VSCO](https://vsco.co/download).

A picture containing person, wall, person

Description automatically generated 🡪 A picture containing person, wall, person, clothing

Description automatically generated 🡪 Graphical user interface, text, application, chat or text message

Description automatically generated

1. Once you have placed your photo and modify the sample text in the template with your own. Then your graphic is ready to be saved. Simply go to File > Save as. It’s going to ask for a format. Click on the dropdown menu and select either JPEG or PNG for the static version.
2. The specs are pre-set on these, but here they are for reference:

Graphical user interface, text, application, chat or text message

Description automatically generated

**ANIMATED GRAPHIC TEMPLATE**

1. Everything described above applies to this version, with the exception that there are now two “frames” to work on and your Photoshop will look slightly different. There will be a timeline at the bottom where you can visualize your frames:

A picture containing text, electronics, monitor, screenshot

Description automatically generated

The second frame in this version includes a CTA end card that you can modify as you’ve modified the text in the previous one. To work on it, simple select it in your timeline.

**If you don’t see your timeline**. Go to Window > Timeline and it will pop up.

1. Adding time to each frame of your animated graphic is easy. In your timeline, where you see your frames, you’ll notice a small dropdown menu underneath them. This is where you can select how long you’d like each frame to stay on for:

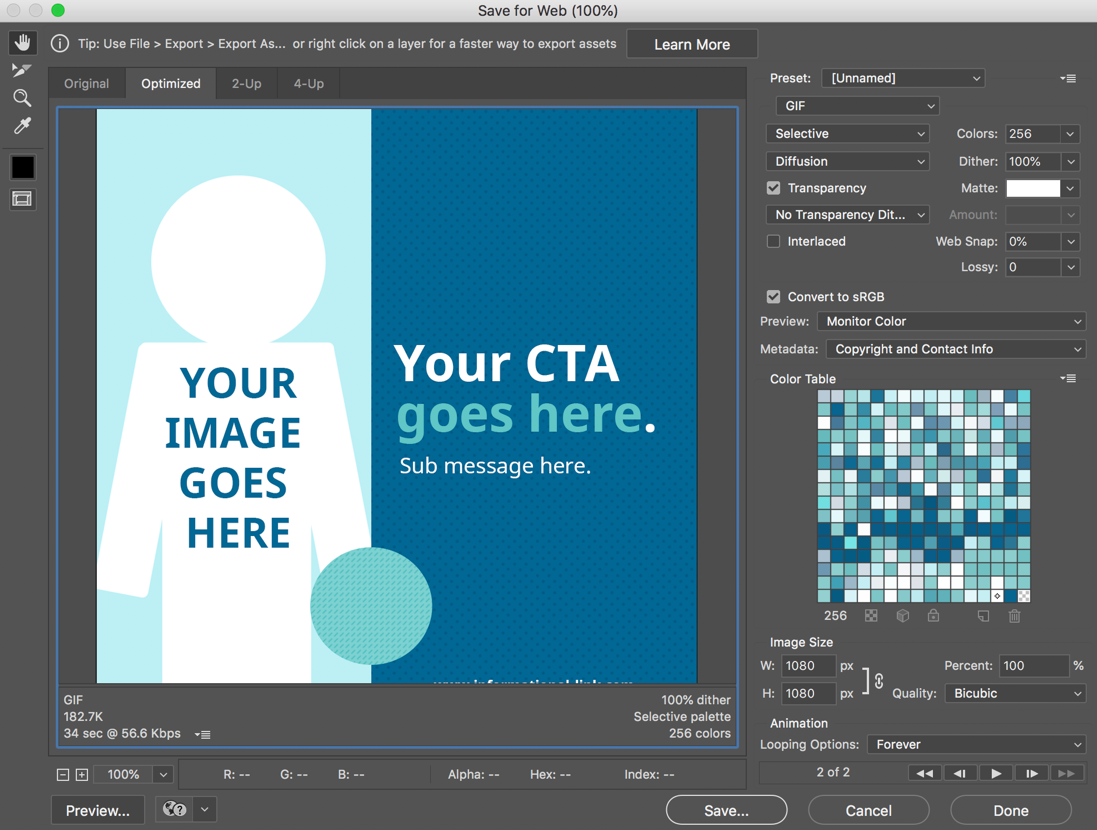
Graphical user interface, application

Description automatically generated

You’d want to adjust this according to the length of the quote. The longer the quote, the more time you want to leave for people to able to read it.

1. Once you’ve modified this version with your own content, you can save it as an animated gif directly from Photoshop. It’s slightly different than saving a JPEG or a PNG file.

Go to File > Export > Save for Web (Legacy)



This window will pop up, but don’t worry, these specs are predetermined. If you want to double check, make sure colors are set to 256 and looping is set to forever. Then click on save and you’re done!