



Specs and Tools to use for outside designers

1. Use this link to obtain a copy of the brand guidelines, logos, content style guidelines (fonts, colors, logos must follow brand guidelines) <http://www.tbsmb.org/discover/branding/>

2. Specs required for deliverables are as follows:

a. Email image

- i. 220 x220 pixels
- ii. 72dpi in
- iii. jpg file format

b. Website Home Page Banner

- i. 1200 x400 pixels (leave 100 pixels clear of wording from the bottom bc there is a black bar across the photos. See www.tbsmb.org for reference)
- ii. 72dpi in
- iii. jpg file format

c. Website Home Page Box

- i. 500 x360 pixels (our website is responsive which means these boxes change sizes on devices try not to crop in on photos too tight. Also no wording on these images either bc they will have black bar with the wording in it. See www.tbsmb.org for reference)
- ii. We prefer photos over graphics but we will take graphics if needed
- iii. 72dpi in
- iv. jpg file format

d. Facebook Cover Photo

- i. 851 x 315 pixels for desktops. But design it at 600 x 400 for mobile devices. This way it is readable for anyone using mobile or desktop. Note our current cover was design only for desktop and not mobile so it looks crappy on a phone. We need to update it.
- ii. 72dpi in
- iii. jpg file format

e. Hakol Ad Art

- i. Attached is the spec sheet for art. You are ¼ page ad space.
- ii. Note items need to be submitted on the 25th of each month. The month of submission accounts for 6 wks out. For example, submit art on June 25 for August Issue.

f. Digital Display Ad

- i. 1080 x 1920 pixels.
- ii. The only file format accepted is JPG. The native files must be submitted in EPS CC2015 version with outlines in case there we have to make a content change.

3. We love photos at our events. [Wufoo links MUST HAVE the publicity wavier on it.](#) If you have a professional take photos send them our *Guide to Working with a Videographer/ Photographer* document. Photos of events would be sent to me for review and posting on our website and social media. For more info on publicity release info click here <http://www.tbsmb.org/publicityrelease/>