Campaign Material Design Specifications

As a candidate, you have the opportunity to create designs for campaign materials, which we will print for you free of charge. This document goes through the requirements of your submissions.

The deadline to provide your designs, emailed to democracy@liverpool.ac.uk in **PDF format**, is **12 noon** on **Monday 23rd February**. If you miss this deadline, we cannot guarantee that you will receive a campaign pack.

Design Guidelines:

Please ensure you follow the below guidance when sending your print designs:

- Candidates should not use Guild logos or backgrounds in their designs, as this could be construed as Guild endorsement of their candidacy.
- Your poster & flyer designs should have a **3-5mm margin**. If your text goes over the edge, it will be cut off.
- All files must be sent in **PDF format**.
- The file name should include your name + the item that design is for *(e.g. Joe Bloggs Poster Design)*

You must provide designs for the following, specifying when submitting which design is for which item:

- **T-shirts:** 10 x printed t-shirts, printed on 1-side
  - Single sided A4 PDF design
- **A3 Poster:** 50 x A3 posters (297x420mm)
  - Single sided A3 PDF design
- **A6 flyer:** 1000 x A6 double-sided flyers (105x148mm)
  - Double sided A6 PDF design
  - You should provide a different A6 design for each side of the flyer

Additional Items:

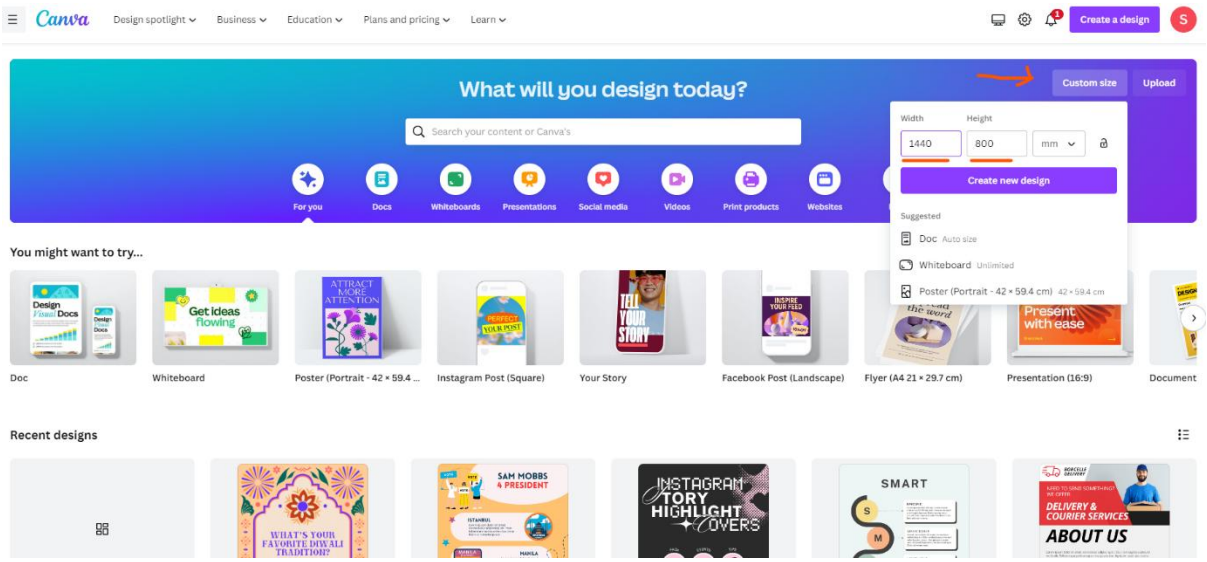
If you have chosen a **banner** as your additional item, please also send the design for this at the same time, again in **PDF format**:

- Printed banner 1.8 x 1m
  - Canva has limitations on document sizes, please make your banner design at 1440x800mm as shown in the attached guidance. This will be scaled up to the correct size once printed.
  - Please see the following pages for more information on this.

If you have chosen additional T-shirts or flyers, these will use the same design as your original ones.

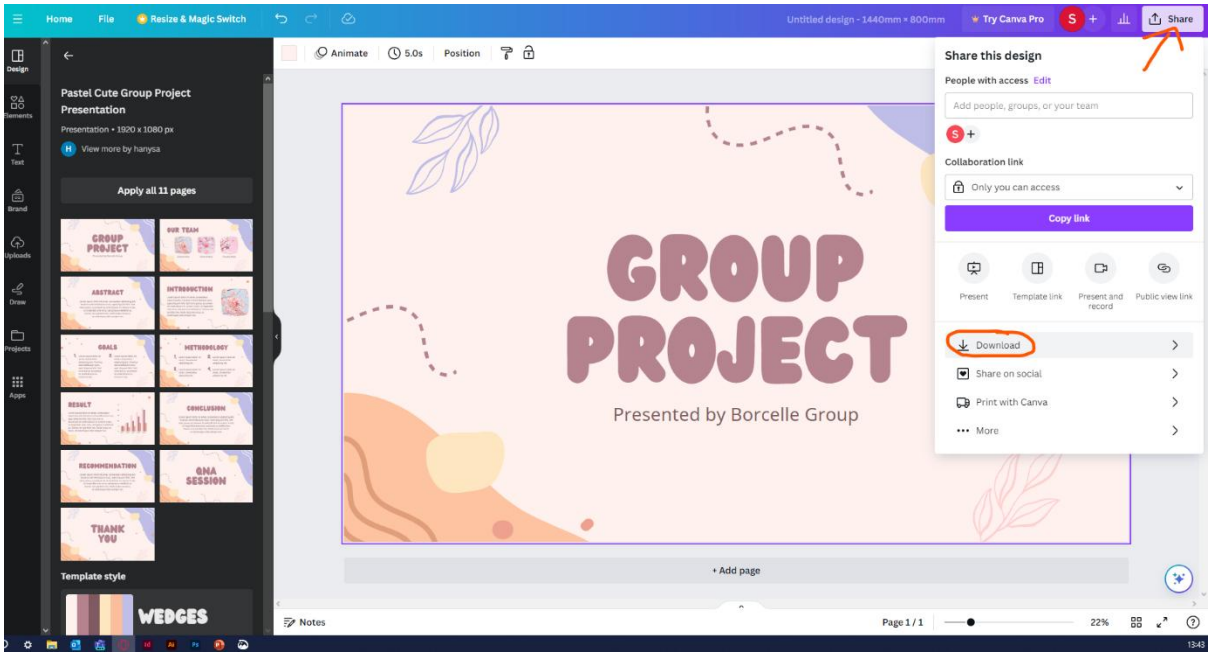
Banner: Canva Guidance

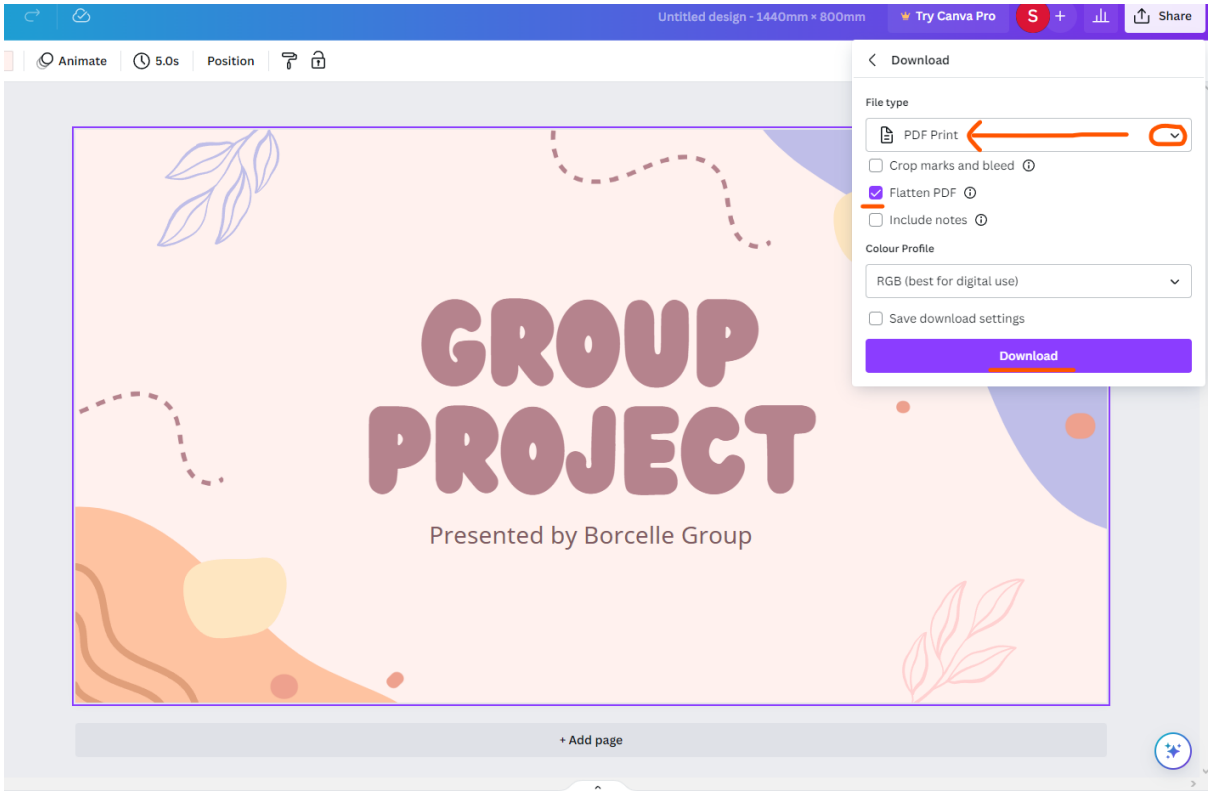
If you have chosen a banner as your additional item, and wish to create the design on Canva, please note that Canva has limitations on document sizes. Please create your banner design at 1440x800mm as shown in the image. This will be scaled up to the correct size once printed.



Downloading your designs

Please see the below instructions on properly downloading your completed artwork on Canva

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