



## Student Wellness Center Style Guide

This guide will help you design and market Student Wellness Center (SWC) programs and activities. Use this resource to learn about our branding, design essentials, and project management tips.

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# BRANDING

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# Branding



## SJSU Fonts & Colors

### Fonts

Spartan Font	<ul style="list-style-type: none"> <li>• Official SJSU font</li> <li>• Use this font sparingly</li> </ul>	<ul style="list-style-type: none"> <li>• Can use for title text</li> </ul>
Spartan Pride	<ul style="list-style-type: none"> <li>• Official SJSU font</li> <li>• Use this font sparingly</li> </ul>	<ul style="list-style-type: none"> <li>• Can use for title text</li> </ul>
Proxima Nova	<ul style="list-style-type: none"> <li>• Can use for heading or body text</li> </ul>	<ul style="list-style-type: none"> <li>• Used in many SWC graphics</li> </ul>









### SJSU Branded Colors

- **CMYK:** Color dimensions for print media
- **RGB:** Color dimensions for digital media
- **Hex/Web:** Color dimensions onscreen for websites (Use for Canva, Powtoon, etc)

Color	CMYK	RGB	Hex/Web
	<b>C</b> 100 <b>M</b> 43 <b>Y</b> 0 <b>K</b> 5	<b>R</b> 0 <b>G</b> 85 <b>B</b> 162	<b>#0055A2</b>
	<b>C</b> 10 <b>M</b> 35 <b>Y</b> 100 <b>K</b> 0	<b>R</b> 229 <b>G</b> 168 <b>B</b> 35	<b>#E5A823</b>

# Branding

## Treat Yourself Well Branded Colors

Wellness Dimension	Color	CMYK	RGB	Hex/Web
<b>Physical Wellness</b> <i>Caring for your body in order to stay healthy now and in the future; eating well and being active</i>	 <b>Pantone 158 C</b>	<b>C 0</b> <b>M 62</b> <b>Y 97</b> <b>K 0</b>	<b>R 232</b> <b>G 119</b> <b>B 34</b>	<b>#E87722</b>
<b>Social Wellness</b> <i>Maintaining healthy relationships; enjoying being with others; developing strong friendships and intimate relationships; caring about others and letting others care about you</i>	 <b>Pantone 213 C</b>	<b>C 0</b> <b>M 95</b> <b>Y 9</b> <b>K 0</b>	<b>R 227</b> <b>G 28</b> <b>B 121</b>	<b>#E31C79</b>
<b>Emotional Wellness</b> <i>Managing your emotions in a constructive way; understanding and respecting your own feelings, values, and attitudes; appreciating the feelings of others</i>	 <b>Pantone 124 C</b>	<b>C 0</b> <b>M 29</b> <b>Y 100</b> <b>K 1</b>	<b>R 234</b> <b>G 170</b> <b>B 0</b>	<b>#EAAA00</b>
<b>Occupational Wellness</b> <i>Developing a sense of your strengths, skills, values, and interests for your career; maintaining a balanced life between work, family, play, and taking care of yourself</i>	 <b>Pantone P 93-6 C</b>	<b>C 55</b> <b>M 73</b> <b>Y 0</b> <b>K 0</b>	<b>R 133</b> <b>G 95</b> <b>B 168</b>	<b>#855FA8</b>
<b>Multicultural Wellness</b> <i>Being aware of your own cultural background and becoming knowledgeable about, respectful of, and sensitive to the culture of others</i>	 <b>Pantone 276 C</b>	<b>C 94</b> <b>M 93</b> <b>Y 0</b> <b>K 79</b>	<b>R 34</b> <b>G 28</b> <b>B 53</b>	<b>#221C35</b>
<b>Environmental Wellness</b> <i>Awareness of how your behavior impacts the earth, as well as how the physical world impacts you; demonstrating a commitment to a healthy planet</i>	 <b>Pantone 367 C</b>	<b>C 37</b> <b>M 0</b> <b>Y 77</b> <b>K 0</b>	<b>R 164</b> <b>G 214</b> <b>B 94</b>	<b>#A4D65E</b>
<b>Spiritual Wellness</b> <i>Finding purpose, value, and meaning in your life with or without organized religion</i>	 <b>Pantone 2915 C</b>	<b>C 58</b> <b>M 8</b> <b>Y 0</b> <b>K 0</b>	<b>R 98</b> <b>G 181</b> <b>B 229</b>	<b>#62B5E5</b>
<b>Intellectual Wellness</b> <i>Growing intellectually, maintaining a curiosity about all there is to learn; valuing life long learning and responding positively to intellectual challenges</i>	 <b>Pantone 276 C</b>	<b>C 93</b> <b>M 32</b> <b>Y 0</b> <b>K 0</b>	<b>R 0</b> <b>G 125</b> <b>B 186</b>	<b>#007DBA</b>

# Branding

## *Wordmarks and Logos*

## Treat Yourself Well Wordmark

Created by the SJSU Healthy Campus Steering Committee, the *Treat Yourself Well* wordmark is a visual cue that represents SJSU's commitment to promote health and wellness

- May be used to help promote Student Wellness Center events and social media
- Include the wordmark into the design
- If the design corresponds with a specific dimension of wellness, try to use the particular color wordmark within the design or one that matches the overall design



## Program Logos

Appropriate program logos are **required** to be placed on content created by Student Assistants.

**PHE**

**PHE**

**PHE**



**CHEW**  
Cooking Healthy, Eating Well

# Branding

## *Wordmarks and Logos*

## Placement of Wordmarks or Logos

- Place the wordmark or logo at the bottom left/right corner (or center, if appropriate)
  - Apply wordmark into the design, if appropriate
- Leave space surrounding the wordmark/logo so it's not too close to the edges
- Use a wordmark/logo color that contrasts well against the background
- Use the same size wordmark/logo for each graphic in a carousel to stay consistent



# Branding

## Lockups

## SJSU and SWC Lockups

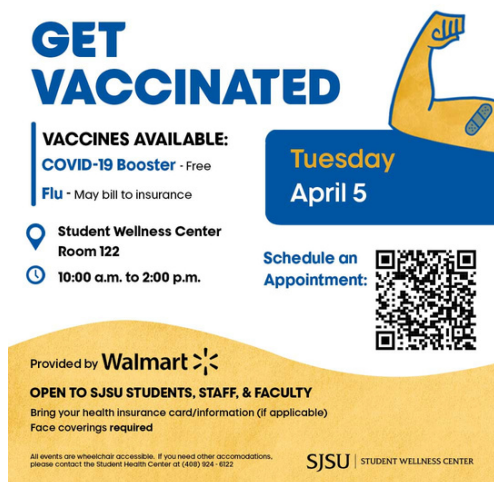
For every event promotional material, a lockup must be included.

Most flyers will use the Student Wellness Center Lockup. Place the lockup on the bottom right, left, or center of your design. The lockup is not necessary for social media graphics unless promoting an event. Use a lockup color that contrasts well against the background.

For campus-wide events sponsored by multiple campus partners, the SJSU Lockup will be used.



## Examples





# Branding

## Event Disclaimers

## Disclaimer for Events

For every in-person event promotional material, a disclaimer must be included.

Variations of the statement below may be necessary depending on the host(s) of the event or the format. This will be communicated by the Health Communication Specialist while the project is being created. The disclaimer is not necessary for social media graphics unless promoting an event.

*All events are wheelchair accessible. If you need other accommodations, please contact the Student Wellness Center at (408) 924-6122.*

## Disclaimer Example

**GET VACCINATED**

**VACCINES AVAILABLE:**  
COVID-19 Booster - Free  
Flu - May bill to insurance

**Tuesday  
April 5**

**Student Wellness Center  
Room 122**

**10:00 a.m. to 2:00 p.m.**

**Schedule an Appointment:**

Provided by **Walmart**

**OPEN TO SJSU STUDENTS, STAFF, & FACULTY**  
Bring your health insurance card/information (if applicable)  
Face coverings required

All events are wheelchair accessible. If you need other accommodations, please contact the Student Health Center at (408) 924-6122.

**SJSU** | STUDENT WELLNESS CENTER



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# Design Essentials

## Social Media Size Guidelines

### SOCIAL MEDIA IMAGE SIZES

	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN	TIKTOK
<b>Profile Photo</b>	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
<b>Landscape</b>	1080 x 566	1200 x 630	1024 x 512	1200 x 627	✗
<b>Portrait</b>	1080 x 1350	630 x 1200	✗	627 x 1200	✗
<b>Square</b>	1080 x 1080	1200 x 1200	✗	✗	✗
<b>Stories</b>	1080 x 1920	1080 x 1920	✗	✗	1080 x 1920
<b>Cover Photo</b>	✗	851 x 315	1500 x 1500	1128 x 191	✗
<b>Video</b>	1080 x 1920	1200 x 720	1280 x 720	4096 x 2304	1080 x 1920

MEASURED IN PIXELS X PIXELS

#### Most Popular:

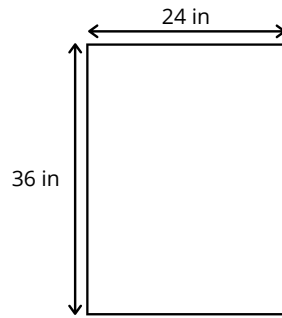
- **Posts:** Instagram Square size (1080px x 1080px)
- **Stories:** Instagram size (1080px x 1920px)

# Design Essentials

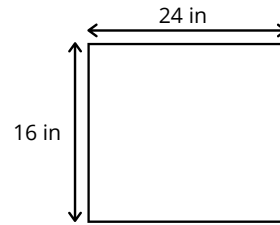
## Print Media Size Guidelines

### A-Frame

- On-campus signs placed outside with high foot traffic
- Created by Graphic Design Student Assistant
- Printed at SJSU Printshop



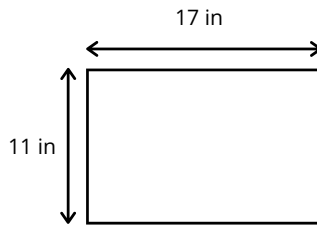
**Full-size A-Frame**  
Size: 24 x 36 in



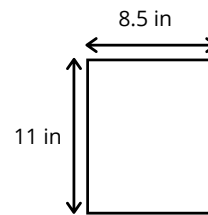
**Half-size A-Frame**  
Size: 24 x 16 in

### Flyers

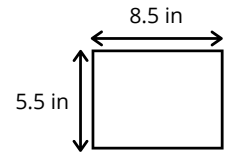
- On-campus signs placed outside with high foot traffic
- 11 x 17 flyers can be used on A-Frames to change information
- Created by Graphic Design Student Assistant
- Printed at SJSU Printshop



**Large Flyer**  
Portrait Size: 11 x 17 in  
Landscape Size: 17 x 11 in



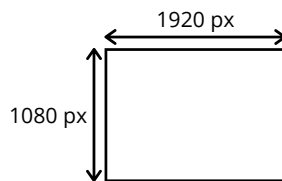
**Full-size Flyer**  
Portrait Size: 8.5 x 11 in  
Landscape Size: 11 x 8.5 in



**Half-size Flyer**  
Portrait Size: 8.5 x 5.5 in  
Landscape Size: 5.5 x 8.5 in

### Digital

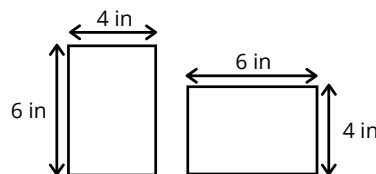
- Can be used for LCD Screens, PowerPoints, Zoom Backgrounds



**Digital Screens**  
Size: 1920 x 1080 px

### Miscellaneous Promotion

- Wellness Lounge table signage
- Orientation handouts



**Postcard**  
Portrait Size: 4 x 6 in  
Landscape Size: 6 x 4 in

# Design Essentials

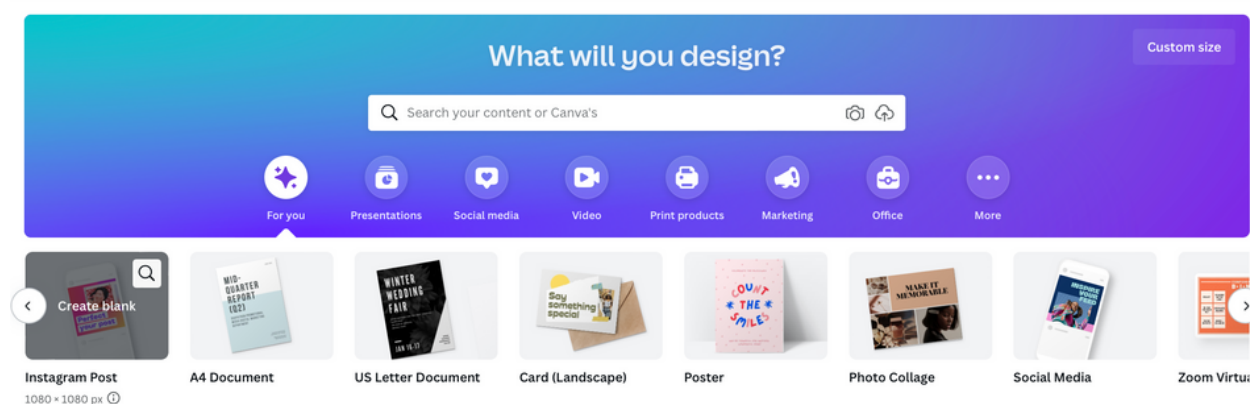
## Image Resources

### Canva

If you're creating a social media post, you can use Canva to find a suitable image.

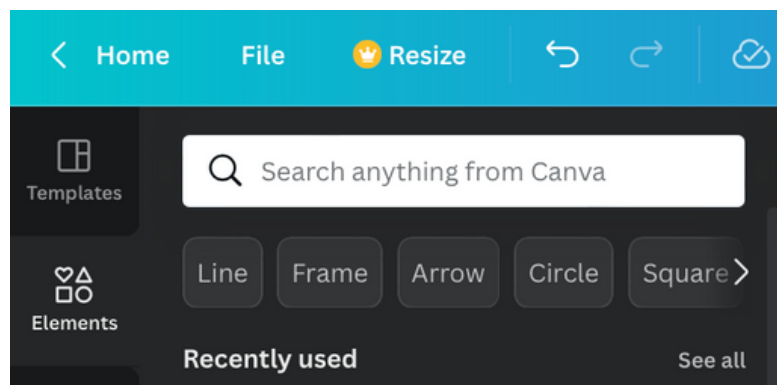
#### Step 1:

Use Instagram Post Size (1040px x 1040px) as seen below on the bottom left. For Instagram Stories, use Canva's Instagram story size (1080px x 1920px).



#### Step 2:

Press "Elements" on the top left corner of the menu. Then press "Search Anything from Canva"



# Design Essentials

## Image Resources

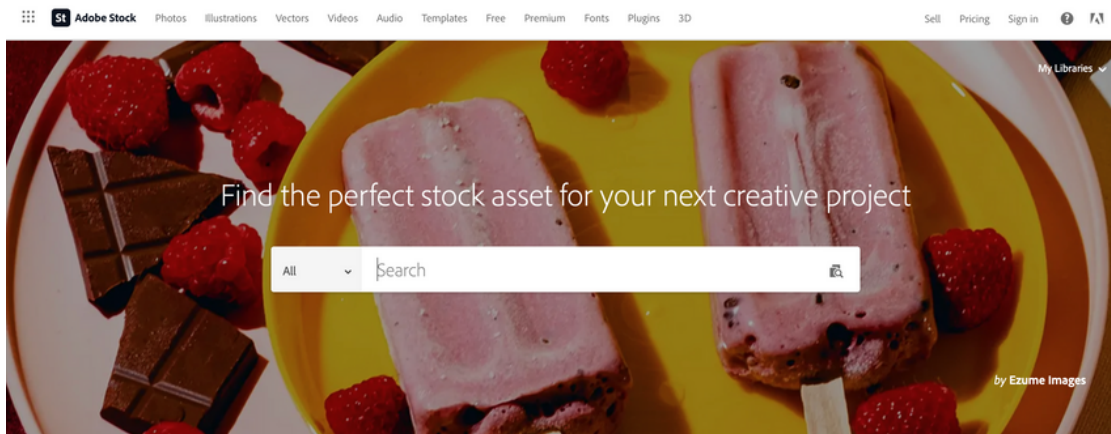
### Adobe Stock

If Canva isn't providing the images you want, use Adobe Stock (free for all SJSU students).

- Best for high-quality photos, vectors, transparent images, and video clips

#### Step 1:

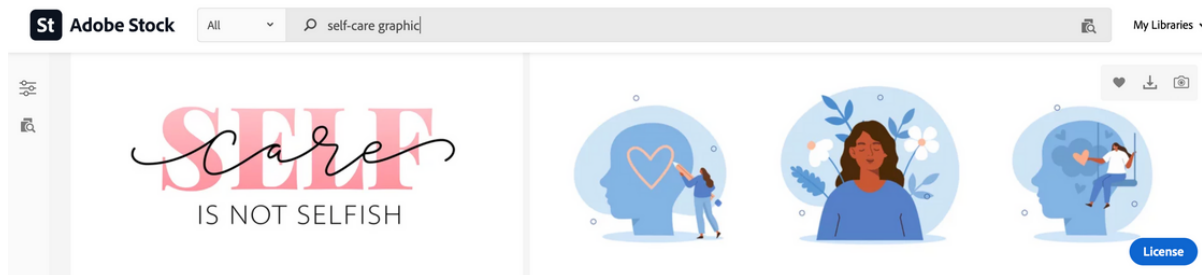
Go to [stock.adobe.com](https://stock.adobe.com) and login with your SJSU student email



#### Step 2:

Enter words in the search bar

Hover over the image you like and press "License" to download (all free images will say "License" while images you have to pay for will say "Buy")



# Design Essentials

## Image Resources

### Google

- Best for getting inspiration, ideas, or quick references

#### Use with caution

- Many images are not high-quality and can look pixelated/blurry after resizing
- **Avoid images smaller than 1000 px x 1000 px (see images below)**



Above image is 300px x 300px which is too small on a social media graphic.



Above image is 840px x 840px, but overall quality is too blurry for a social media graphic.

### Google Drive (Photo Library)

- For Social Media and Marketing/Graphic Design Student Assistants
- Please request photos from the Health Communication Specialist
- Best for SJSU or SWC specific content (photos and videos)

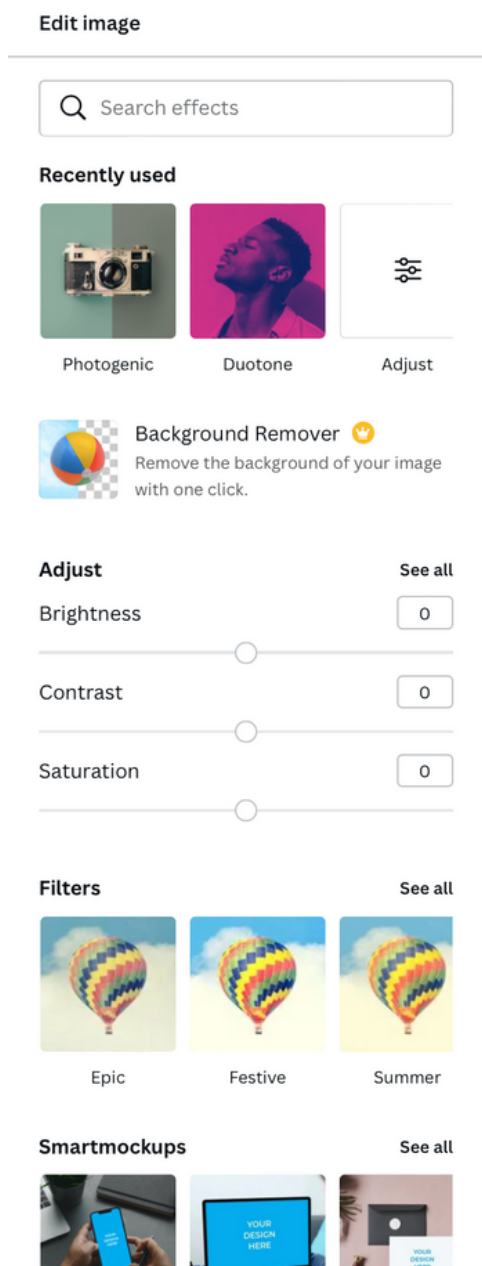
#### PLEASE NOTE:

- SJSU students must sign a photo release form to be featured on any media. Please request this form from the Health Communication Specialist.
- Photography is prohibited in the Student Wellness Center without permission due to patient privacy laws.

# Design Essentials

## Editing Images

### Editing Image Colors on Canva



**Not sure how you want to edit your image? Use the Edit Image feature.**

- **For minimal edits, use the Adjust settings**
  - Best for brightness, contrast, etc.
- **For medium to strong edits, use Photogenic or Filters**
  - Best for photos
- **For monochrome/limited color edits, use Duotone**
  - Best for very simple images with few colors, gradients, or pattern backgrounds
  - Use sparingly because the effects are very strong on images
- **For images you want to be inside of a phone/computer, use SmartMockups or Frames**
  - Note: centers your image

#### Other Tips:

- You can adjust how strong you want the effect to be on your image
  - Ex: See the 0s on Adjust
    - 100 is the strongest usage while 10 is very light
- Avoid photo effects that wash out or overwhelm the image
- Always remember the image should supplement and be relevant to your text content



# Design Essentials

## Editing Images

### Editing Image Colors on Canva

Does a photo look too bland or could use a pop in color?  
Use Canva to change the colors.

**Before:**



**After:**



**Step 1:**

Click on the image, then press "Edit Image" on the white menu.



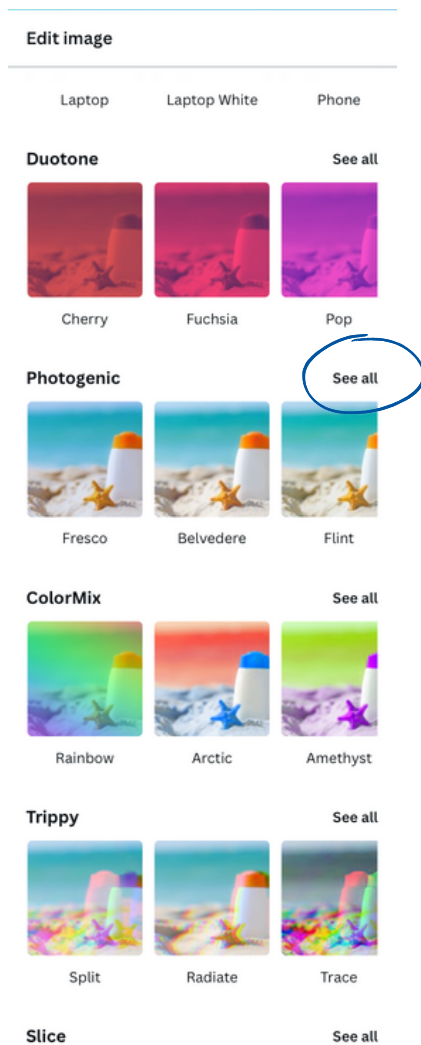
# Design Essentials

## Editing Images

### Editing Image Colors on Canva

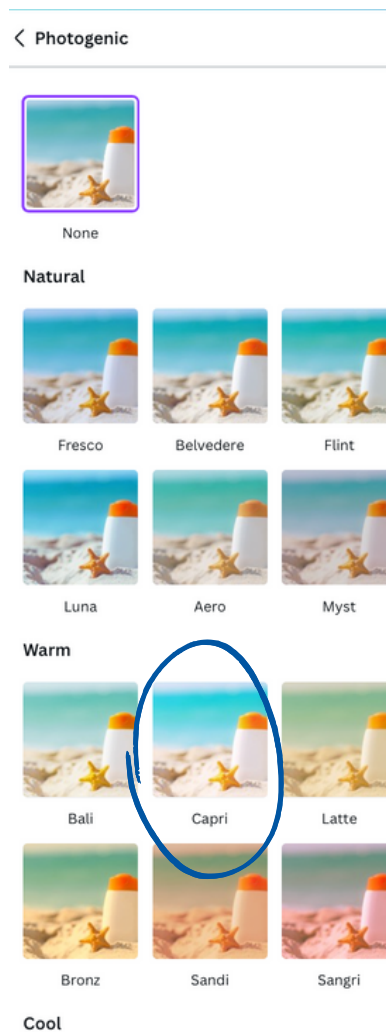
#### Step 2:

Scroll down to "Photogenic" and then press "See All"



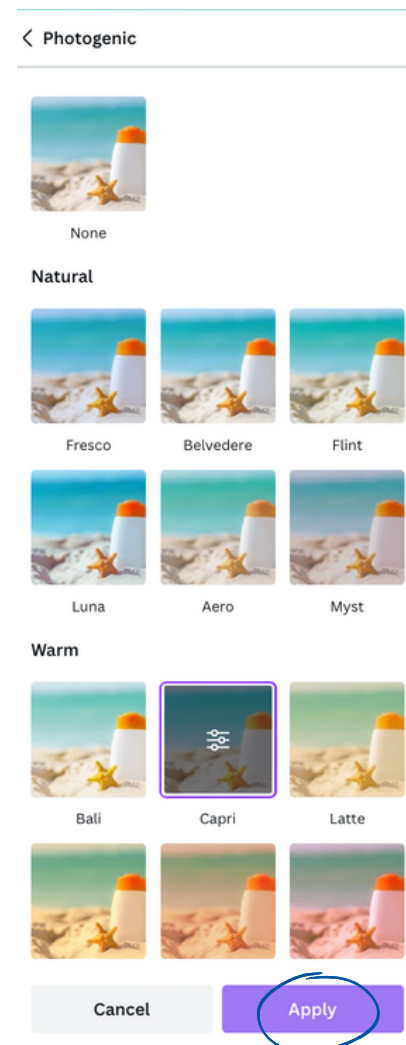
#### Step 3:

Press "Capri"  
Note: You can undo any effect as needed



#### Step 4:

Wait for the effect to load, then press "Apply" (or click outside the image)





# SOCIAL MEDIA

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# Social Media Fonts

## Fonts

### **Pick bolder fonts for titles**

- Readability is key (if you're having trouble reading the text, that's a sign to change it)

### **For body text or descriptions, consider using fonts that are easy to read**

- Pick neutral fonts like Helveticish, Open Sans, Glacial Indifference, etc.

### **Consider what kind of mood/tone you want the post to convey**

- Think about the target audience (SJSU students)
- Fonts convey emotions

**Use consistent fonts help to keep your designs simple and recognizable**

**Learn more about Fonts on Canva by reading *Canva's Ultimate Guide to Font Pairing***

# Social Media Colors

## Colors

### Stuck on which colors to use? Try using a color palette!

- [ColorPalettes.net](http://ColorPalettes.net)
- [ColorSpace](http://ColorSpace)
- Use the image colors to help narrow your color choices

### Have a consistent and similar background for all of the pages

- This helps your graphic look color-coordinated
- Try to stick to 2-3 colors per image
  - Colors should be consistent; changing the colors for every graphic in the same post can confuse the audience.



Kindness, playfulness, nature



Love, passion, confidence



Freedom, warmth, social



Optimism, fun, warning



Nature, growth, positivity



Calm, reliable, openness



Fantasy, creativity, regal



Strength, power, professional



Innocence, clean, simplicity

# Social Media Design Tips

## Design Tips

- If you're creating a post for social media, you can use Canva, Adobe Spark, Adobe Photoshop, or Illustrator. Use the program you're most confident with.
- Consider using Instagram's Post Size (1080px x 1080px). Instagram automatically centers in for posts, so it's best to use a square size to avoid cutting off the top/bottom of a post
- Use a bigger font size for the title
- Use a smaller font size for the text descriptions
  - Use consistent spacing between each line
    - Make sure bullet points are easily readable
  - If creating a carousel post, make sure the font sizes are the same
- Make sure every line of text is aligned
  - Tip: Canva will show fuchsia lines when the content is perfectly aligned
- View Canva's templates to get an idea how the content will look



# Social Media

## Researching Content

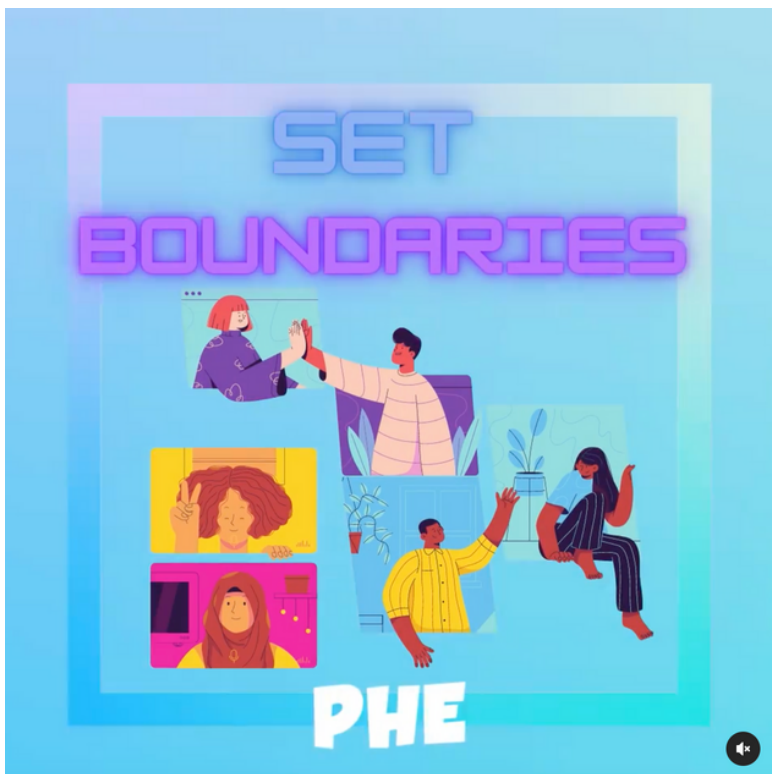
## Researching Content

### Include content from reputable sources

- Look for websites that end with the following:
  - .edu
  - .gov
  - .org

### Include sources in your post

- Place the source at the bottom center or bottom left of your content
- Create a separate graphic to list your resources
- Add your resource to the caption



**sjsuwellness** ...

sjsuwellness Setting boundaries is an important part of any relationship. When engaging in a relationship, it is important that you state your boundaries, as well as ask the other party for their boundaries. If you are trying to find the right way to discuss your boundaries, consider these tips for healthier communication:

- Find the right time
- Talk face to face
- Be honest
- Check your body language

Make sure to respect each other's boundaries and do not rush them if they are not ready. Getting physical with your partner doesn't have to happen all at once. Don't put a timestamp on love.

To learn more about how to set physical, in addition to emotional and digital boundaries within your interpersonal relationships, visit [www.loveisrespect.org](http://www.loveisrespect.org) (link in bio).

[View insights](#)

106 views  
NOVEMBER 12, 2020

Add a comment... [Post](#)

# Social Media

## Creating Videos

### Filming Video Tips

If you're creating a video for social media, you can use Canva or Adobe Premiere.

#### Plan the content of your video

- Research your content as needed
- Organize your thoughts by writing an outline or script

#### Consider filming your video vertically

- Especially if you're filming yourself pointing above/below (see right image) or if uploading as an Instagram Story
- If filming/recording via Zoom, horizontal videos are okay as long as you edit afterward

#### Film in a spot with good lighting

- Consider asking someone to film you

#### Speak clearly and try not to talk too fast

#### Introduce your topic

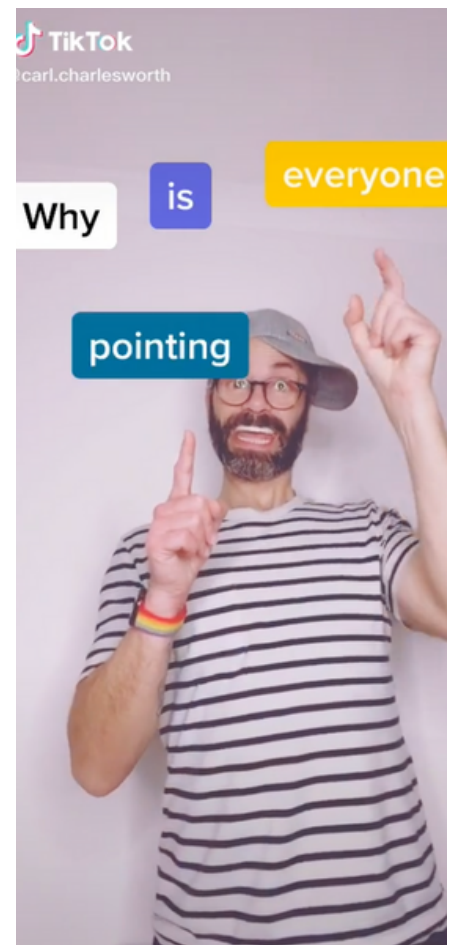
- Example: "Hi I'm Jane and I'll be talking about x today!"

#### End your topic so viewers can tell when the video is ending; avoid abrupt endings

- Example: "That's all! Thanks for watching!"

#### Have your video under 1 minute

- If the video is longer than 1 minute, then the post will automatically turn into an Instagram Reel





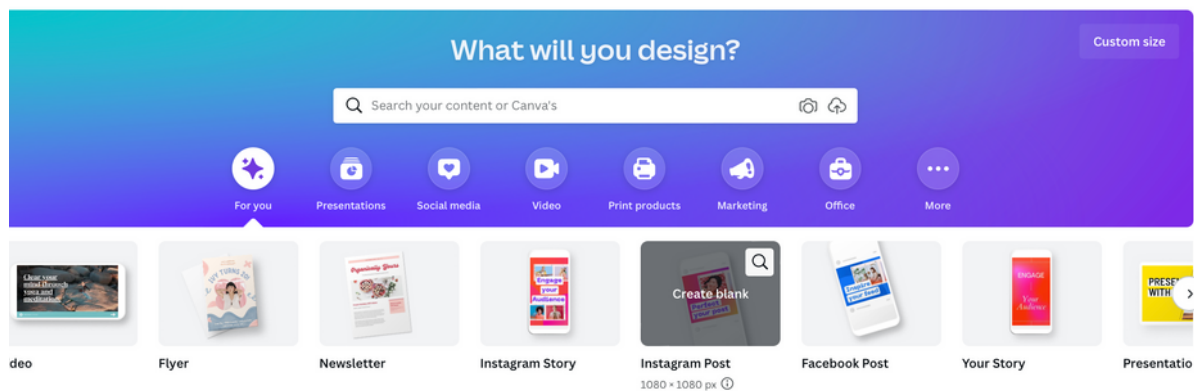
# Social Media

## Resizing Videos for Instagram

### Turning Videos to a Square Size to Fit Instagram

#### Step 1:

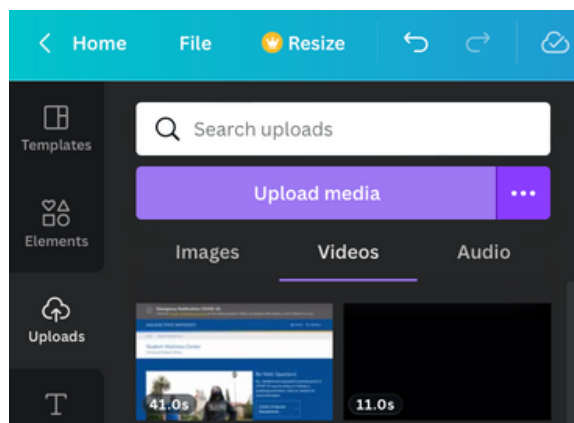
Go to Canva.com and select Instagram Post (1080px x 1080px)



#### Step 2:

Upload your video to Canva

- Press "Uploads" tab on left column
- Press "Upload media" (purple button) and select your video



# Social Media

## Resizing Videos for Instagram

### Turning Videos to a Square Size to Fit Instagram

#### Step 3:

After uploading your video, press and hold on your video. Drag it over the blank page.



#### Step 4:

Now, your video is centered!

- Optional: Press the Scissors icon on the top left to edit how long you want your video to be.
- Optional: Press the "Crop" button if you want to adjust how zoomed in/out your video is.



#### Step 5:

- Press the white "Share" button on the top right
- Press "Download"

# Social Media

## Adding Captions

### Adding Video Captions

Captions must be added to any video being posted on social media.

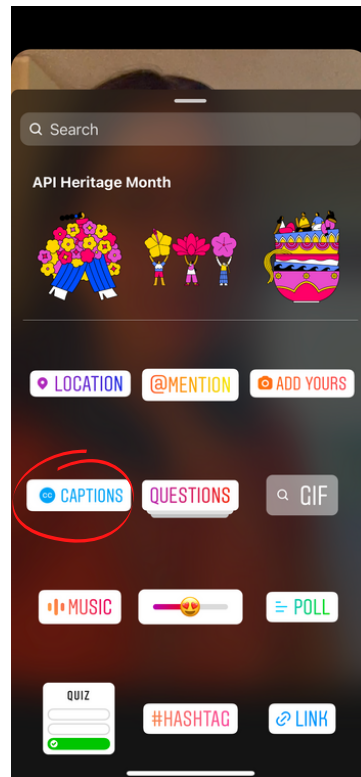
#### Step 1:

Open the Instagram App, go to Stories, and upload your video. Press the Sticker button as seen below.



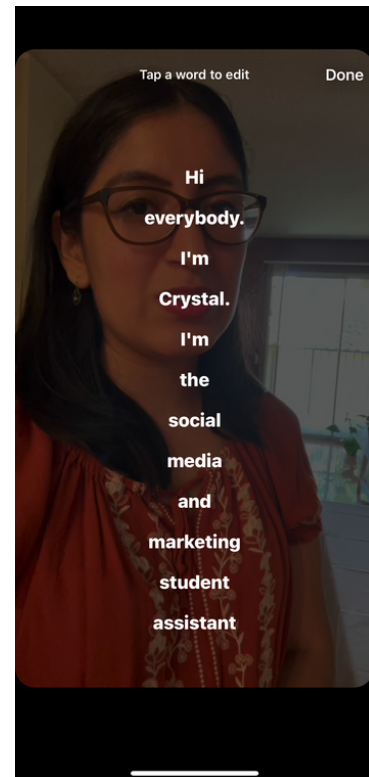
#### Step 2:

Press the Captions button. It will transcribe the audio automatically.



#### Step 3:

- Press on the text as to edit as needed. Check for spelling or wording errors Instagram may have.



# Social Media

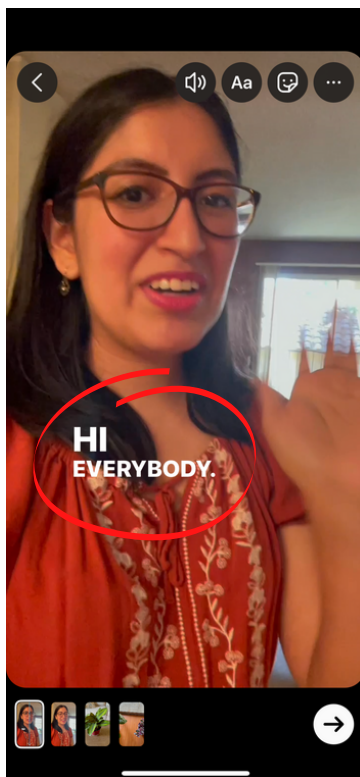
## Adding Captions

### Adding Video Captions

**Note: Instagram Stories are 15 seconds long. If your video is longer, Instagram will automatically break up the video into 15-second increments.**

#### Step 4:

Move the text around to where you want it to be. Allow there to be enough room so you can see all of the text.



#### Step 5:

When you're done editing, press the ... button, then Save.



#### Step 6 (Optional):

If your video is longer than 15 seconds, make sure to save each section as shown on the bottom left corner.



# Social Media

## #Hashtags and Disclaimers

Use the following #hashtags on our social media platforms as necessary.

Each Post	#SJSUTreatYourselfWell #SJSU
Peer Health Education (PHE)	#SJSUPHE #SJSUTakeoverThursday
Daily Campaigns (if applicable)	#SJSUMondayMotivation #SJSUTuesdayTips #SJSUWellnessWednesday
	#SJSUThursdayTours #SJSUFeatureFriday

Use hashtags to help anchor your topic. Feel free to add your own! Are you trying to highlight something specific? Ex: #WorldAidsDay

### Posting on @SJSUCAPS? Include this disclaimer for each post:

Please be advised that messaging Counseling and Psychological Services (CAPS) through our social media platforms is not an appropriate method of seeking or receiving services. Your messages may not be read immediately and a response may be delayed. Please call CAPS at 408-924-5910 or email us at [counseling.services@sjsu.edu](mailto:counseling.services@sjsu.edu) if you have any questions. Please contact campus UPD at 408-924-2222, dial 911, or go to your nearest emergency room if you are in a crisis situation.

# Social Media

## Best Practices

### Keep the following tips in mind when creating your content.

#### Consider Using SJSU Colors

- Spartan Blue: #0055A2
- Spartan Gold: #E5A823

#### Use Two Fonts

- Having too many fonts can overwhelm a post

#### Ways Around the Algorithm

- Instagram shows content based on users' preferences/activity (i.e. someone who constantly likes posts on boba will typically be shown those posts first) rather than chronologically. In our case, our posts will more likely show on top of a user's feed if they have previously liked our content or like posts on wellness/health.
- Create Story versions of your post (Stories will always show up on top of a user's content feed) and share stories. We can save this as a [highlight](#) to be viewed at a later date.
- Instagram favors images/videos of real people or animals, comments, likes, and views



# TRELLO

## Trello Basics..... 31

- What is Trello?
- Make a Trello Card for New Projects
- Attaching Files
- Change File Names
- Change Cover Image
- Moving Cards
- Submitting Your Design

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- How to Tag Someone
- Making Graphic Design Requests
- Timeline

# Trello

## Trello Basics

### What is Trello?

Trello is the visual work management tool that empowers teams to ideate, plan, manage, and celebrate their work together in a collaborative, productive, and organized way.



### Using Trello at the Student Wellness Center

- All student assistants/supervisors will be invited to join Trello and will have access to the *SWC Student Assistant Social Media* board
- The Graphic Design Student Assistant and Social Media & Marketing Student Assistant will have access to additional SWC Trello boards



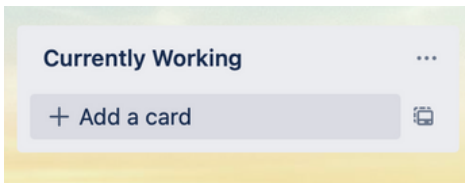
# Trello

## Trello Basics

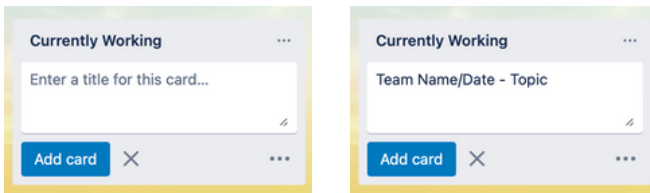
### How to Make a Trello Card

This is the first step to start your project.

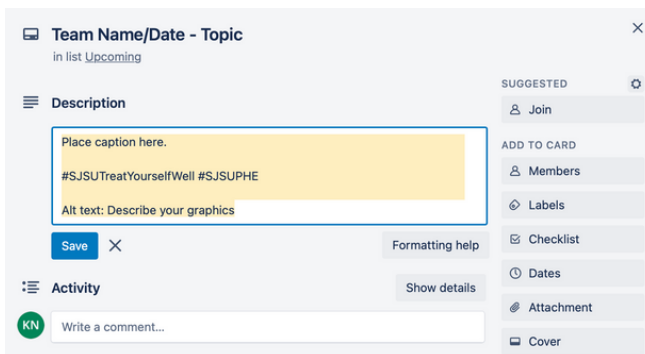
**Step 1:** Press "Add a Card"



**Step 2:** Enter a title for card with Team Name/Date - Topic



**Step 3:** Place idea/caption/alt text in "Description"



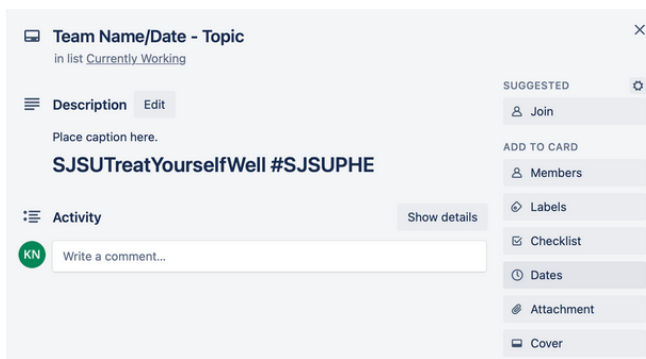
# Trello

## Trello Basics

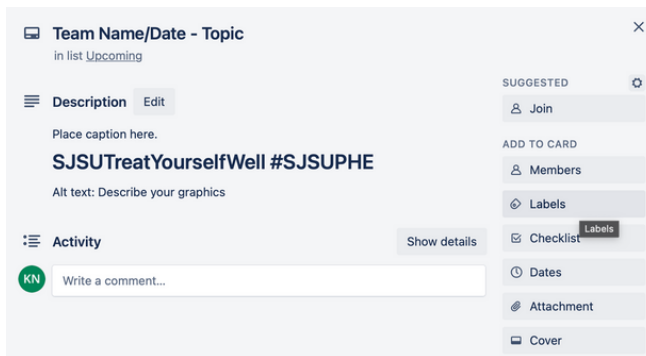
### How to Make a Trello Card

**Step 4:** Click "Dates" and select date/time post is due

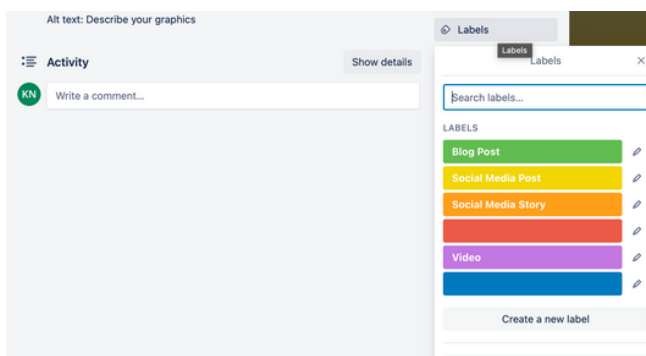
- Note: Submit your final draft **2 days** prior to your deadline



**Step 5:** Click "Labels" under Add to Card



**Step 6:** Click whichever label applies

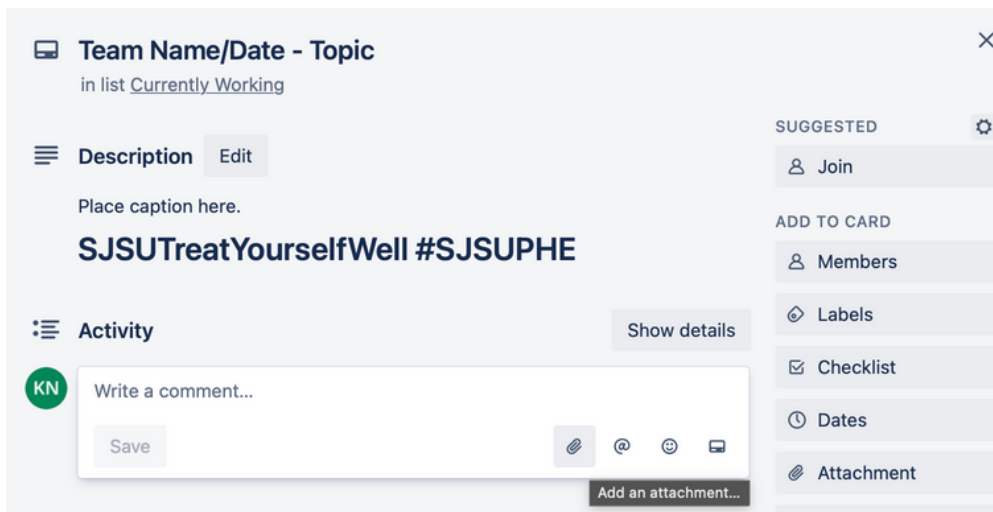


# Trello

## Trello Basics

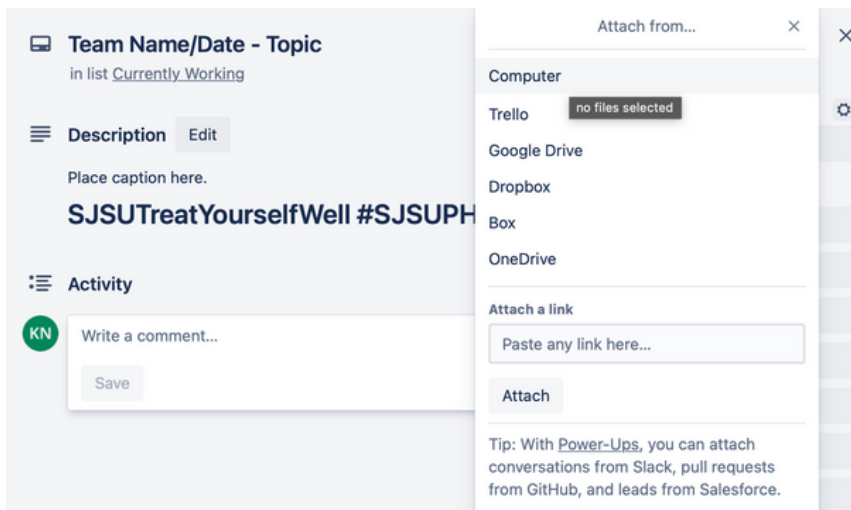
### How to Attach Files

**Step 1:** Press "Write a Comment", then click on "Add attachment" symbol



**Step 2:** Press "Computer"

- If file is too big, press "Attach a link"
  - Save your project in Google Drive and attach a Google Drive link

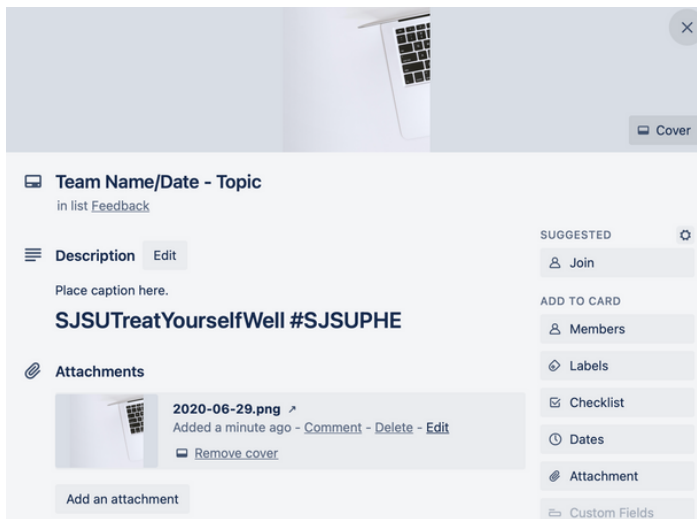


# Trello

## Trello Basics

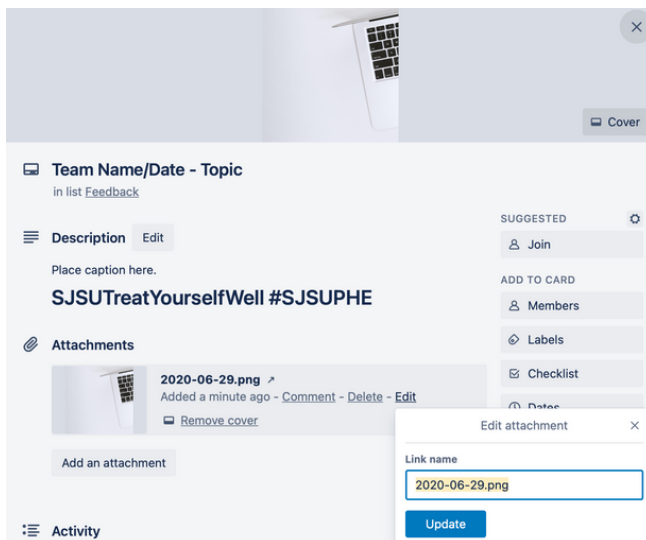
# How to Change File Names

## Step 1: Press "Edit"



## Step 2: Now you can change the file name

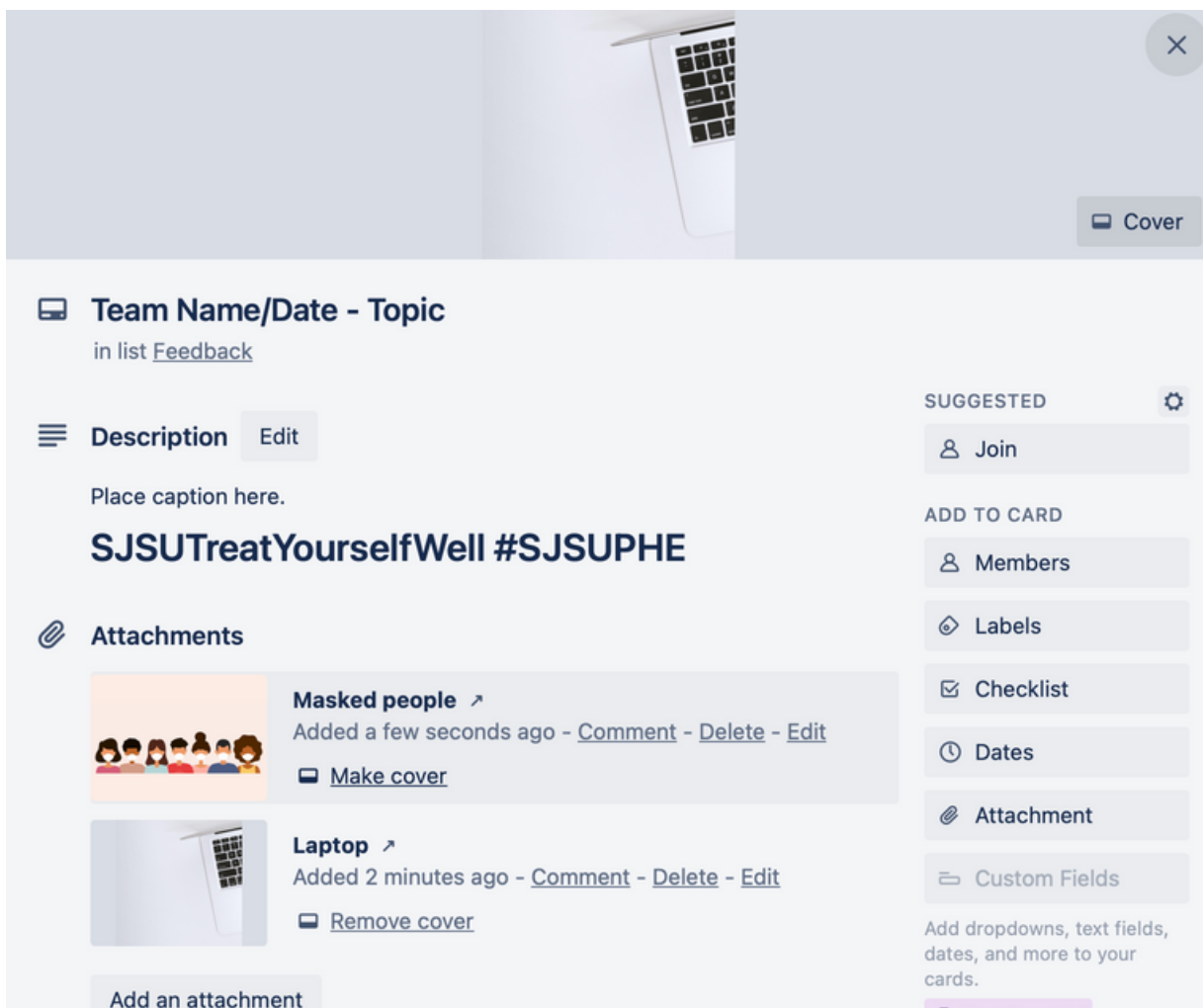
- Add "Final" if it's the final draft



# How to Change The Cover Image

## Step 1: Press "Make Cover"

- This is helpful for displaying the most current/final draft
- Note: Video files will not show a preview



The screenshot shows a Trello card interface. At the top, there is a cover image of a laptop keyboard. A 'Cover' button is visible in the bottom right corner of the image area. Below the image, the card title is 'Team Name/Date - Topic' with a subtext 'in list Feedback'. The description section is titled 'Description' and contains the text 'Place caption here.' followed by 'SJSUTreatYourselfWell #SJSUPHE'. The attachments section shows two items: 'Masked people' and 'Laptop'. The 'Masked people' attachment has a 'Make cover' button, and the 'Laptop' attachment has a 'Remove cover' button. On the right side, there is a 'SUGGESTED' panel with options like 'Join', 'Members', 'Labels', 'Checklist', 'Dates', 'Attachment', and 'Custom Fields'.

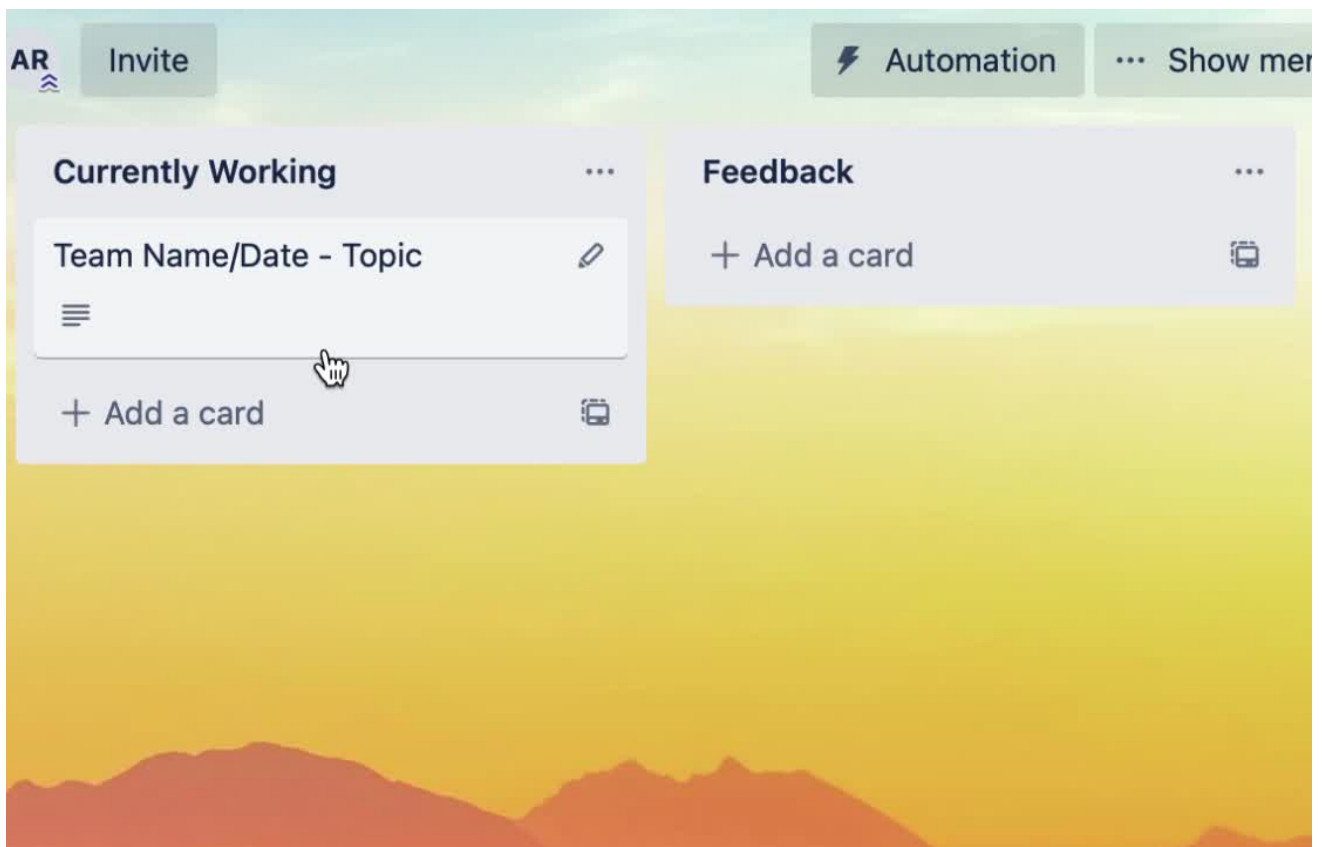
# Trello

## Trello Basics

### Moving Cards

Click and drag the card you want to move

Tag your supervisor after you move a card with @name for approval



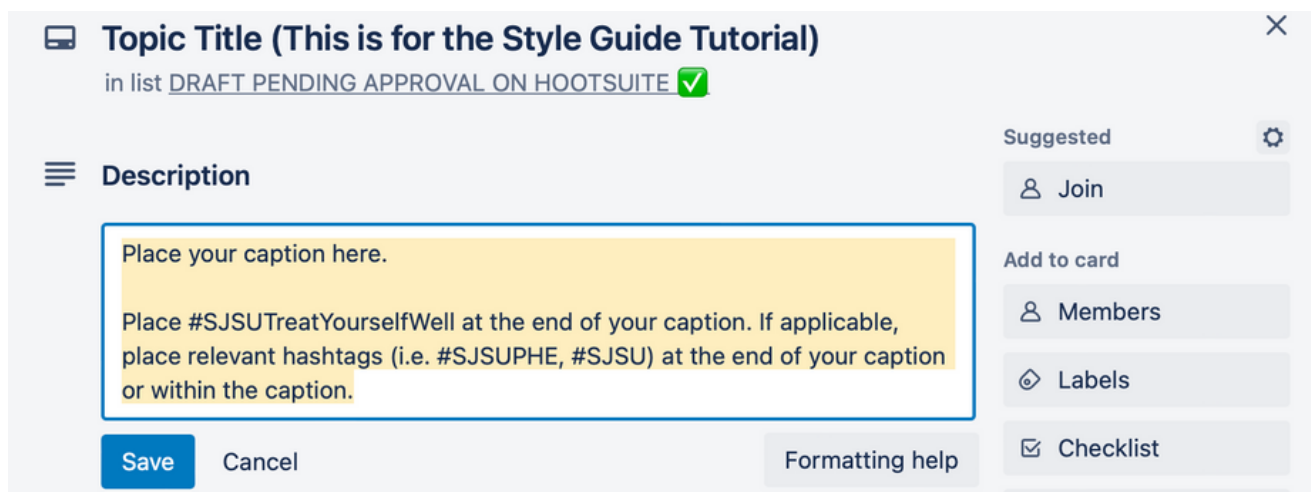
# Trello

## Trello Basics

### After Uploading Your Design

#### Step 1: Add your caption to the description section.

- Target your caption tone towards SJSU students
- Check previous posts on our social media @SJSUWellness for more caption examples



#### Step 2: Tag your supervisor on Trello for content approval.

- Press @ in "Description" or "Activity" box
- People's name will show up automatically as you type

#### Step 3: Tag the Health Communication Specialist and Social Media & Marketing Student Assistant for further branding & design review.

- Press @ in "Description" or "Activity" box
- People's name will show up automatically as you type

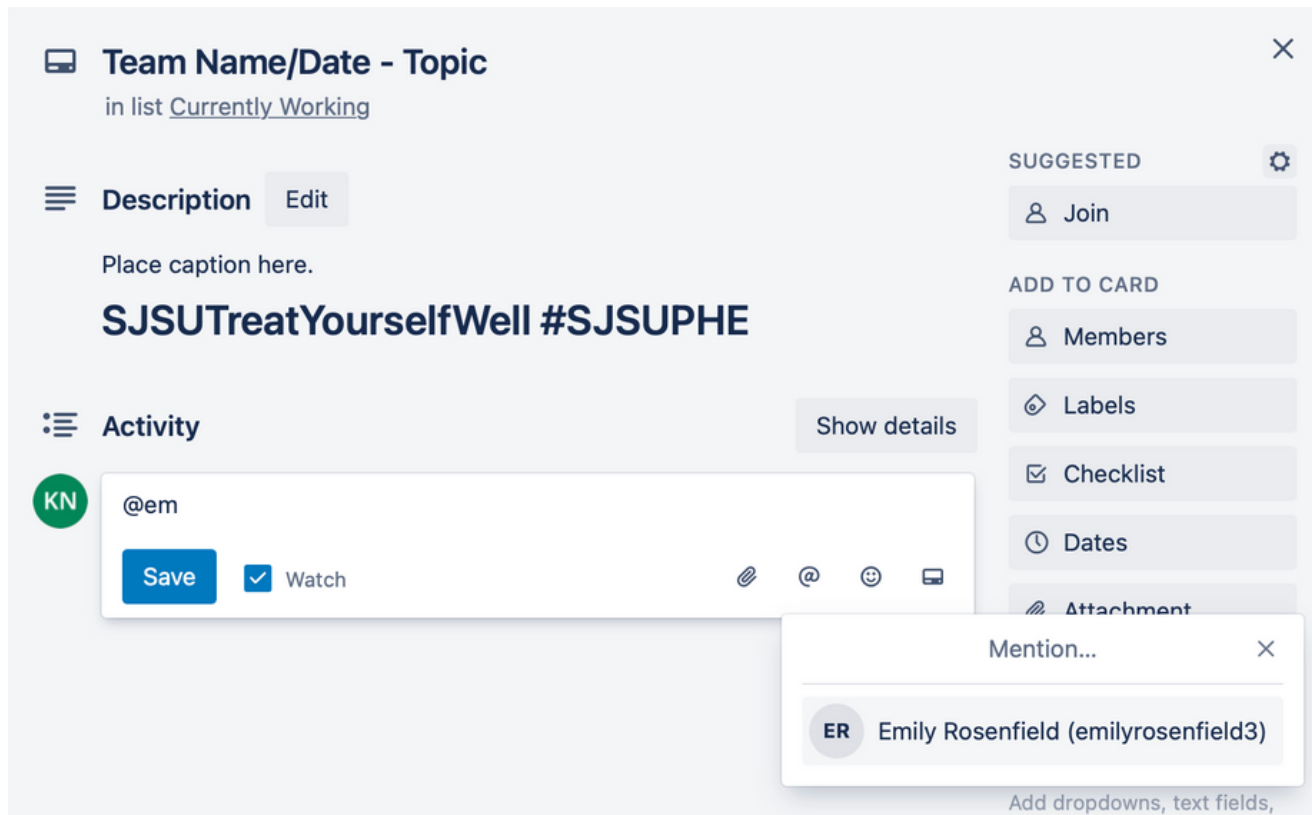
#### Step 4: Upload final designs to Google Drive.

# Trello

## Best Practices

### How To Tag Someone

- Press @ in "Description" or "Activity" box
- People's name will show up automatically as you type





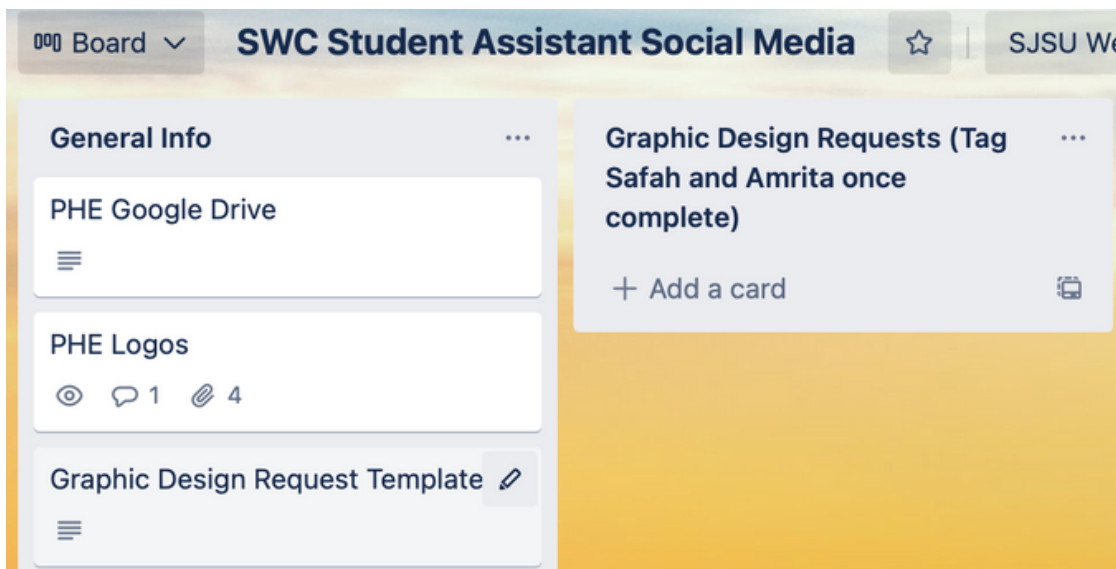
# Trello

## Best Practices

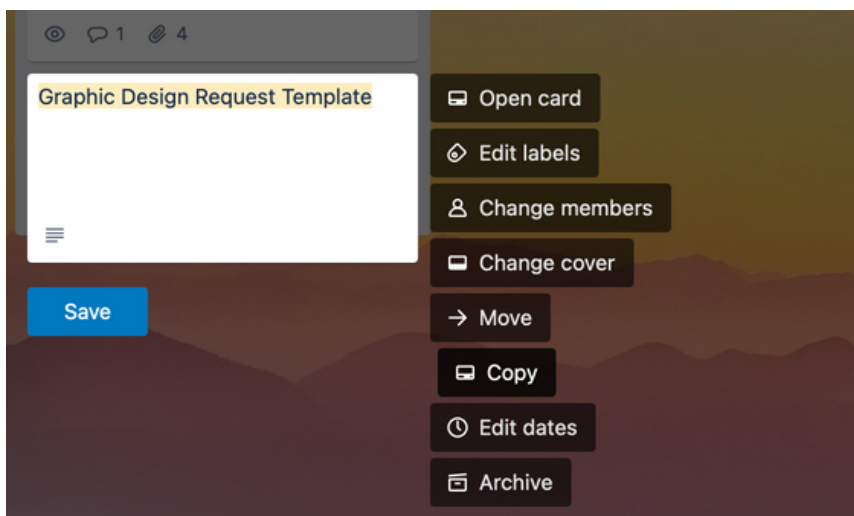
### Making Graphic Design Requests

Use these steps if you have a design request for the Graphic Design Student Assistant

**Step 1:** Click pencil icon next to Graphic Design Request Template



**Step 2:** Press "Copy"



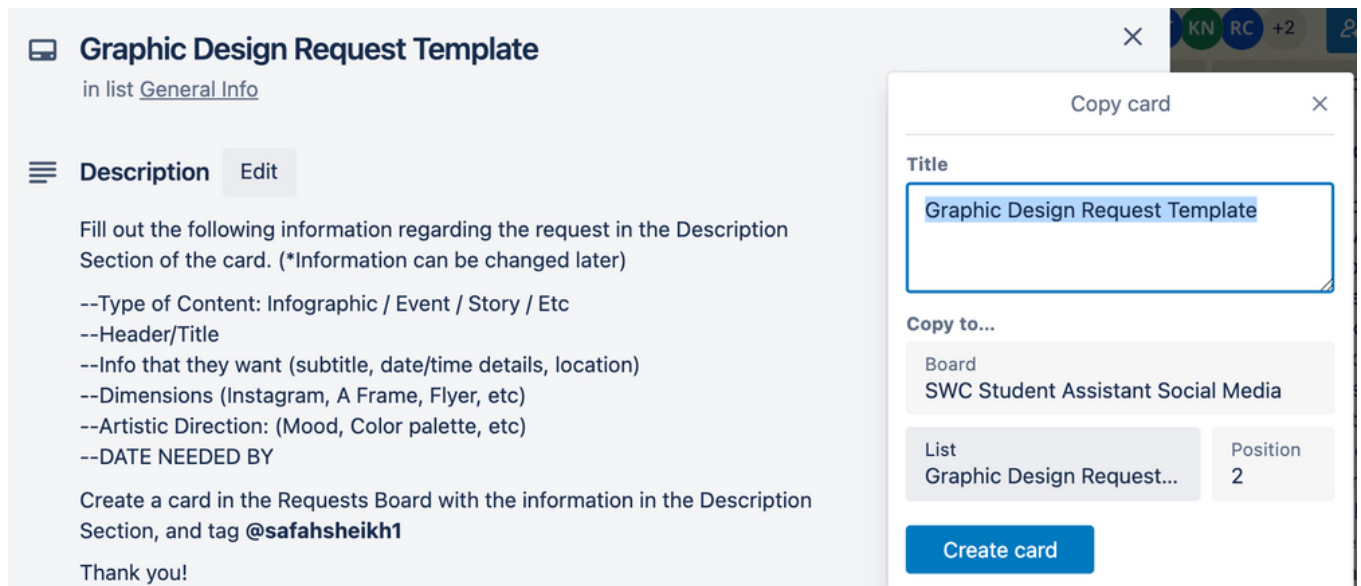
# Trello

## Best Practices

# Making Graphic Design Requests

**Step 3:** Add the title of your project

- Change List to "Graphic Design Requests"
- Press "Create Card"



The screenshot displays a Trello card titled "Graphic Design Request Template" within a list named "General Info". The card's description section is expanded, showing instructions for creating a request card. A "Copy card" dialog box is open, showing the title "Graphic Design Request Template" being copied to the "SWC Student Assistant Social Media" board, specifically to the "Graphic Design Request..." list at position 2. A "Create card" button is visible at the bottom of the dialog.

**Graphic Design Request Template**  
in list [General Info](#)

**Description** Edit

Fill out the following information regarding the request in the Description Section of the card. (\*Information can be changed later)

- Type of Content: Infographic / Event / Story / Etc
- Header/Title
- Info that they want (subtitle, date/time details, location)
- Dimensions (Instagram, A Frame, Flyer, etc)
- Artistic Direction: (Mood, Color palette, etc)
- DATE NEEDED BY

Create a card in the Requests Board with the information in the Description Section, and tag **@safahsheikh1**

Thank you!

**Copy card**

Title  
Graphic Design Request Template

**Copy to...**

Board  
SWC Student Assistant Social Media

List  
Graphic Design Request...

Position  
2

Create card

## Making Graphic Design Requests

**Step 5:** Add the following information to the card for the Graphic Design Student Assistant

- Type of Content: Infographic / Event / Story / Etc
- Header/Title
- Info to include (subtitle, date/time details, location)
- Dimensions (Instagram, A Frame, Flyer, etc)
- Artistic Direction: (Mood, Color palette, etc)
- DATE NEEDED BY

**Tag your supervisor, the Health Communication Specialist, and the Graphic Design Student Assistant once completing the request**

# Trello

## Best Practices

## Design Timeline

### Give yourself about **3 weeks**

- **Week 1:** Research the content and create your design
- **Week 2:** Incorporate feedback from your supervisor
- **Week 3:** Incorporate feedback from the Health Communication Specialist and Social Media & Marketing Student Assistant

### **2 Days Before Publishing**

- Submit your final draft & caption
- Tag your supervisor, the Health Communication Specialist, and the Social Media & Marketing Student Assistant

**The Health Communication Specialist and Social Media and Marketing Student Assistant will schedule and publish the post using *Hootsuite*, a social media management tool.**



# PLATFORMS

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# Platforms

## Media and Graphic Design

### Media Platforms

#### Social Media

**Instagram:** @SJSUWellness  
@SJSUCAPS

**Facebook:** @SJSUWellness  
@SJSUCounseling

#### Digital Media

**YouTube:** @SJSUWellness

**Blog:** [blogs.sjsu.edu/wellness](https://blogs.sjsu.edu/wellness)

Use **Linktree** to share links for social, digital, or print media at [linktr.ee/sjsuwellness](https://linktr.ee/sjsuwellness)

### Graphic Design Platforms

#### Canva | [canva.com](https://canva.com)

Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.

#### Adobe

Download Adobe (free to all SJSU staff and students) to use Adobe Photoshop, Illustrator, InDesign, and more

# Platforms

## Google Drive

### Google Drive

Google Drive is used to store all projects and social media created by the SWC Marketing and Communication Team or Peer Health Educators.

**All drafts and final versions (editable AND final file) must be saved** in the appropriate folder on Google Drive once each project is complete.

Peer Health Education → Peer Health Education Google Drive

SWC Marketing and Communication Team → Marketing and Graphic Design Google Drive