

REACHING OUT Woman to Woman

Guidelines for Creating Top Quality LWMS Promotional Materials:

- Use the best quality materials your congregation can afford. If your church copier cannot produce good looking copies, use a local print center business.
- Use a digital file whenever possible. Avoid making photocopies of a photocopy.
- For best results, color flyers or brochures should not be copied in black and white.
- When producing your own circuit brochures, be sure to consider the LWMS branded look. Remember, we are an international organization. Use the word “international” instead of “national” when referring to convention, the Board of Directors, the Central Office, or the organization at large.
- Always shoot photographs on your digital camera at the highest resolution and largest size your camera is able to accommodate. High resolution photos reproduce into print best when they are at least 1 MB in size.
- Be sure not to stretch or distort photos when dropping them into a print piece you are creating on your computer. When resizing, make sure the proportions of the image are constrained. This will ensure perfectly resized images.
- Use quality copier paper. Bright white results in better color. For instance, we printed the “Reaching Out with Facebook” brochure on 28 lb. 100% bright white digital copy paper.
- Check first for downloadable files at lwms.org



Lutheran Women's Missionary Society