

Directions for Customizing GlobeNowSM Marketing Materials

Visit FRBsevice.org to access the customizable poster or flyer of your choice. The file will open in Adobe Reader or Adobe Acrobat, depending on which program you have on your computer.

Customizing the PDF

Editing Text

Once you click an area within the country list, you will see a text field appear. You can then make changes to the list of countries as needed.

Adding Your Logo

Your institution's logo can be added as a JPEG to the blank white space on the poster or flyer using Adobe Acrobat. If you do not have Adobe Acrobat, you can take the file with a jpeg of your logo to your local graphic design center. You can also add your institution's name or other information in basic text to the blank area of the PDF. These options are explained below:

If you are working in Adobe Acrobat and wish to add your institution's logo as a JPEG:

1. Open the PDF in Adobe Acrobat.
2. Save your institution's logo as a JPEG and open it in Adobe Acrobat.
3. You should now have the poster/flyer and your institution's logo open in two separate Adobe Acrobat windows.
4. Working in the window with your jpeg logo, click the "Copy & Paste tool" located in the upper left hand side of the toolbar (see "Tools in Adobe" box below for help identifying this tool). Using the "+" symbol that appears, click and drag to highlight your entire logo. The image will be highlighted in blue.
5. Once your entire logo is highlighted, click the "Hand" tool in the toolbar, located next to the "Copy & Paste tool".
6. Now you can copy the JPEG by selecting CTRL and C on a PC, or the Apple button and C on a MAC.
7. Move to the PDF of the poster or flyer that you have open. Paste the JPEG in by selecting CTRL and V on a PC, or the Apple button and V on a MAC. The jpeg will appear on the PDF.
8. In order to move or resize the JPEG within the PDF, make sure the "Hand" tool is selected. You can then click any of the logo JPEG's corners to move it or resize it.

If you do not have Adobe Acrobat:

- o Click in the blank area near the bottom of the page and a text box will appear. This is an alternative to adding your institution's logo as a jpeg. You may wish to add your institution's name, URL, phone number or other information for your customers.

Tools in Adobe:

Copy & Paste tool: 

Hand tool: 

3 Options

Vertical Poster

Artwork
Country list (customizable)
Your logo or name

Horizontal Poster

Artwork	Country list (customizable)
	Your logo or name

Flyer

Artwork
Country list (customizable)
Your logo or name