Guide to creating Macmillan partner service materials

Welcome to our **Partner Service Portal** giving you access to a range of branded Macmillan materials to support your partnership (leaflets, banners, postcards and appointment cards) that can be tailored for your local services. Please note, you must be recognised as a Macmillan professional on our systems to use the portal.

This document is intended to help guide you through what's new and how the new portal works. We hope you find it useful.

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Overview of the new materials

As well as business cards, we now offer appointment cards and a range of additional materials to help you promote six of Macmillan's most delivered partner services.

The templates we have created are designed to be used by as many people as possible. We looked at the kind of materials and the type of content and image/logos most Macmillan professionals use when

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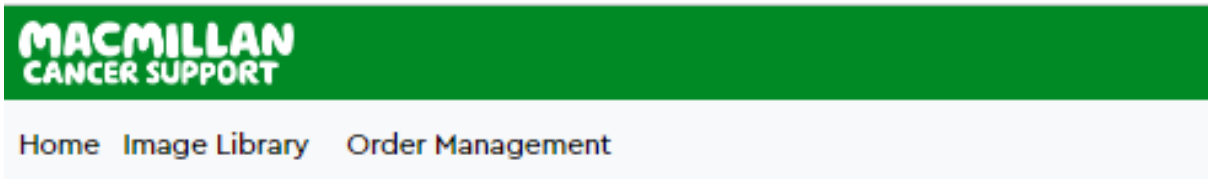
creating materials. From there, we created a set of materials we hope will be useful in most scenarios.

Just find the template most suited and personalise it with your trust/organisation details to promote your service in the Macmillan's brand. All products are available in English and Welsh with the leaflets developed as a dual language option and displayed in tilt and turn format. Once ordered, products will be printed and sent out post or by courier.

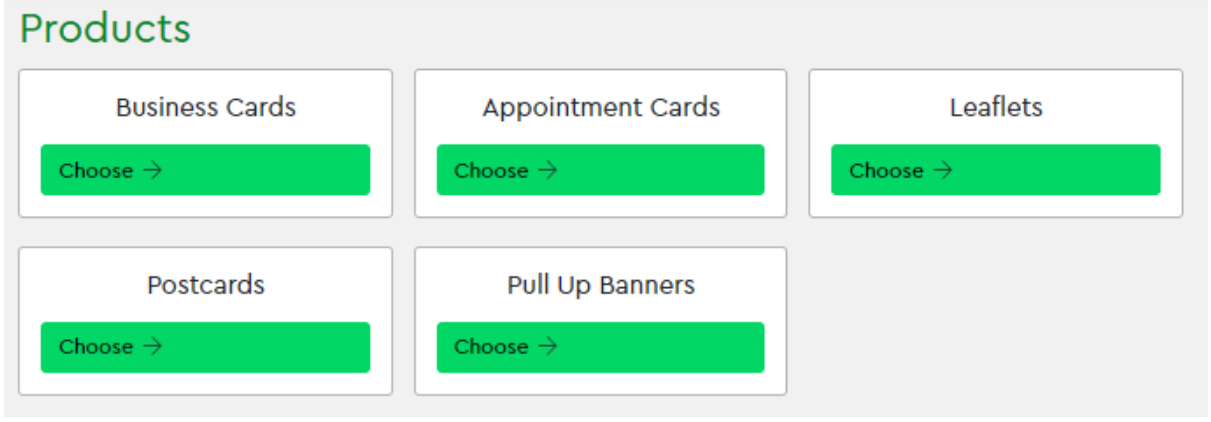
Please bear in mind there is a cost to Macmillan to produce and delivery your materials, and because they are personalised, they are non-returnable. Please check your copy carefully before submitting orders and make adequate arrangements for receipt of deliveries; particularly into hospitals.

Homepage, products and order functionality

Everything you need is available from the homepage. You can access all the templates, the image library and all your order and reporting functions.



From here the site splits between **Business and Appointment Cards** and **Leaflets, Banners and Postcards.**



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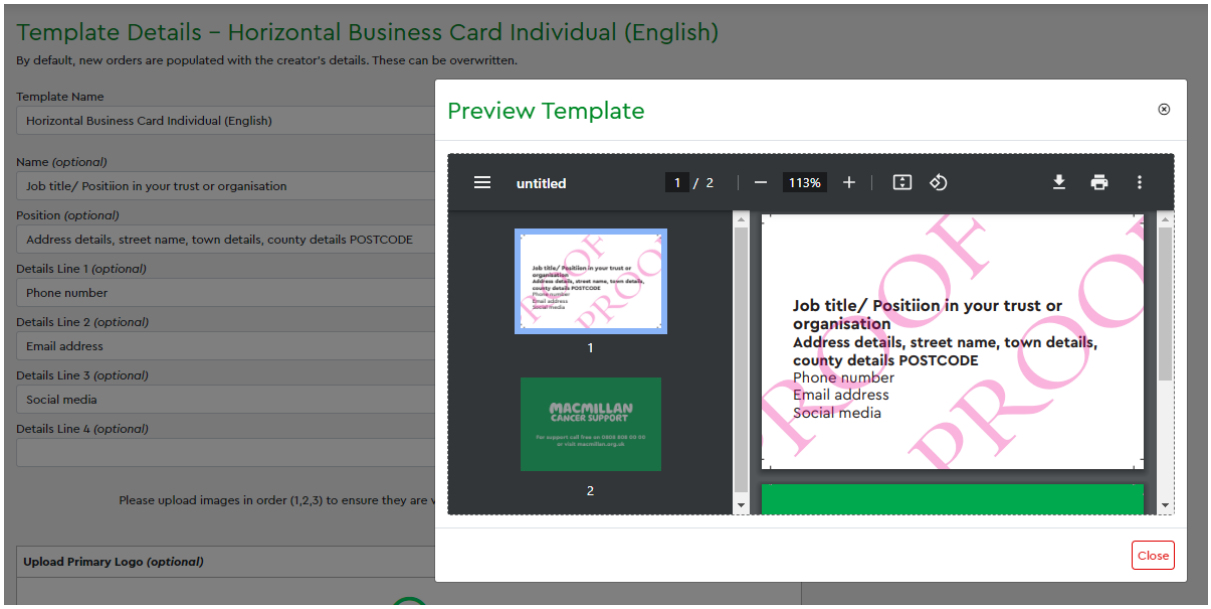
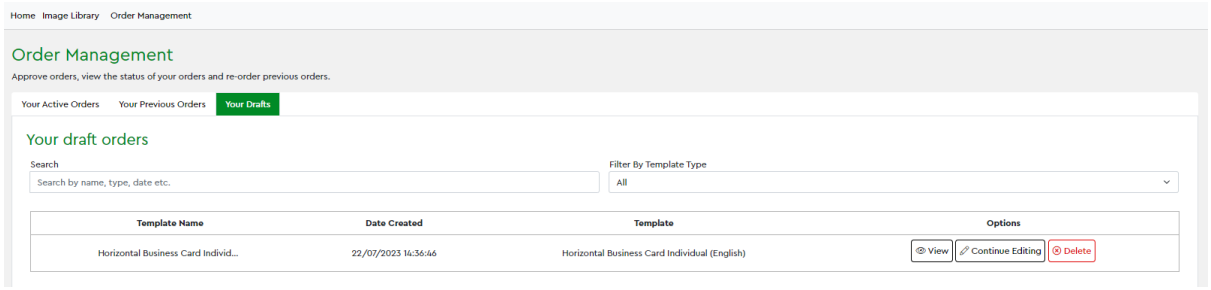
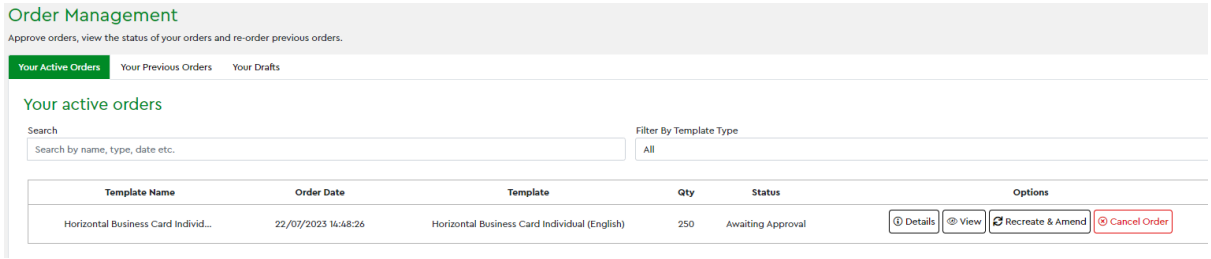
All you need to do is choose your template and give it a name (use one that helps you organise your orders), edit the text fields and upload images, then check it looks how you want it to in the preview.



Save your work by selecting **Save template** (at the bottom of the page). This will save your work to the **Your drafts** area. You can leave it there until you are ready to continue editing.



When you're ready to submit your order, go to **Order Details**, enter your delivery information and material quantities, then select **Place Order**. Then **Confirm** to complete your order.



Your order is then sent for approval and can be accessed from the **Your Active Orders** area where it can be recreated at a future point.

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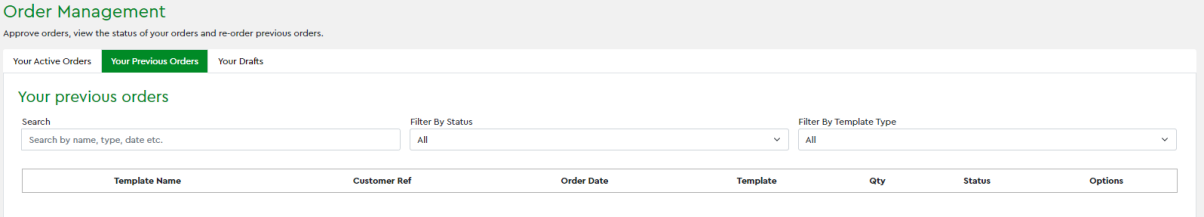
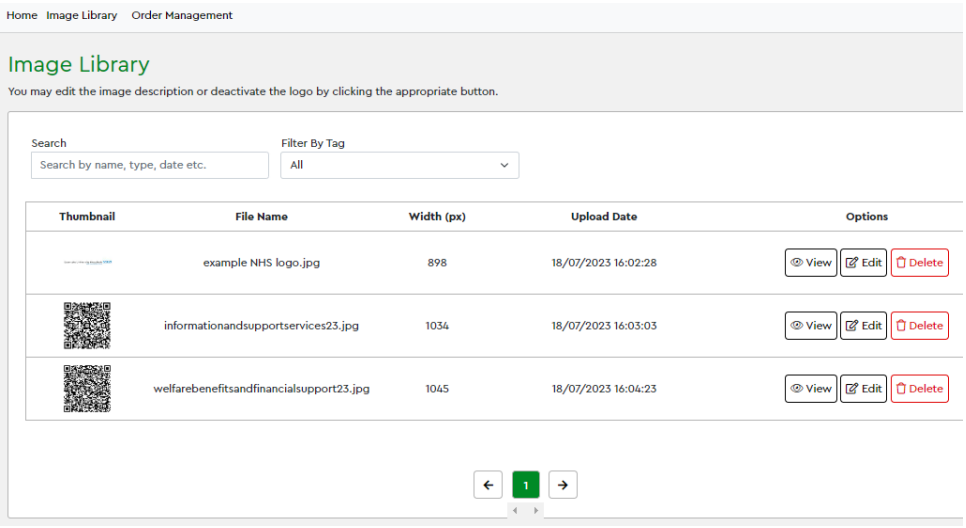
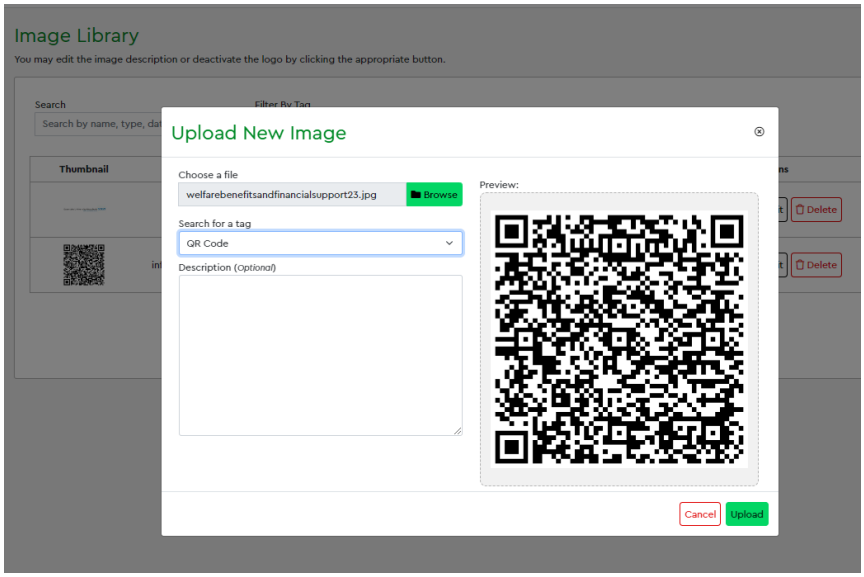


Once your order has been processed, the completed template will move to the **Your Previous Orders** area.

Images and the image library

Images work slightly differently on the new system. Initially, you will need to add any logos, QR codes or any other images to the image library. Once in the library you can add them to any product.





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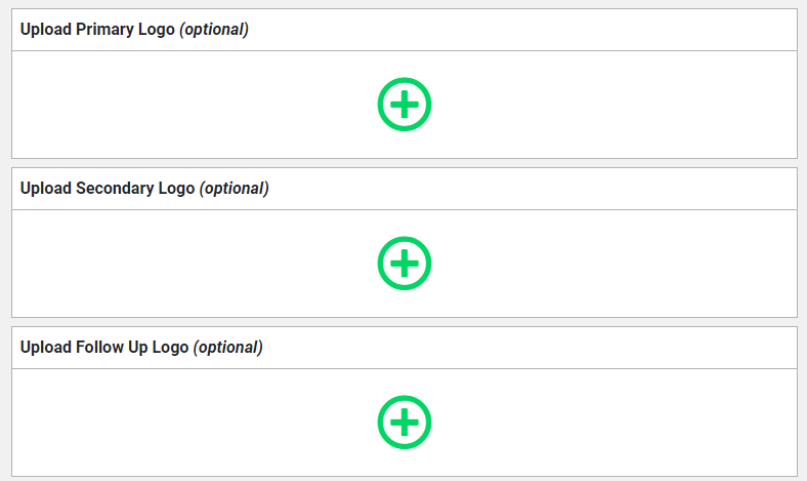
On each of the templates you will see an upload function that allows you to add your uploaded images into a template.



Tip: On banner, leaflet and postcard templates, logos always need to be added in the order they appear in on the template. If logos are added in a different order they won't display in the preview.

Using QR codes

QR codes are a great way to point to more information about your service, particularly on products where space is tight. If a QR code is entered, the text saying scan the QR code for more details will display. When there is no QR code, the text will not show.

If you don't have your own, you can use our standard QR codes to promote our information and support and welfare benefits and financial advice.

Information and support services

Welfare benefits and financial advice

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Making the most of images

- Always use JPG images. Other formats e.g. PNG files are sometimes transparent which cause problems during printing.
- Crop all images tightly. If there is any unnecessary space around logos, it will cause them to display smaller when they are added to the templates.
- Use the highest resolution logos you can. Generally, printed materials should be 300 dpi (dots per inch) or above. For bigger materials like banners, small logos, like those downloaded for a website (i.e. 72 dpi) will not print well.
- There is a lot of image editing software around, free or otherwise. For legal reasons, we can't suggest any specifically. Sometimes computers come with their own image editors. If not, you should be able to search to find one.

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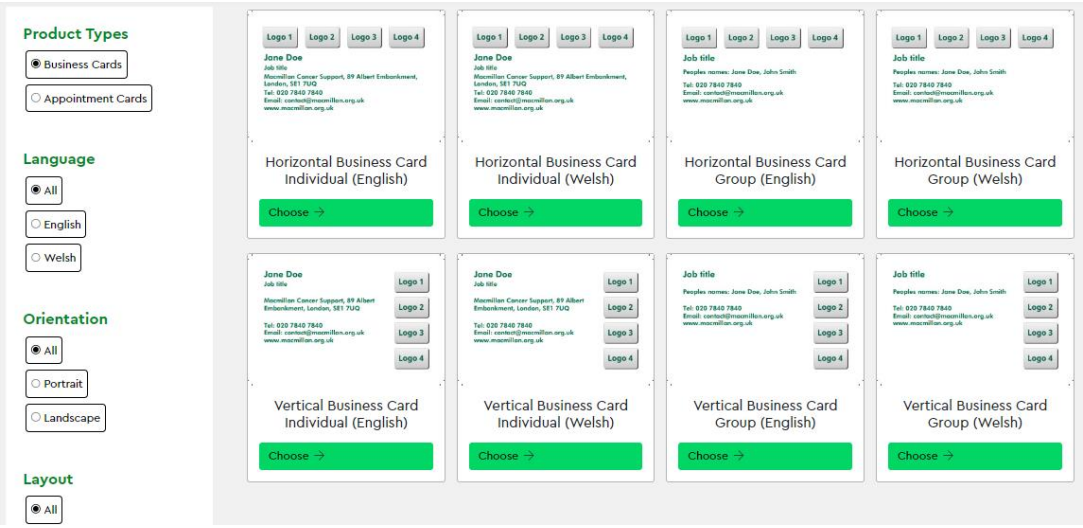
Business and appointment cards



Business cards work much as they used to. There are different layouts for different types of logos.

Choosing the right business card template

Business cards work in much the same way they always have done.

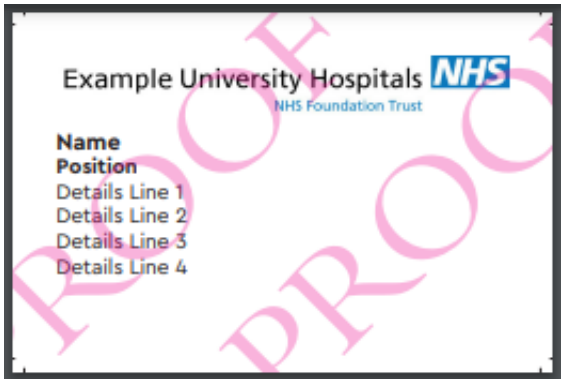
Tip: Select the template that will work best for your logos.

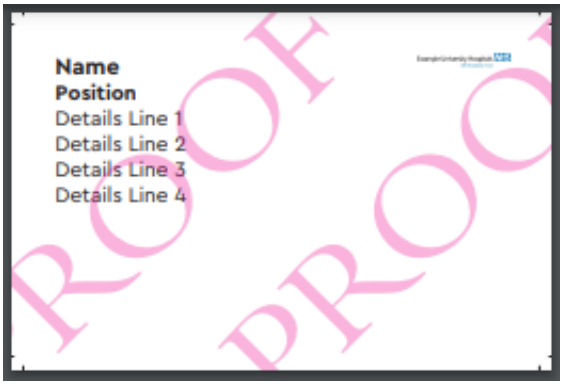
As before, the templates allow for the upload of up to four logos (horizontally) along the top of a card or (vertically) down the side.

The more logos used, the smaller they will shrink. See the Appendix for more detailed guidance on using business card logos.

Long thin logos

The horizontal templates are generally better suited to longer thinner logos and less successful on the vertical templates.





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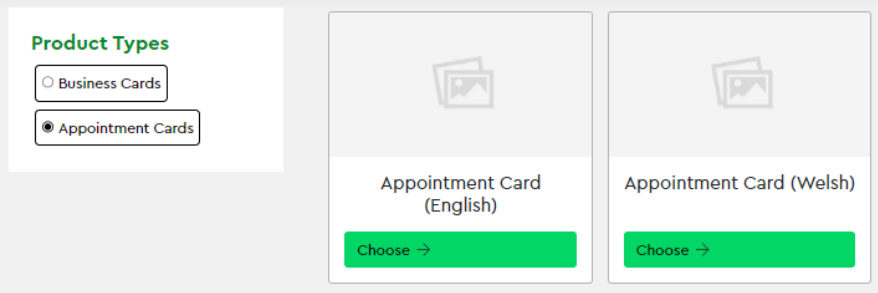
Round or square logos

Vertical templates tend to give better results for round or square shaped logos. The horizontal templates make these logos smaller.

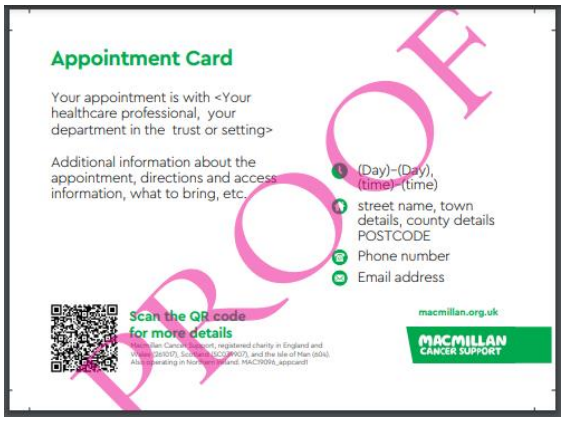
Note: On business cards, logos can still be placed in any slot and where they go has a bearing on how they display. The more logos you use, the smaller the logos will appear.

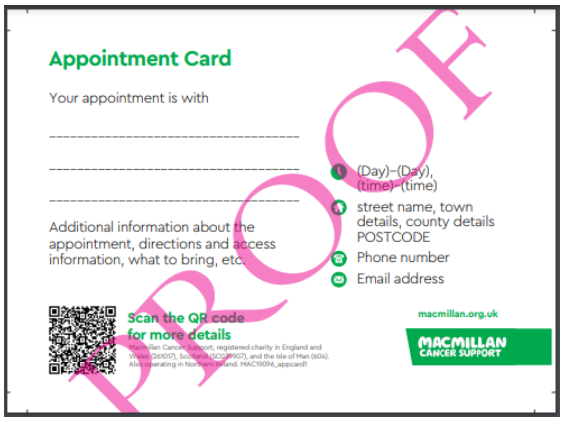
Appointment cards

Appointment cards are new and are available in English and Welsh.



They can be pre-printed with details of your department, healthcare professional or team, or left blank to hand-write your local details.





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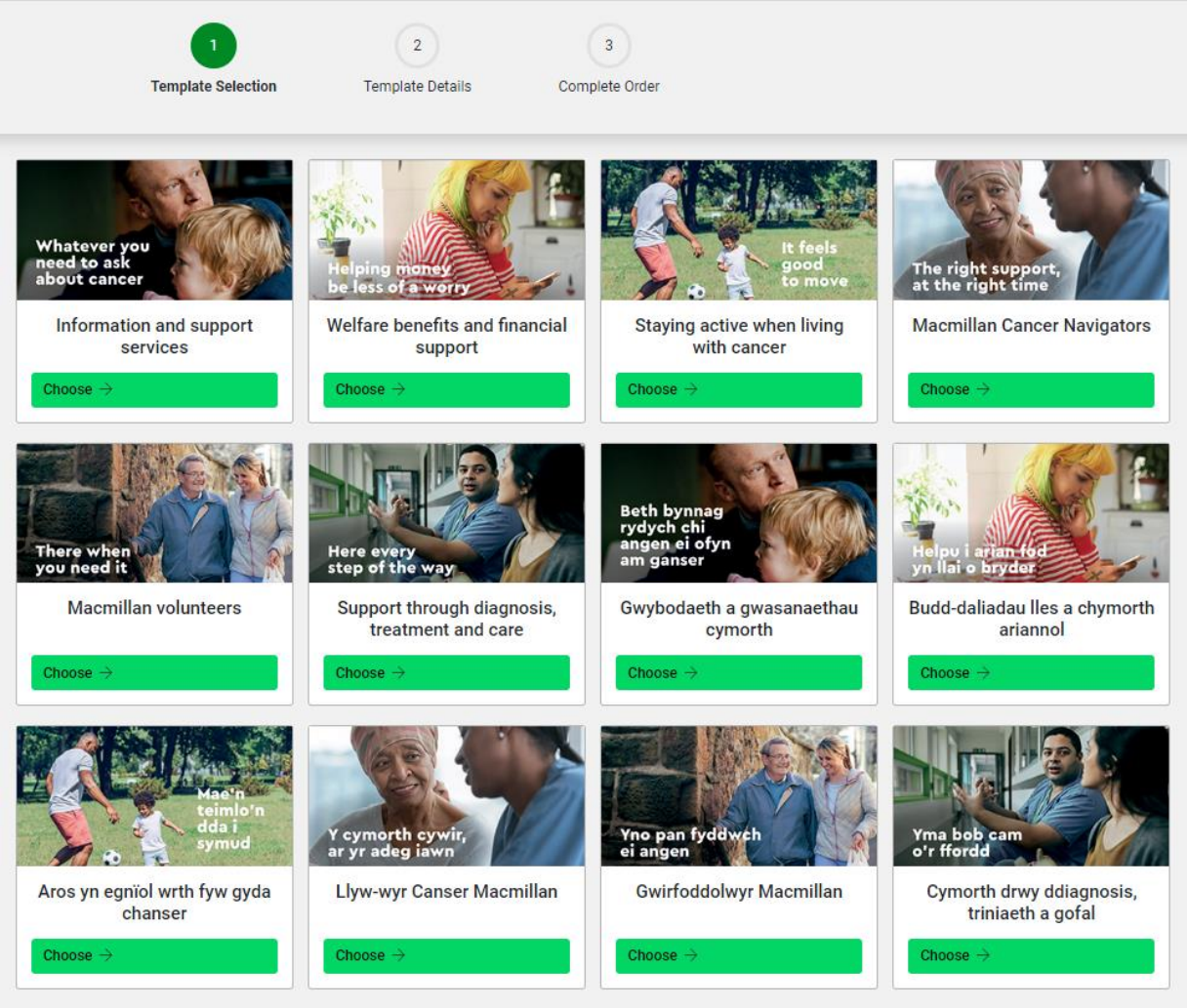
Banners, leaflets and postcards

There are six different designs to promote Macmillan's most often delivered partner services. These are:

- Information and support services
- Welfare benefits and financial support
- Staying active when living with cancer
- Macmillan cancer navigators
- Macmillan volunteers
- Support through diagnosis, treatment and care

The templates have been developed for best legibility/ accessibility.

On leaflets and postcards (and appointment cards), text sizes are set to 12 pt. as default. If you want to add more text, the font will reduce to 10 pt. to accommodate this. It won't go any lower.



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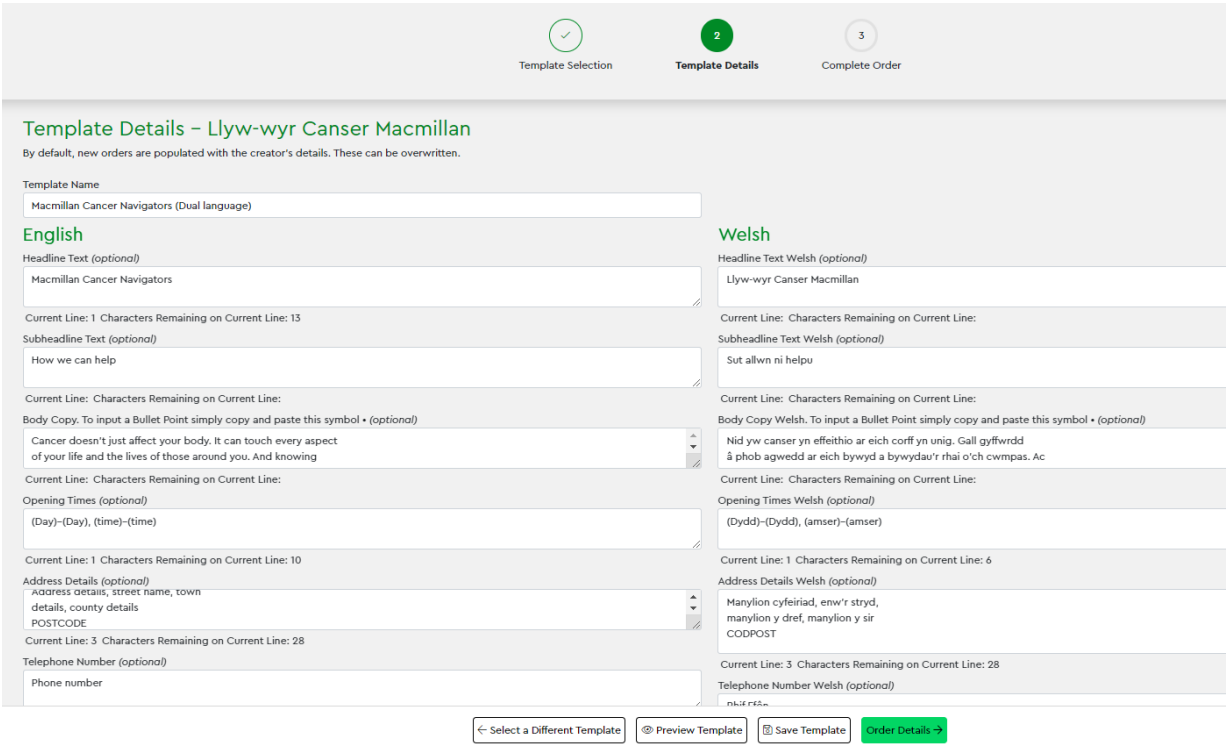
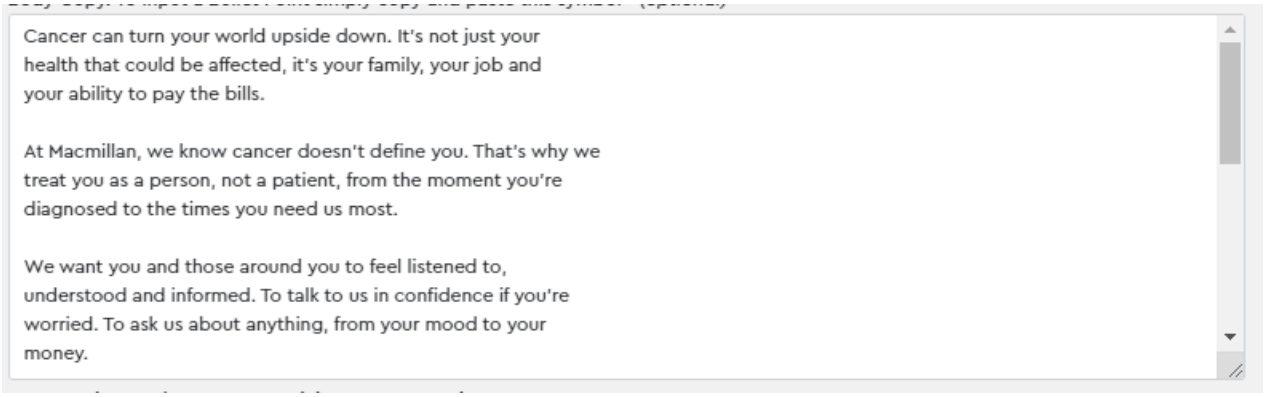
The Welsh bilingual materials are presented side by side for ease of editing. When printed, they present in tilt and turn format.



Where there are larger areas of content to edit e.g. body copy and address fields, there are scrolling arrows at the side of the text field. Dragging the corner of the box will expand the text area and make the workspace clearer.



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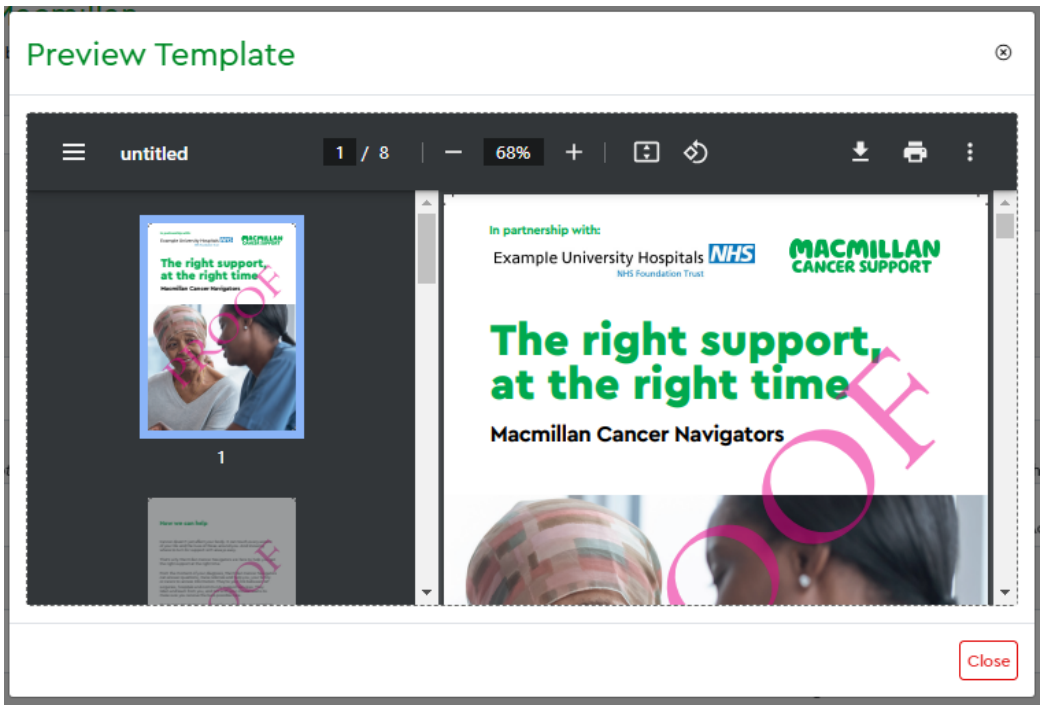
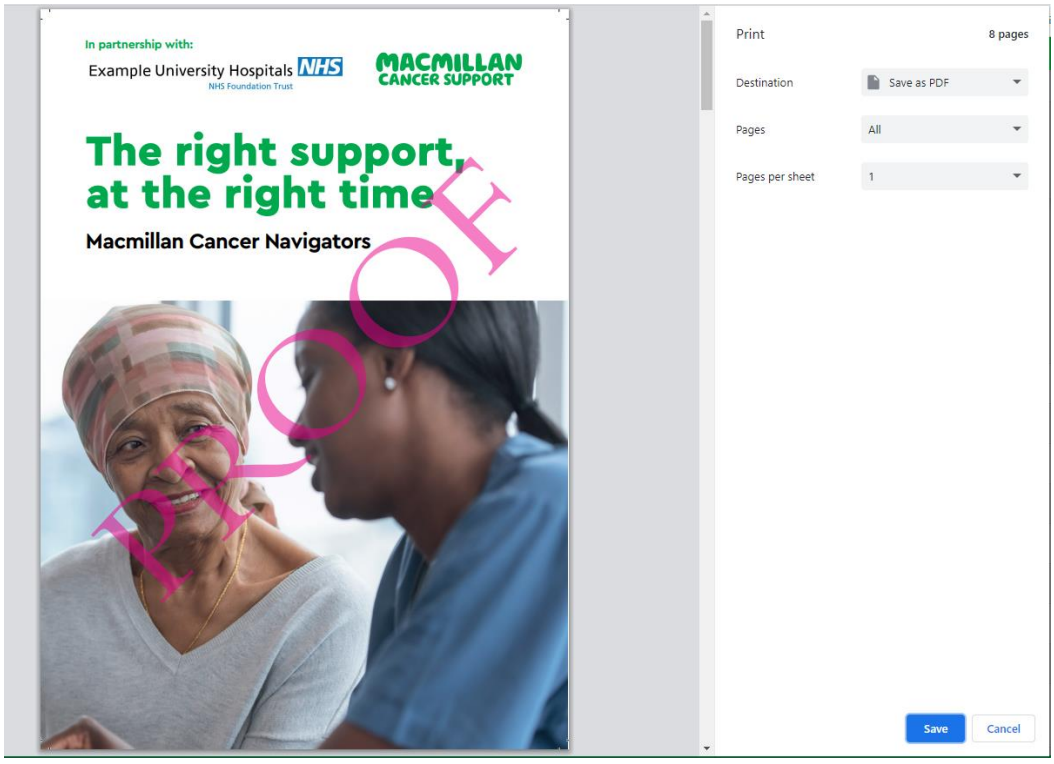
Previewing templates and proofing your work

You can move between the editor and the preview until you've finished editing then use the print function to print or save a PDF to proof your artwork and share it for comments before submitting.





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Check your content before submitting

Because these are personalised materials, they cannot be returned and reused by others. Please check all logos, QR codes, maps, etc. are all in the right places and displaying correctly and check the copy and spelling, etc. Once submitted, it may not be possible to cancel and order.

Printing and deliveries

When orders are submitted, they need to be approved and sent to print. This process can take a few days, and then the materials need to be delivered by post, or by courier.

- Business and appointment cards are usually printed and despatched within 5 working days.
- Leaflets, postcards and banners take little longer and are usually despatched within 7 working days.

An email will be sent when your order is despatched. For orders delivered by couriers, you will also be sent a tracking link via e-mail

If for some reason, delivery of an order is unsuccessful, we will not be able to send out a replacement. Instead, we will let you know when your order has been returned to our warehouse and confirm re delivery. This involves goods being returned by courier and could take some time.

Tip: In terms of planning, a good lead in time would be at least a fortnight for your materials to get to you.

Business and appointment cards are generally delivered via second class post and are not trackable.

Heavier and more expensive items such as large volumes of leaflets are generally delivered via our couriers. These deliveries can be tracked and, where required, the delivery time can be changed to help allow for someone to be there to accept a delivery.

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Unfortunately, once a package has been passed to the courier, we are unable to recall it.

Delivering into hospitals and large settings

Where orders are going to large settings such as hospitals, courier drivers will deliver to general delivery areas such as receptions as standard. Couriers are not expected to deliver to specific areas within a particular setting. It is up to the person placing the order to make the relevant arrangements to receive goods with their internal teams. Tracked goods will require to be signed for. The signature of who accepted a parcel will be available via the carrier's tracking information linked to each order.

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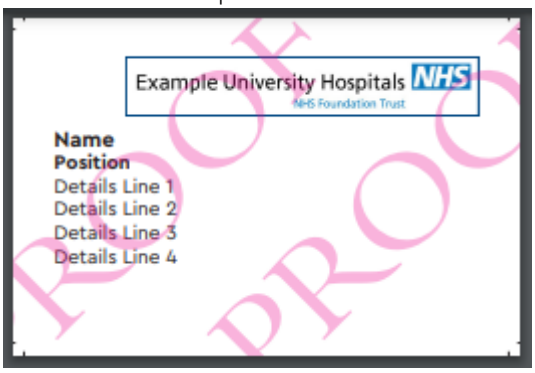
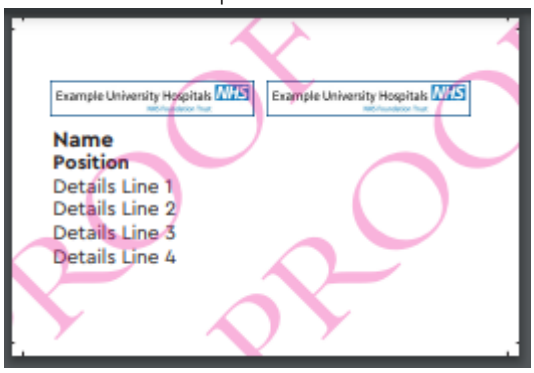
Appendix 1 – Business card logos

Best options for horizontal business cards

✓ Horizontal option works best

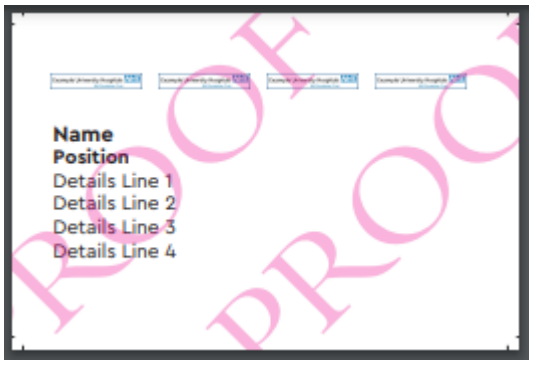


✓ Horizontal option works best



✓ Horizontal option works best

? Test templates for best option

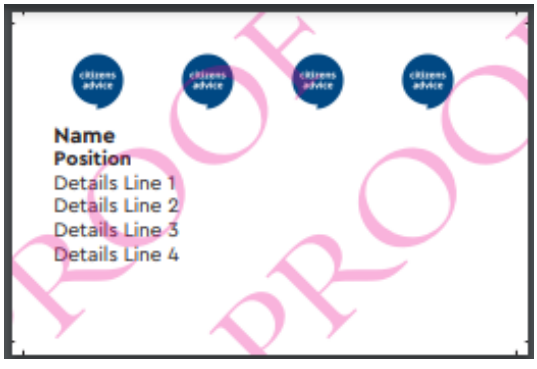


✖ Vertical option works best

✖ Vertical option works best

✖ Vertical option works best

? Test templates for best option



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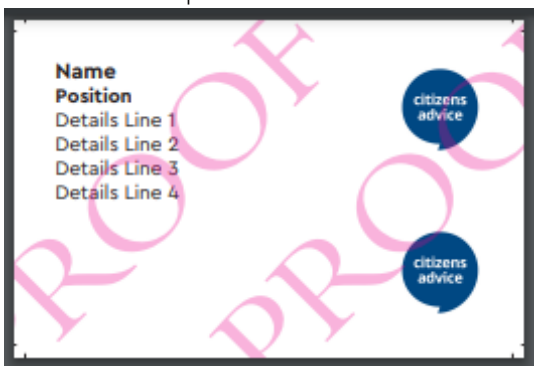
Appendix 1 – Business card logos

Best options for vertical business cards

✓ Vertical option works best

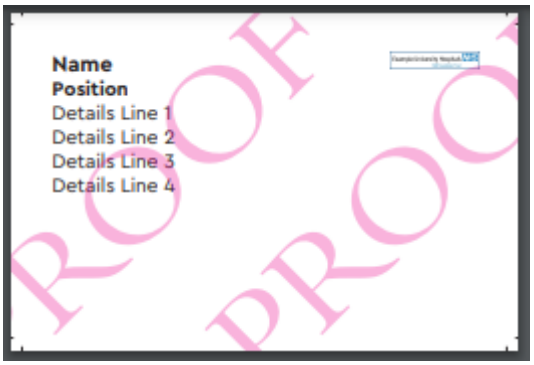
✓ Vertical option works best



✓ Vertical option works best

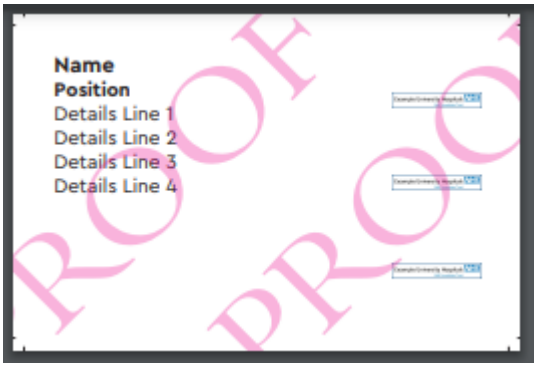
? Test templates for best option

✖ Horizontal option works best



✖ Horizontal option works best

? Test templates for best option



? Test templates for best option

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