

Bible Study Promotional Toolkit

The purpose of this kit is to supply promotional resources to the Bible study purchaser for promotion of the study in a congregation or community. We have provided a number of graphics and formats so that promotion of the Bible study can be carried out in a number of venues.

This document includes:

- A summary and introduction to the promotional toolkit items
- The name of the font(s) used in the graphic
- The main color used in the graphic
- An explanation follows how each of the promotional tools may be used
- Other information about Adobe Reader®, PDFs with fillable fields, printing, clip art, and copyright information. Adobe Reader is a registered trademark of Adobe Systems Incorporated.

The files included with this kit are listed below. An explanation of each file is noted in the following pages.

*promo_toolkit_info_page.pdf (this document)

Bulletin

bulletin_insert_bw_legal.pdf
bulletin_insert_bw_legal.png
bulletin_insert_bw_ltr.pdf
bulletin_insert_bw_ltr.png
bulletin_insert_color_legal.pdf
bulletin_insert_color_legal.png
bulletin_insert_color_ltr.pdf
bulletin_insert_color_ltr.png
bulletin_paragraph.rtf

Email

email_square_403x403px.png
email_wide_800x240px.png

Facebook/Instagram

facebook_photo_403x403px.png

instagram_photo_640px.png

Main Graphic

main_graphic_500px.png

Poster

poster_half_letter_size.pdf

poster_letter_size.pdf

poster_11x17_tabloid_size.pdf

PowerPoint

PPT_slide_background_HD.jpg

PPT_slide_background.jpg

PPT_slide_cover_HD.jpg

PPT_slide_cover.jpg

Website

web_banner_ad_800x240px.jpg

Font and Color Information

The main font(s) used with this study's graphic:

- Lithos Black
- Papyrus

[If you don't currently own a font and you would like to use it for your PowerPoint®, Keynote®, or in other ways with your study, you can purchase it from a number of websites that sell fonts. Some fonts may be available for free.]

The dominant color(s) in this study's graphic:

- Rust Red HEX color: cc0033

Promotional Toolkit File Explanations

***promo_toolkit_info_page.pdf (this document)**

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Bulletin

bulletin_insert_bw_legal.pdf (Bulletin Insert 8.5 x 7 Black/White—2 ads)

This grayscale image is a PDF form with fillable fields for legal-size bulletins. It gives a summary of the Bible study and allows for the addition of the date, time, and location of the study. It has two ads on one sheet.

bulletin_insert_bw_legal.png (Bulletin Insert 8.5 x 7 Black/White)

This grayscale image is a PNG file for legal-size bulletins. It gives a summary of the Bible study with space for the addition of any information.

bulletin_insert_bw_ltr.pdf (Bulletin Insert 8.5 x 5.5 Black/White—2 ads)

This grayscale image is a PDF form with fillable fields for letter-size bulletins. It gives a summary of the Bible study and allows for the addition of the date, time, and location of the study. It has two ads on one sheet.

bulletin_insert_bw_ltr.png (Bulletin Copy Master 8.5 x 11 Black/White)

This grayscale image is a PNG file for letter-size bulletins. It gives a summary of the Bible study with space for the addition of any information.

bulletin_insert_color_legal.pdf (Bulletin Copy Master 8.5 x 7 Color—2 ads)

This full color image is a PDF form with fillable fields for legal-size bulletins. It gives a summary of the Bible study and allows for the addition of the date, time, and location of the study. It has two ads on one sheet.

bulletin_insert_color_legal.png (Bulletin Copy Master 8.5 x 7 Color)

This full color image is a PNG file for legal-size bulletins. It gives a summary of the Bible study with space for the addition of any information.

bulletin_insert_color_ltr.pdf (Bulletin Copy Master 8.5 x 5.5 Color—2 ads)

This full color image is a PDF form with fillable fields for letter-size bulletins. It gives a summary of the Bible study and allows for the addition of the date, time, and location of the study. It has two ads on one sheet.

bulletin_insert_color_ltr.png (Bulletin Copy Master 8.5 x 11 Color)

This full color image is a PNG file for letter-size bulletins. It gives a summary of the Bible study with space for the addition of any information.

bulletin_paragraph.rtf (Bulletin Paragraph)

This brief paragraph in RTF allows the purchaser to copy the information about the study into a bulletin. The purchaser may change the wording as necessary.

Email

email_square_403x403px.png (Email Square Graphic)

This full color 300ppi (high resolution) graphic with space for additional text may be used in an email or church e-newsletter to promote the Bible study.

email_wide_800x240px.png (Email Full Width Graphic)

This full color 300ppi (high resolution) graphic with space for additional text may be used in an email or church e-newsletter to promote the Bible study.

Facebook/Instagram

facebook_photo_403x403px.png (Facebook Photo)

This full color graphic may be used on a Facebook timeline to promote the study.

instagram_photo_640px.png (Instagram Photo)

This full color graphic may be used with an Instagram account to promote the study.

Main Graphic

main_graphic_500px.png (Main Graphic)

This 300ppi (high resolution) PNG image of this study's main graphic can be inserted into any standard word processing document or used in PowerPoint, Keynote, or as part of a promotion for the study.

Poster

poster_half_letter_size.pdf (Poster 8.5 x 5.5 Color)

This full color poster is a PDF form with fillable fields. It allows the purchaser to print a smaller poster for the Bible study and include date, time, and location. Highlights of the study are included in the text of the poster.

poster_letter_size.pdf (Poster 8.5 x 11 Color)

This full color poster is a PDF form with fillable fields. It allows the purchaser to print a medium-sized poster for the Bible study and include date, time, and location. Highlights of the study are included in the text of the poster.

poster_11x17_tabloid_size.pdf (Poster 11 x 17 Color)

This full color poster is a PDF form with fillable fields. It allows the purchaser to print a large poster for the Bible study and include date, time, and location. Highlights of the study are included in the text of the poster.

PowerPoint

PPT_slide_background_HD.jpg (PowerPoint Background Slide for HD or 16:9 ratio)

This background slide is for HD or the 16:9 ratio. It is to serve as the background for the leader's PowerPoint presentation.

PPT_slide_background.jpg (PowerPoint Background Slide for 4:3 ratio)

This background slide is for 4:3 ratio. It is to serve as the background for the leader's PowerPoint presentation.

PPT_slide_cover_HD.jpg (PowerPoint Cover Slide for HD or 16:9 ratio)

This cover slide is for HD or the 16:9 ratio. It has the main image of the study and includes an option of adding text to announce the start of the study. This slide may also be used as a title page for the leader's PowerPoint presentation.

PPT_slide_cover.jpg (PowerPoint Cover Slide for 4:3 ratio)

This slide is for 4:3 ratio. It has the main image of the study and includes an option of adding text to announce the start of the study. This slide may also be used as a title page for the leader's PowerPoint presentation.

Website

web_banner_ad_800x240px.jpg (Banner Ad)

This full color image with space for customization can be used as a banner ad on the church's website.

Other Information

Adobe Reader

The program to read PDF files, Adobe Reader, is included with almost every computer. To avoid potential printing difficulties, use the latest available version of Adobe Reader. If your computer does not have Adobe Reader or has an outdated version, you may download the latest version for free at www.adobe.com.

Note: You cannot open PNG, TIFF, JPEG, or RTF formats with Adobe Reader.

Completing a PDF Form With Fillable Fields

This toolkit contains PDF files a user can customize to promote the Bible study. The PDFs have fillable fields to include the date, time, place, and any other information. Below is information how to insert information into the fillable fields of a PDF.

Completing the form in Mac OSX

OSX by default uses the application 'Preview' to render forms instead of Acrobat Reader. 'Preview' does not support PDF forms, therefore will not work while being used in this program.

1. Install the most recent version of Adobe Reader (<http://get.adobe.com/reader>).
2. Save the form to your local drive on your own computer and note the location of the saved file (ex. Documents).
3. Open the Adobe Acrobat Pro/Reader application.
4. On the Acrobat Reader menu, go to File>Open. Open the file from the location in which you saved it. The form will not work if you simply double click it, unless Acrobat/Reader is already your default PDF viewer.
5. Complete the form and save the changes before emailing or printing.

Completing the form in Windows

1. Install the most recent version of Adobe Reader (<http://get.adobe.com/reader>).
2. Save the form to your local drive on your own computer and note the location of the saved file (ex. My Documents).
3. Open the Adobe Acrobat Pro/Reader application.
4. On the Acrobat Reader menu, go to File>Open. Open the file from the location in which you saved it.
5. Complete the form and save the changes before emailing or printing.

Printing

In order to achieve the optimum format of a printed file, do the following: from the print menu, click on "Page Scaling," set to "Fit to Printable Area," and indicate what size paper you are printing on. This allows you to print items such as posters on whatever size paper you choose.

Clip Art [JPEG, PNG]

JPEG and PNG images can be imported into any standard word-processing document. PNG files support transparency.

Copyright Information

All rights reserved. The materials in this Bible study and promotional toolkit may be printed and copied ONLY for use by the purchasing congregation or school. (Dual parishes may purchase one copy for use in both congregations.) Sharing this Bible study material or promotional toolkit items with other congregations or schools is prohibited. Duplication of the CD is prohibited.

BIBLE
Discovery
series



HARD SAYINGS OF JESUS

Long before cell phones, the Internet, or HDTV could ever broadcast a message, Jesus' words attracted crowds by the thousands. Yet many people found certain words and sayings to be confusing or challenging. Perhaps you've had trouble with these as well. Though some of Jesus' words are indeed hard, they are well worth the struggle to understand them!

This study will clear up the confusion around difficult and controversial statements that Jesus made during his earthly mission. Join us as we work together to better understand the *Hard Sayings of Jesus* and become better equipped to help explain them to others.

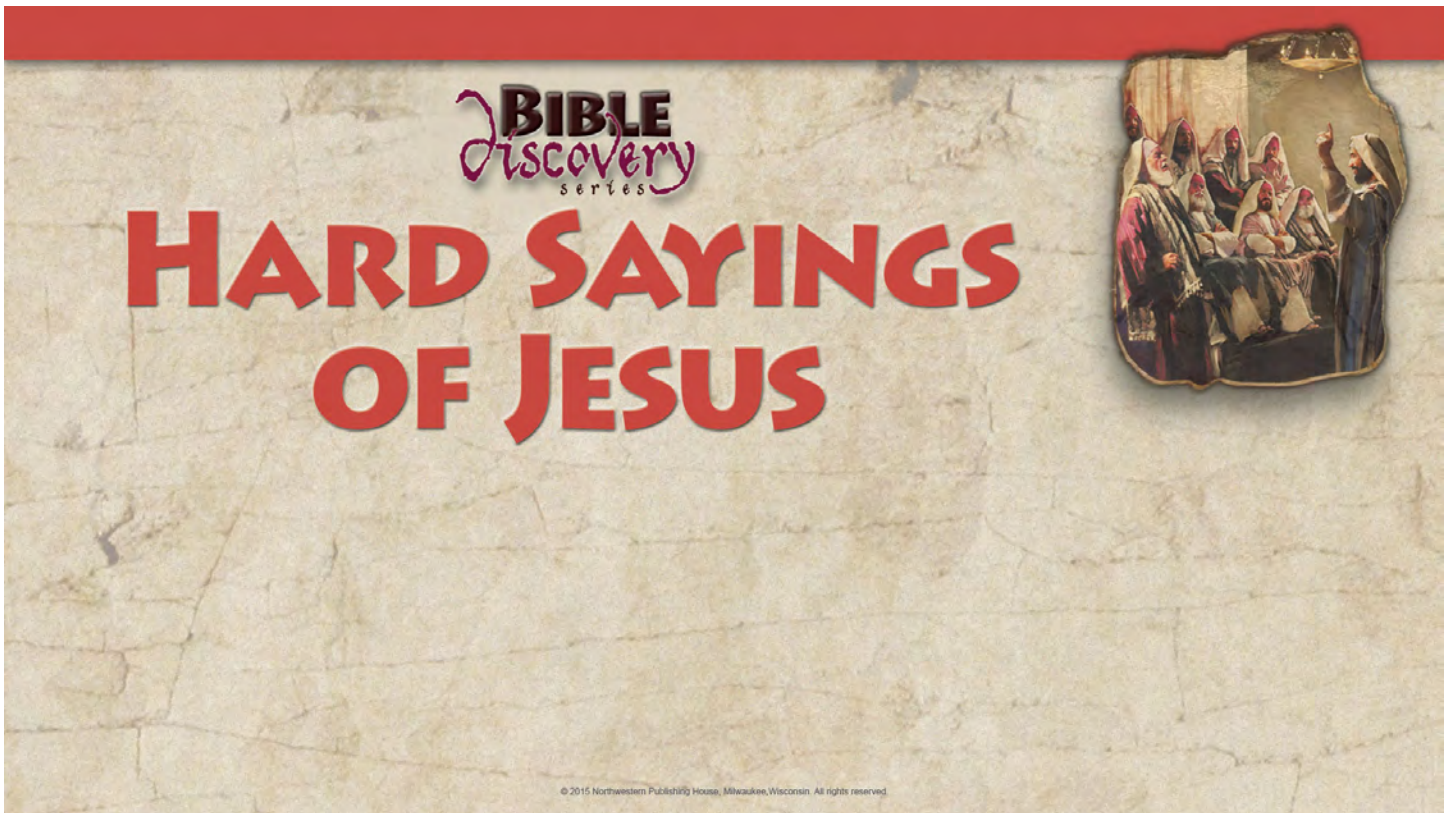
Date:

Time:

Poster (editable PDF with fillable fields)

Place:

PowerPoint Cover Slide



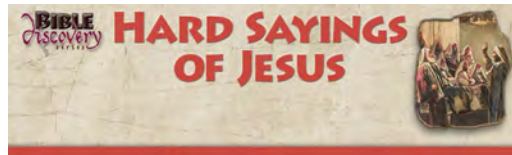
BIBLE
Discovery
series

HARD SAYINGS OF JESUS

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The cover slide features a parchment-textured background with a red horizontal bar at the top. The text 'BIBLE Discovery series' is positioned at the top left, with 'BIBLE' in a bold, black, sans-serif font and 'Discovery' in a purple, cursive font. Below this, the title 'HARD SAYINGS OF JESUS' is written in large, bold, red, sans-serif capital letters. On the right side, there is a small, irregularly shaped illustration of Jesus teaching a group of people, rendered in a classical painting style. At the bottom center, a small copyright notice reads '© 2015 Northwestern Publishing House, Milwaukee, Wisconsin. All rights reserved.'

Email Graphic





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Date:

Time:

Place:

**Bulletin
Insert
(also available
in color)**



BIBLE
Discovery
series

HARD SAYINGS OF JESUS

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Time:

Place: