InterVarsity

MINISTRY UPDATE FROM [YOUR NAME HERE]

A CATCHY, SHORT TITLE
The subtitle should be slightly more descriptive, but not too long

Using the Pixlr Email Header Template

1. Download the .pxd file from the 2100 website to your computer (you should already have it if you have these instructions, which came in the same zipped file). The .pxd file uses the font Avenir, available to staff for **free** at: **2100.intervarsity.org/resources/avenir-font**. Rename the file to something else if you like.

> **THIS TEMPLATE DOES NOT WORK IN CHROME.** If you have a PC, use either Internet Explorer or Firefox, and make sure your Adobe Flash plugin is up to date. Download the latest Flash Player here: **get.adobe.com/flashplayer** and restart your browser if needed.

2. Open **pixlr.com/editor/** in your browser.

3. Click "Open Image from Computer" and select the .pxd file you just saved.

4. Select the Text tool (looks like a capital A). In the Layers box, find the text that you want to edit and select it there. Then, click over that text in the image. Change the text in each of these three text layers:
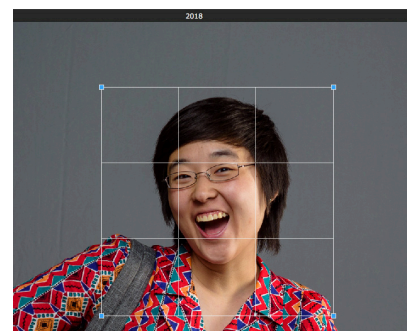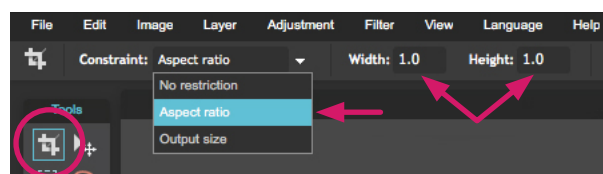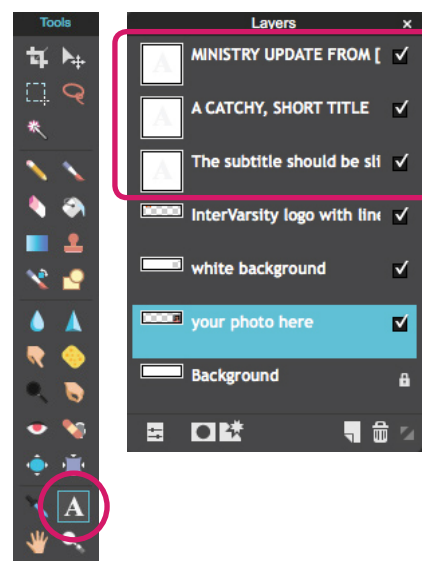
    a. "Ministry Update from [Your Name Here]"

    b. "A Catchy, Short Title" *If needed, change the font size, but this title should be no smaller than 30 pt.*

    c. "The subtitle should be…"

    Both "Ministry Update from [Your Name Here]" and "A Catchy, Short Title" text should remain in ALL CAPS.
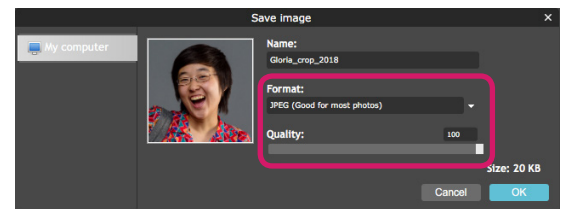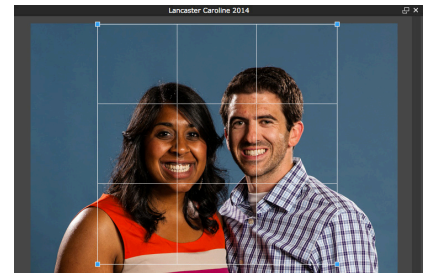
5. If you are not including a photo, uncheck layer called "your photo here." Skip to Step 8.

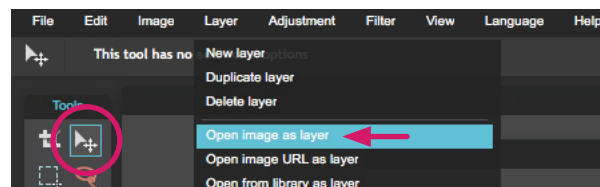6. If you *are* including a photo (strongly recommended), follow these instructions:

    a. In Pixlr, click File > Open Image. Select the image you wish to use. (Use a simple image with high contrast and a simple background.)

    b. Select the Crop tool (top left corner in the toolbar), then in the options below the top bar menu, click on the "No restriction" drop down menu and select "Aspect ratio." Make sure Width and Height are each 1.0.

    c. Using the crop tool, crop the image so that the center of your face (eyebrows to the middle of your chin) fall within the center square grid marks, like the image at right:

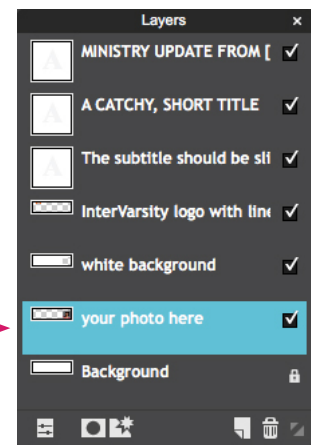   Apply the crop by hitting the enter key.

d. If you are a couple and using a photo of both of you, it is best to use a photo where your heads are touching or as close together as possible, and horizontally parallel (a picture where you are sitting next to each other tends to work better than one in which you are standing next to each other, if there is a significant height difference). Center your faces within the same center grid marks, placing approximately half of each of your faces in the center, like the image at right:

e. Click Image > Image Size. Change height of image to 130 pixels. The width should change to 130 pixels as well.

f. Click File > Save and save as a new file, using JPEG as your format, setting Quality at 100.

7. Back in the Email Header file, click Layer > Open Image as Layer. Select the resized image you just saved.

In your Layers box, move your photo layer to just below the layer named "white background". Using the arrow tool (top right in the Tools box), move the image to the right until it is where you would like it to be placed. (Use the original image as a guide.)

You may need to resize the photo, to crop in more or less (but keeping the final dimensions at 130 pixels by 130 pixels), based on the dimensions of your photo. If so, repeat Step 6 before moving on.

The old "your photo here" layer is not needed and can be deleted by dragging the layer to the trash icon in the lower right corner of the Layers box.

8. After you get your photo to look the way you want it to, you are done! Click File > Save and save over your original .pxd file (so your new layers are preserved for future editing). Then save it again as a JPEG with Quality set to 100.

9. The JPEG file is now ready to be used in your MailChimp template!