

TEMPLATE ORDER GUIDE /

Our template order guide is filled with guidelines to help you complete the template order form. We want this to be a super easy and fun process for you! In order to prevent any stress, please read this guide!

You need to be completely clear about how you want your template to look in order to avoid confusion. If your template instructions are not clear about something, then we will ask you about it (and probably direct you to this guide). This will delay the template creation process.

Quick Checklist:

I am submitting a layered PSD and/or PDF with live text.

I am submitting a file with web safe fonts.

I consider this file FINAL work.

My instructions are clear and explain each section.

I am clearly indicating which area is editable, which area(s) pull from the MLS, and which area(s) are static.

I am providing all necessary links in the instructions.

If you AGREE with those statements, please submit your order!!

File Type

Please provide us with a layered .PSD. A .PSD file is a layered image file used in Adobe Photoshop. PSD, which stands for Photoshop Document, is the default format that Photoshop uses for saving data. PSD is a proprietary file that allows the user to work with the images' individual layers even after the file has been saved.

And/or, send us a PDF. Portable Document Format (PDF) is a file format used to present and exchange documents reliably, independent of software, hardware, or operating system. Include live text. Live text means that you can highlight and copy the text from the PDF.

Web Safe Fonts

Web safe fonts are **fonts** that are pre-installed by many operating systems. While not all systems have the same **fonts** installed, you can use a **web safe** font stack to choose several **fonts** that look similar, and are installed on the various systems that you want to support. What's a font stack? Let's say that you want to use **Helvetica**, but you'll settle for **Arial**. Since both of these fonts are considered to be sans-serif fonts, we can write a line of code like this:

```
{ font-family: Helvetica, Arial, sans-serif; }
```

The browser will first try to use **Helvetica**, and if it's not installed, it'll attempt to use **Arial**. If even that font is not available, it'll use whatever default **sans-serif** font the browser likes, but at least it'll be the correct *type* of font!

Serif vs. Sans Serif

Typefaces are often described as being serif or sans serif (without serifs).

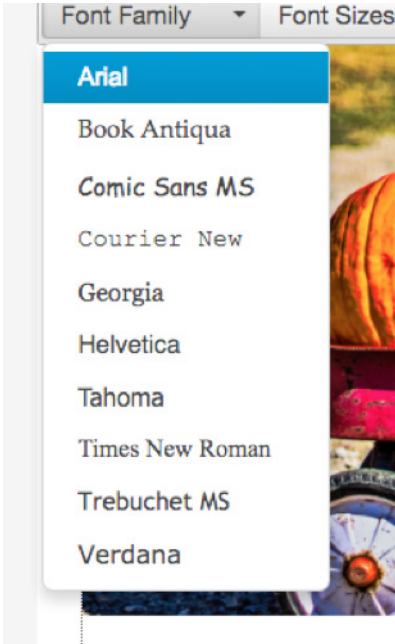
I am sans.

I am serif.

Sans Serif: Sans serif typefaces are considered more modern and include a variety of widths and shapes. This style of typeface lacks strokes at the ends of letters (hence "sans" serif). Some of the most well-known sans serif typefaces include Helvetica, Arial, Futura and Franklin Gothic.

Serif: A small decorative line added as embellishment to the basic form of a character. The most common serif typeface is Times New Roman.

Please make sure all of your fonts are one of these:



Arial, Book Antiqua, Comic Sans MS, Courier New, Georgia, Helvetica, Tahoma, Times New Roman, Trebuchet MS, Verdana

Please note: You can add images with non web safe text to a template! This is a super handy work around for adding pretty fonts to your designs.

Final Work

Template artwork will be considered FINAL artwork. Any changes made to your submission will incur a \$120 / hour change fee at the discretion of the rezora Marketing Services team, billed in 15 minute increments.

Instructions

Example Order:

GOOD INSTRUCTIONS

INCOMPLETE INSTRUCTIONS

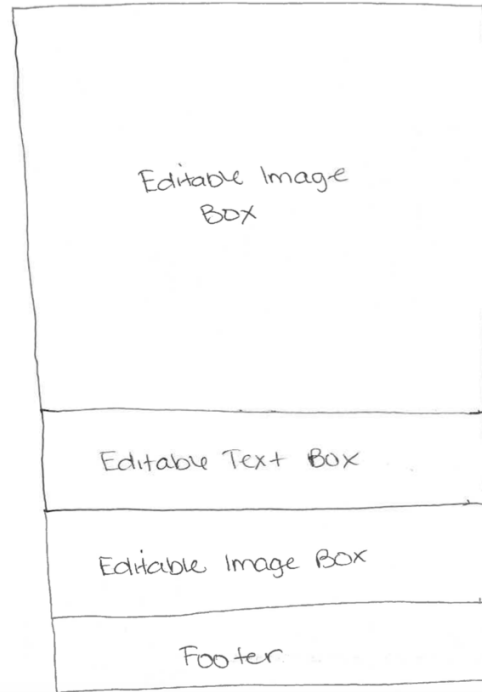


STATIC
IMAGE

pull from MLS
street address
#bed #bath #sqft

EDITABLE
AREA

Agent Profile Pic
Agent Name, Title
Phone Number
Email
Company
Address
Website



*This is an actual order that we received.

Do's and Don'ts



VS.

We cannot have
image or text
overlay an image.

DO →

← DON'T





VS.

We cannot have the text "Beach Front" overlay an image pulled from the MLS.

DO →

← DON'T

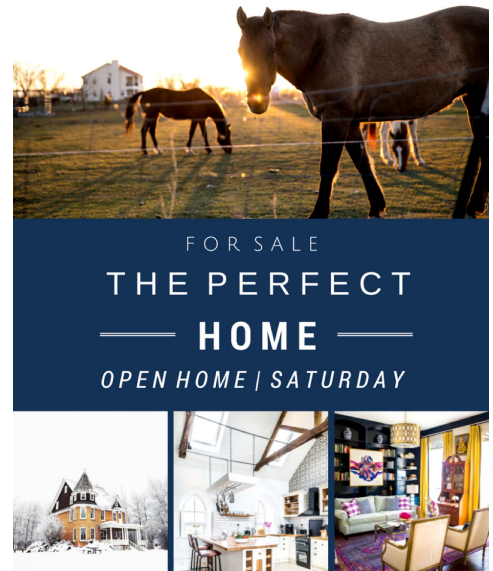


VS.

We cannot have the "For Sale" image overlay the horse image if it's editable or pulling from the MLS.

DO →

← DON'T

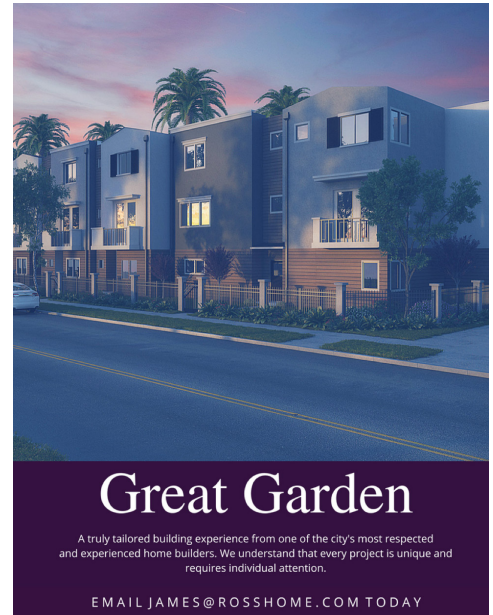


VS.

We cannot pull this info or image from the MLS.

DO →

← DON'T





VS.

We cannot have an image or text overlay an image.

DO →

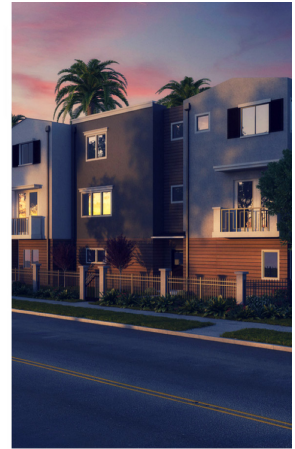
← DON'T

Affordable Apartment Living.

Apartments built to suit a couple, or a young family with an urban edge and school zoning.

OPEN HOUSE 18 SEPT

- 2 large bedrooms w/built ins
- Spacious open plan lounge/dining
- Bright modern kitchen



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