

## Could your nonprofit benefit from free graphic design?



**United Way  
Centraide**  
Simcoe Muskoka

The Graphic Design program at Georgian College in Barrie has partnered with United Way Simcoe Muskoka to provide pro bono design services to non-profit organizations in the community.

### DESIGN SERVICES PROVIDED

Georgian College Graphic Design Students will provide any of the following print or digital:

- + Marketing and promotional materials (pamphlets, brochures, posters, eblasts, banner ads, landing pages, etc.)
- + Collateral materials for events (forms, signs, name tags, invitations, etc.)
- + Informational materials (newsletters, presentation graphics, etc.)

### Client Commitment

In return for receiving pro bono design services, client agencies will be asked to commit to the following:

- + Ongoing availability to communicate with students either face-to-face, via email or telephone on a weekly basis from September to November (depending upon the scope of the project)
- + Providing text and photos for the project in a timely fashion (students can research appropriate stock photography if required)
- + Providing the organization's branding style guide, or any specific requirements that must be followed, at the commencement of the project
- + Covering any project costs, such as the printing of materials (all costs will be outlined and discussed prior to the commencement of the project)
- + Completing a simple student/project evaluation form at the conclusion of the project (will take no more than 5-10 minutes to complete)

### Student Commitment

- + Ongoing communication with client either face-to-face, via email or telephone on a weekly basis from September to November (depending upon the scope of the client project)
- + Provide client with a Design Brief outlining the specific project scope and any possible project expenses prior to the commencement of design
- + Inform the client of any necessary changes to the project scope in a timely fashion
- + Complete the project within the time agreed upon with the client (must be completed between September to November).

**For more information, or to schedule a project for this fall, please contact:**

**George Mashinter**, Professor, 705.728.1968 x4165 [George.Mashinter@georgiancollege.ca](mailto:George.Mashinter@georgiancollege.ca)  
**Online Reservation Form:** <https://goo.gl/forms/4hPRkZW6luTqaRHi2>