



USER GUIDE ENGAGE POSTER TOOL



Energy Cities
July 2011

ENGAGE for energy & climate,
make the difference for Europe!

www.citiesengage.eu



The user-friendly ENGAGE poster tool enables you to create posters in just a few clicks!
Please note that questions are classified by section of the tool.
If you can't find the answer to your question in this list, please contact [Ian Turner](#).

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REGISTRATION FORM / MY CITY



What is the information I gave in the registration form used for?

This information appears on the project website www.citiesengage.eu. When a visitor clicks on your city on the [map](#), s/he is directed to the description of your city. Therefore, it is better if you can provide this information in English.

You can update these details in “My City”.



What files should I upload?

We encourage you to share your files online as they are resourceful information for other ENGAGEd cities! If you choose “share online: yes”, these files will appear on your city profile on www.citiesengage.eu.

You can upload:

- Your PR campaign,
- Your monitoring form,
- Your image consent form,
- Your communication materials: leaflets, roll-ups,
- Slide presentations of your Campaign...

MY TEAM



What is a member? What is a participant?

Members in MY TEAM are people with a login and a password to access the poster tool.

A **participant** is a person or a group of person (such as a sports team) that appears on one or several posters.

When a team member is created, there is an option to create him/her a participant profile.



What is the difference between Master admin and City admin?

A Master admin can create other team members and see their password.

A City admin cannot create other team members and cannot see the password of other team members.



TRANSLATIONS



Can the tool be translated in my language?

Yes! First, select your language on top right (under “Sign out”). If the text is still in English, go to “Translations”. In this section, you will find all the expressions used in the tool. Translate them in your language and click on “Save/refresh” on the bottom of the page. It takes a few minutes but will then help all the users who speak your language!

SETTINGS



Campaign logo or campaign slogan?

For your local ENGAGE Campaign, you have the possibility to have a campaign logo or slogan, but not both.

If you choose a campaign slogan, the text will appear in white if you choose a coloured background for your posters or in dark blue if you choose a white background.



What are the proportions of my campaign logo?

The field dedicated to your campaign logo is 400mm x 50mm for an A2 portrait and 574mm x 50mm for an A2 landscape.

We suggest that you prepare a logo with the landscape dimensions so that it will fit the whole space for both portrait and landscape.



My city logo is in jpeg, why do I need it to be in vectorized PDF?

The objective is to make high quality posters! This is why **vectorized files** have to be used.

The files that you upload on “Settings” have to respect these criteria:

- **PDF 100% vectorized**
- **Size max: 800Ko**
- **Colour model: [CMYK](#)**
- **Compatible with Acrobat 5 (version 1.4)**
- **Without large margins (not a small logo on a large page!)**



Why can I choose a logo for a white or yellow background and a logo for a blue or green background?

Your local authority might have a coloured logo that would be hardly visible on a dark coloured background. On the contrary, a white logo cannot be used on a white background and would be hardly visible on a yellow background.

Therefore, **you have two possibilities for the use of your logos**, depending on the logos that are available in your local authority and the colour of the background you want to use on each poster.



PARTICIPANTS



What are the requirements to produce a high quality poster that will be printed?

To produce a good quality A2 poster, your picture has to respect these criteria:

- **Jpg format**
- **Colour model:** if your posters are printed by a professional printer, you will need to convert the photos to **CMYK** before adding to the ENGAGE poster tool
- **Min size for portrait: 2480x2800 pixels**
- **Min size for landscape: 4700x2480 pixels**



I can't see my campaign slogan on a poster. What shall I do?

This is an either/or option: it is impossible to have a logo and a slogan. If your local authority chooses to have a slogan, you have to delete the logos you might have previously uploaded in "Settings".



Can I change the date that is entered on the poster?

The date of the engagement is automatically entered on the poster; you can however change it if necessary.



How to create a poster displaying two or more participants?

On the page where you create a poster, enter the number of people that are on the picture in "People engaged". After having refreshed, you will be able to enter the first and last names of the other participants present on the picture.



Is there a limit to the number of characters for the engagement?

There is no limit, but the more text you write, the smaller it becomes. So we suggest that you don't enter too long engagements!



How can I monitor participants?

Find more details on monitoring and evaluation at <http://www.citiesengage.eu/en/ENGAGE-CAMPAIGN-TOOLS.html>

Please specify the evaluation tool you use in "My City".

When you create a participant, you can specify "Monitored: Yes/No".

If the participant represents a group of people (such as a sports team), you can specify in "No. of monitored" how many people are monitored in the group (because this is a collective effort).

We recommend you to evaluate participants on a yearly basis.



POSTERS



Why do the JPEG images have a different colour from the PDF onscreen?

PDF are produced in [CMYK](#). To obtain the JPEG format of the poster, the PDF is converted in [RGB](#). The difference between colours is due to this conversion.

Use the PDF when printing posters!



How can I display my posters on my local campaign website?

When you create a poster, you can choose to publish it online by ticking the corresponding option. Here are the details to communicate to your web team so as to display your posters on your local campaign website:

- The link is: <http://www.citiesengage.eu/gallery.php?city=&qty=&orderby=&css=>
- "city=": On top of the table of "My city", you will find the number of your city – if city=1, the gallery displayed will contain posters from city 1. **Please make sure to enter the correct number that represents your city!**
- "qty=": if qty=2, the number of posters displayed by page is 2.
- "orderby=": if orderby=date_desc, posters are ordered by descending date; if orderby=date_asc, posters are ordered by ascending date
- "css=": enables to configure the appearance of the different elements by a CSS file (i.e.: css=http://www.citiesengage.eu/web/gallery_default.css)
- Example of code: `<iframe id="engage_posters" src="http://www.citiesengage.eu/gallery.php?city=&qty=&css=" frameborder=1 width="650" height="500"></iframe>`



RESULTS



What is the counter on “Results”?

On “Results” is displayed the ENGAGE meter of your local authority!

It counts all people that appear on posters (those in the table “Participants” and the other people they appear with on posters).

