

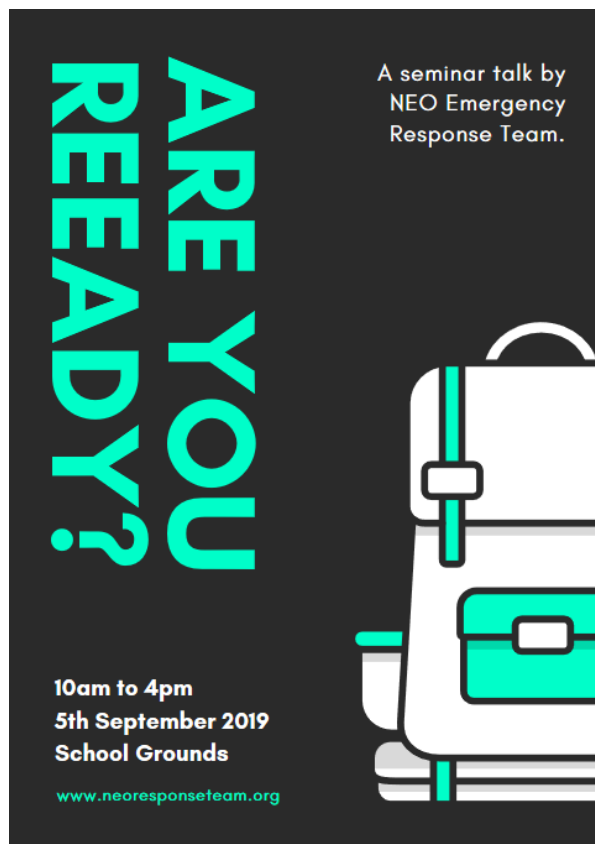
Guide for MRC Unit Leaders: Graphics and Design Resources

(Last Updated: December 2019)

There are many free resources available to help MRC unit leaders market and promote their units and events.

Graphic Design, Infographics and Templates

- **Canva** ([canva.com](https://www.canva.com)) is a free, web-based tool that allows access to hundreds of infographics and other graphic design templates. After you create a free account, you can customize and download templates for flyers, PowerPoint presentations, Facebook cover photos, Twitter backgrounds, and many other projects.
 - Examples applicable for MRC units to personalize (found with a keyword search “emergency response”):



- **Adobe Spark** (spark.adobe.com) offers templates for social media graphics, web pages, and even short videos. After you create an account, you can search through available templates and customize posters, flyers, infographics, brochures, and social media graphics.
 - The Adobe Spark Starter Plan is free and provides access to the website and the iOS apps (Spark Video, Spark Page, and Spark Post); however, the full version of Adobe Spark is a paid service. Note that the paid version is included with every Adobe Creative Cloud plan.
 - Using the free Adobe Spark Starter Plan, you cannot remove Adobe Spark branding from the content you create.
 - Marketing ideas are posted on the Adobe Spark blog:
<https://blog.adobespark.com/>

Access to Free Stock Photos

There are many websites that allow you to search for photos in the Creative Commons that are free to use. Take special note of any attribution requirements before using or modifying the photos for your purposes.

A selection of these websites includes:

- <https://ccsearch.creativecommons.org/>
- <https://burst.shopify.com/>
- <https://www.pexels.com/>
- <https://pixabay.com/>
- <https://unsplash.com/>
- <http://photopin.com/>

Consider the following search terms: Volunteer, Training, Emergency, Emergency Response, Medical, Nurse, Doctor, Police, Fire Department, Public Health, Shelter, Disaster, Preparedness, Emergency Preparedness, Readiness, Infectious Disease, Responder Safety, Flu