



# Your Guide to Using the Marketing Toolkit

As a part of your Certified Partner status with VIQUA, you have access to a variety of marketing materials that you can use to educate your customers about water testing, UV treatment, and VIQUA systems. Many of these pieces can be customized with your contact information and company logo. Some pieces may be shared digitally, while others should be printed and handed out or sent to homeowners.

The customizable PDFs may be edited in a variety of PDF editors. **For best results and exact matching to instructions outlined in this document, we recommend using Adobe Acrobat Pro or Adobe Acrobat Reader.\***

## Edit your company information

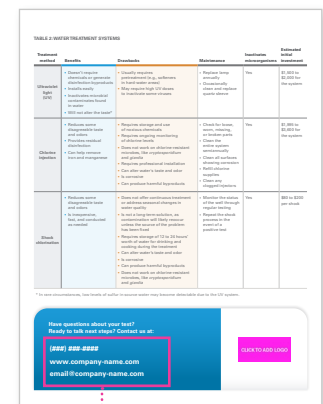
Each customizable PDF has three editable text fields for your company name, company URL, and company email. These fields may or may not be highlighted, depending on the software you view the assets with and your user settings. Be sure to update these fields before sharing with your customers.

Depending on the asset, these editable text fields are either bold blue or bold white text.

1. Open the desired PDF in a PDF editor or reader.†
2. Click into each field, delete the sample text, and replace with your own information.
3. Select **File > Save As...**
4. Chose a location on your computer, server, or cloud storage to save the edited file.
5. Name the document and click **"Save."**



(###) ###-####  
www.company-name.com  
email@company-name.com



(###) ###-####  
www.company-name.com  
email@company-name.com

\* Download the latest version of [Adobe Acrobat Pro](#) or [Adobe Acrobat Reader](#).

† For best results, VIQUA recommends using Adobe Acrobat to edit your PDFs.

## Add your company logo

In addition to adding your company information, you can add your company logo to the PDF in a designated field. Be sure to update this field before sharing with your customers.

1. Click on the magenta box labeled “ADD LOGO” or “CLICK HERE TO ADD LOGO.”
2. From the “Select Image” dialog box, press “Browse...”
3. On your computer, locate a high-resolution, full-color version of your company logo.
  - PNG, JPG, or PDF formats are all acceptable, as long as the file does not have excessive whitespace or padding added around the logo. Files with extra whitespace will make your logo appear small in the assigned field.
4. View your logo in the “Sample” window. If you’re satisfied with the selection, press “OK.”
5. Save the document.



## Remove form field highlighting and editing capabilities

When sharing digital assets (ex., overviews, one-pagers, and infographics) with your customers, highlighting and editability of the form fields should be disabled. (*Note:* Assets that will be printed do not need to have these fields unhighlighted or disabled.)

Depending on your operating system and software of choice, steps to disable or flatten form fields may vary.†

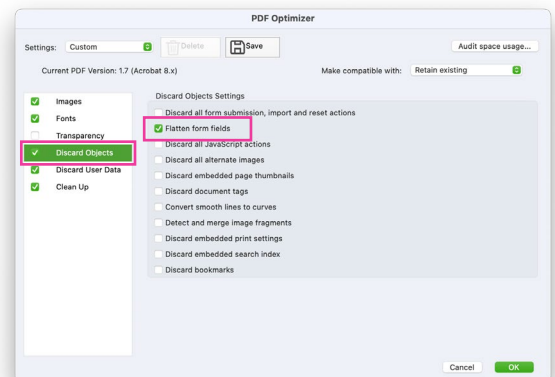
### If you’re on a Mac:

1. Using Adobe Acrobat, make edits to the form fields as desired and upload your company logo.
2. Select **File > Save as Other > Optimized PDF...**
3. Navigate to “**Discard Objects**” and select “**Flatten form fields.**” Press “OK” and save your document.

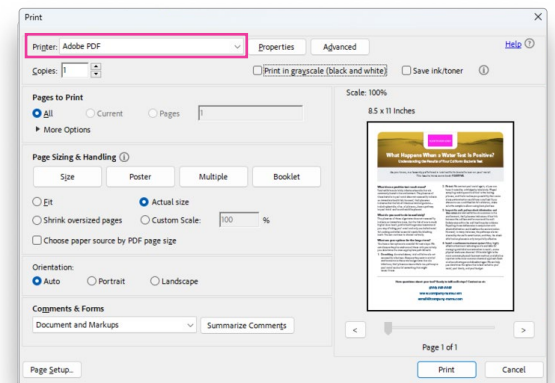
### If you’re on a PC:

1. Using Adobe Acrobat, make edits to the form fields as desired and upload your company logo.
2. Select **File > Print**
3. Under “**Printer,**” select “**Adobe PDF**”
4. Ensure “**All**” pages are selected to print and sizing is set to “**Actual size.**”
5. Press “**Print**” to save your document as a flattened PDF.

### Optimized PDF dialog box on Mac



### Print dialog box on PC



† Alternate methods to flatten form fields like saving the PDF as a PDF/X or High Quality Print PDF may be available in certain software.

## Printing guidance

Some of the customizable assets have been created specifically for use as printed items, where others may be printed or shared digitally.

**Assets that must be printed:** trifold brochures and postcards

**Assets that may be printed:** one-pagers and overviews

**When printing assets, refer to these tips for best quality outcomes:**

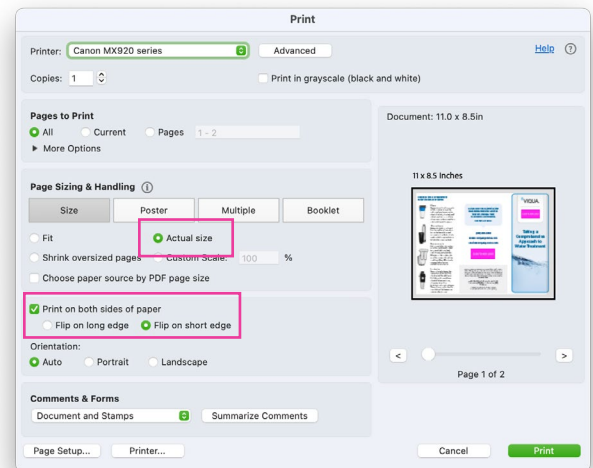
► **Trifold brochures:** Most trifold brochures have been designed without bleeds and trim marks so you may print these easily on your office printer.

1. Select **File > Print...**
  2. From the “Print” dialog box:
    - Select “**Actual size**” under page sizing specifications
    - Select “**Print on both sides of paper**” and “**Flip on short edge**”
  3. Press “**Print**”
  4. Fold the brochure into a trifold orientation.
- **Paper stock recommendation:** Opt for a premium 28 lb. or 32 lb. color copy paper, like “Hammermill 8.5” x 11” Premium Color Copy Paper, 28 lbs., 100 Brightness.”
  - You can also take or send the edited file to your local print shop, FedEx Office, UPS Store, or office supply store. This would be a good option if you would like to have a supply of brochures on hand.

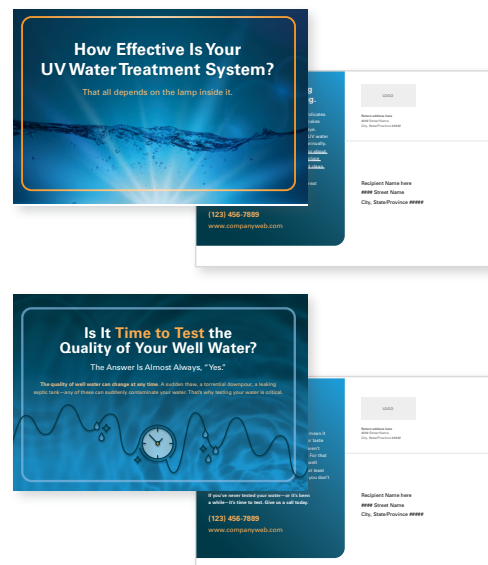
► **Postcards:** It’s recommended postcards be professionally printed and trimmed to guarantee appropriate stock weight and quality for mailing.

1. Take or send the edited postcards to your local print shop, FedEx Office, UPS Store, or office supply store for printing.
  - Ask them to print postcards on coated 100 lb. cover stock.
2. Apply address labels or handwrite customers’ addresses.
3. Depending on your business’s process for mailing, send the postcards by using a postage meter, buying postcard stamps, or taking the postcards to the post office or mail store.

Print dialog box settings for a trifold brochure



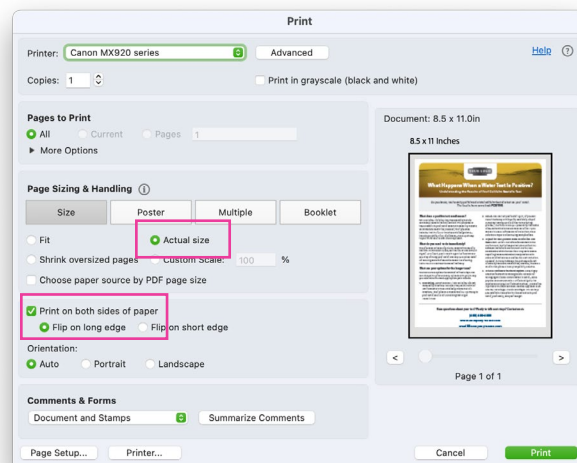
Sample editable postcards



► **One-pagers and overviews:** Most one-pagers and overviews have been designed without bleeds and trim marks so you may print these easily on your office printer.

1. Select **File > Print...**
2. From the Print dialog box:
  - Select **“Actual size”** under page sizing specifications. (If the design has elements extending to the edge of the paper, select **“Fit.”**)
  - If the asset is multiple pages long, select **“Print on both sides of paper”** and **“Flip on long edge.”**
  - **Paper stock recommendation:** Opt for a premium 28 lb. or 32 lb. color copy paper, like “Hammermill 8.5” x 11” Premium Color Copy Paper, 28 lbs., 100 Brightness.”
  - You can also take or send the edited file to your local print shop, FedEx Office, UPS Store, or office supply store. This would be a good option if you would like to have a supply on hand.

Print dialog box settings for a one pager or overview document



Have an idea or request for other marketing materials?

Send us a note at [customercare@viqua.com](mailto:customercare@viqua.com).