



Jewish War Veterans
of the United States of America

INSTRUCTIONS

*How to Revise Templates for Promotional and
Informational Materials Using Microsoft Word*



SECTION 1

ALTERING TEMPLATE CONTENT

Contents

Items That May Be Altered
in the Templates

Items that Should Not Be
Altered in the Templates



Template: Welcome Brochure

ITEM: WELCOME BROCHURE



ITEMS THAT MAY BE ALTERED:

There are several items in the document that may be customized to use this template for other informational purposes or to make the text specific to a location.

1. Panel headline and text
2. Back panel text, address and contact information
3. Social media description may be customized or omitted to include the department name with the JWV logo
4. Front cover photo
5. Cover text may be customized. However, the full JWV name should be present.
6. Interior brochure bar montage images
7. Text and inset images
8. Panel text and information directive to online information.



ITEMS THAT SHOULD NOT BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Color triangle shape
2. Triangle image montage
3. Placement, color, and size of JWV logo on the back of the brochure
4. Placement, color, and size of the JWV seal on the front of the brochure
5. Angle stripe border with heading
6. Color panel color to separate information

It is important to note that the **colors and fonts should not be changed** since these are also part of the JWV brand.

Template: Member Brochure 1



ITEMS THAT MAY BE ALTERED:

There are several items in the document that may be customized to use this template for other informational purposes or to make the text specific to a location.

1. Panel headline and text
2. Back panel text, address and contact information
3. Social media description may be customized or omitted to include the department name with the JWV logo
4. Front cover directive text
5. Cover text may be customized. However, the full JWV name should be present.
6. Interior brochure bar montage images
7. Text and inset images
8. Panel text and image



ITEMS THAT SHOULD NOT BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Color triangle shape
2. Cover triangle image
3. Triangle image montage
4. Placement, color, and size of JWV logo on the back of the brochure
5. Placement, color, and size of the JWV seal on the front of the brochure
6. Angle stripe border with heading
7. Color panel color to separate information

It is important to note that the **colors and fonts should not be changed** since these are also part of the JWV brand.

Template: Member Brochure 2



ITEMS THAT MAY BE ALTERED:

There are several items in the document that may be customized to use this template for other informational purposes or to make the text specific to a location.

1. Panel headline and text
2. Back panel text, address and contact information
3. Front cover directive text and image
4. Inside panel images
5. Social media description may be customized or omitted to include the department name with the JWV logo
6. Cover text may be customized. However, the full JWV name should be present.
7. Interior brochure bar montage images
8. Text and inset images
9. Panel text and image



ITEMS THAT SHOULD NOT BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Color triangle shape
2. Color bar behind top text
3. Triangle shapes by images
4. Placement, color, and size of JWV logo on the back of the brochure
5. Placement, color, and size of the JWV seal on the front of the brochure
6. Angle stripe border with heading
7. Color panel color to separate information

It is important to note that the **colors and fonts should not be changed** since these are also part of the JWV brand.



Template: Informational Flyer

ITEMS THAT MAY BE ALTERED:
There are several items in the document that may be customized to use this template for other informational purposes or to make the text specific to a location.

1. Sheet topic descriptive slug
2. Sheet banner title
3. Department name text to accompany the JWV logo
4. Headline and descriptive text
5. Sheet subheadline and descriptive text content
6. Contact information including full department or post name, address, phone and email
7. Image with pullout box
8. Pull out box text content
9. Sheet topic and banner to match what appears on front of sheet
10. Image with pullout box
11. Text in footer box
12. Image
13. Sheet subheadline and descriptive text content

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JWV MEMBER INFORMATION

Jewish War Veterans
of the United States of America

Veteran Funeral Essentials

Department of TALO

FUNERAL PLANNING GUIDE

The final act of kindness to your loved ones may come after your death in the form of well-planned funeral arrangements. As uncomfortable as the subject may seem, researching and documenting how you would like to be laid to rest is as much a benefit to yourself as it is to your loved ones. JWV has created this guide to assist you with the task.

Proof of Service

Your family will need to prove that you were a veteran to receive your benefits and arrange services. If you do not have your Certificate of Release or Discharge from Active Duty (DD214) or a copy of your retirement orders and/or retiree card, you may acquire a copy by:

- Visiting www.archives.gov/veterans/military-service-records and completing an online request
- Downloading Form 180 at www.archives.gov/research/order/standard-form-180.pdf and mailing or faxing the completed form to the National Archives
- Consulting with one of our National Service Officers. A full list can be found at www.jwv.org/programs/service_officer_program and on the back of your JWV Calendar

Questions to Consider

- Do I wish to have my military service mentioned, fully described and/or honored? At the ceremony? At a reception?
- How would I like to pay for my services?
- Who will be in charge of my funeral arrangements? Does this person know where I keep my discharge papers and other important documents?
- What military protocols or traditions might I want included at my funeral?
- Do I want a simple, traditional, or elaborate funeral?
- How do I wish to be laid to rest? What sort of headstone might I want?
- Where do I want to be laid to rest? At which funeral home will I make arrangements?
- Who would I like to speak at my funeral or reception?
- Do I want my military service and/or JWV membership to be reflected on my headstone?
- What organizations, such as JWV, should be informed of my passing?

Texas • Arkansas • Louisiana • Oklahoma

Address Line Information • City Name, State 99999
Phone: 555.555.5555 • Fax: 555.555.5556

Harvey Bloom Post 256
Email: post256jwv@gmail.com

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3

JWV MEMBER INFORMATION

Jewish War Veterans
of the United States of America

Veteran Funeral Guide (Continued)

Veteran Benefits

Your benefits do not cover all the funeral arrangements.

- **Casket:** Unless death occurs while active duty, caskets are not free.
- **Non-VA National Cemetery Burial:** For service-related death, the VA will pay up to \$2000 of burial expenses at a private cemetery. Non-service-related, up to \$700, depending on eligibility. (VA Form 21-530)
- **Headstone or Marker:** Upon request and at no charge, the VA will furnish a Government headstone or marker for a veteran's grave anywhere in the world. (VA Form 40-1330)
- **Bronze Medallion:** In lieu of a headstone, the VA will furnish a bronze medallion to be affixed to a privately purchased headstone. The medallion is free, but does not include fees to affix it to the headstone. (VA Form 40-1330)
- **Service Medals, Decorations & Awards:** Need of kin may request replacement medals, generally at no charge.

Burial

- **VA National Cemetery:** If you meet eligibility requirements, you can be buried or shrouned in a VA National Cemetery. The VA will furnish the headstone and grave liner and the cemetery is maintained at no cost to the family. However, you may not reserve a space in the cemetery ahead of time, there is no guarantee that a family member will be interred nearby, and ceremonies are not conducted on weekends.
- **Private Cemetery:** In many states you can pre-pay your funeral expenses through a trust account. Obtain a gravesite now, if possible. State funeral homes generally do not sell gravesites.

Veteran Honors

At no charge, an eligible veteran is entitled to:

- **Military Funeral Honors:** Includes the folding of the United States flag and playing of TAPS. Generally, the funeral director will make the request.
- **JWV Funeral Honors:** Speak with your local post to learn what funeral services it offers. Some do a reading, some present the Colors, every Post does what it can.
- **Presidential Memorial Certificate:** Signed by the current President, the Certificate is provided to your family upon request from your local VA office.
- **US Flag:** See U.S. Flag section.

JWV Ceremonies and Markers

- **Ceremonies:** JWV has outlined services, eulogies and ceremonies for both the chapel and gravesite. Review pages 19 - 27 of The Manual of Ceremonies for complete details.
- **Marker:** In the past, JWV marked graves with bronze emblems. These emblems were often stolen, so the organization switched to a plastic shield that also functions as a flag holder. To purchase the markers and US flags, call our store manager Pat Ennis at 703.753.3733.

Links to both The Manual of Ceremonies and JWV's Online Store are available at www.jwv.org

Texas • Arkansas • Louisiana • Oklahoma

Address Line Information • City Name, State 99999
Phone: 555.555.5555 • Fax: 555.555.5556

Harvey Bloom Post 256
Email: post256jwv@gmail.com

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Read more about veteran burial benefits at www.cem.va.gov/burial_benefits

ITEMS THAT SHOULD NOT BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Sheet front page banner
2. Size, placement and color of JWV logo
3. Text font and colors
4. Text font, size and colors
5. Text font and colors and pullout box color
6. Footer placement and box color
7. Sheet reverse side banner
8. Text font, size and colors
9. Footer box color
10. Text font, size and colors and pullout box color

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1

JWV MEMBER INFORMATION

Jewish War Veterans of the United States of America

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Department of TALO

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Your family will need to prove that you were a veteran to receive your benefits and arrange services. If you do not have your Certificate of Release or Discharge from Active Duty (DD214) or a copy of your retirement orders and/or retiree card, you may acquire a copy by:

- Visiting www.archives.gov/veterans/military-service-records and completing an online request
- Downloading Form 150 at www.archives.gov/research/order/standard-form-180.pdf and mailing or faxing the completed form to the National Archives.
- Consulting with one of our National Service Officers. A full list can be found at www.jwv.org/programs/service_officer_program and on the back of your JWV Calendar.

U.S. Flag
Your family may obtain a free United States flag from a VA regional office and most post offices. Your family or funeral director submits the request along with:

- VA Form 27-2800: Application for United States flag for funeral purposes
- Copy of your DD214 or Discharge Papers

Questions to Consider

- Do I wish to have my military service mentioned, fully described and/or honored? At the ceremony? At a reception?
- How would I like to pay for my services?
- Who will be in charge of my funeral arrangements? Does this person know where I keep my discharge papers and other important documents?
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Texas • Arkansas • Louisiana • Oklahoma

Address Line Information • City Name, State 99999
Phone: 555.555.5555 • Fax: 555.555.5556

Harvey Bloom Post 256
Email: post256jwv@gmail.com

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JWV MEMBER INFORMATION

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Links to both The Manual of Ceremonies and JWV's Online Store are available at www.jwv.org

Get Started Today

- Acquire copies of your DD214 as soon as possible.
- Record your military story. Whether you choose to have your story read by your JWV Post at your funeral or not, help us fulfill our mission of showing the world that America's men proudly serve. Write your war narrative and submit it to our Museum.
- Choose at least two loved ones with whom you will share your plans. Inform them of your wishes. Give them access to the necessary documents.

Read more about veteran burial benefits at www.cem.va.gov/burial_benefits

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ITEMS THAT SHOULD NOT BE ALTERED:

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1. Sheet front page banner
2. Size, placement and color of JWV logo
3. Text font and colors
4. Text font, size and colors
5. Text font and colors and pullout box color
6. Footer placement and box color
7. Sheet reverse side banner
8. Text font, size and colors
9. Footer box color
10. Text font, size and colors and pullout box color

It is important to note that the colors and fonts should not be changed since these are also part of the JWV brand.

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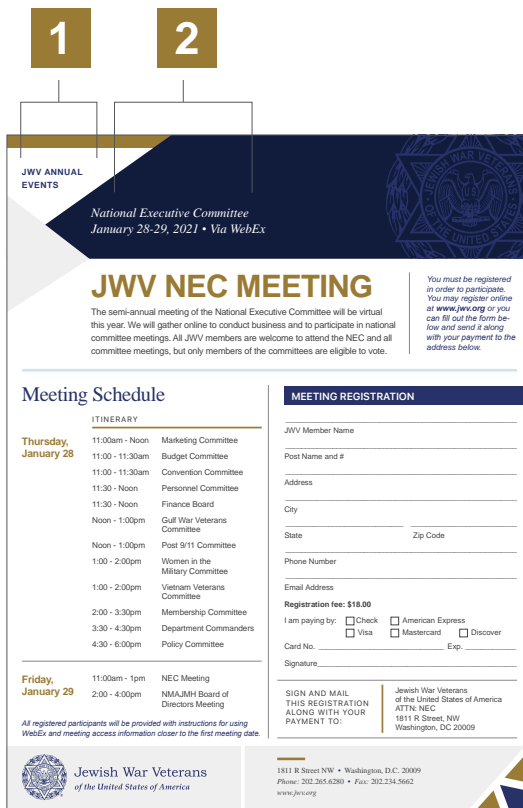
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Template: Event Flyer (NEC Meeting)



The flyer template is annotated with five numbered callouts:

- 1**: Points to the "JWV ANNUAL EVENTS" header.
- 2**: Points to the "National Executive Committee January 28-29, 2021 • Via WebEx" subheader.
- 3**: Points to the "Meeting Schedule" section.
- 4**: Points to the "JWV NEC MEETING" headline and the descriptive paragraph below it.
- 5**: Points to the footer containing the organization's name and contact information.

ITEMS THAT MAY BE ALTERED:

There are several items in the document that may be customized to use this template for other informational purposes or to make the text specific to a location.

1. Sheet topic descriptive slug
2. Sheet banner title
3. Sheet subheadline and any text content
4. Headline, descriptive text and image
5. Contact information including full department or post name, address, phone and email

The flyer template includes the following sections:

- 1:** Sheet top banner containing 'JWV ANNUAL EVENTS', 'National Executive Committee January 28-29, 2021 • Via WebEx', and the JWV logo.
- 2:** JWV tinted seal.
- 3:** Text font and colors for the main title and introductory text.
- 4:** Text font and colors for the 'Meeting Schedule' and 'MEETING REGISTRATION' sections.
- 5:** JWV logo size, placement, and color at the bottom left.
- 6:** Footer placement and box color at the bottom right.

ITEMS THAT SHOULD NOT BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Sheet top banner
2. JWV tinted seal
3. Text font and colors
4. Text font and colors
5. JWV logo size, placement and color
6. Footer placement and box color

It is important to note that the **colors and fonts should not be changed** since these are also part of the JWV brand.



Template: Advertisement Designs

1

Honoring those who have served

This Memorial Day, JWV salutes all of our fallen veterans. We are forever grateful for your service.

Join us today at www.jwv.org



Jewish War Veterans
of the United States of America

ITEMS THAT MAY BE ALTERED:

There are several items in the document that may be customized to use this template for other informational purposes or to make the text specific to a location.

1. Ad headline
2. Ad image
3. Ad text content and website
4. Ad images: May be one image in the space or two images
5. Ad text content and website
6. Pullout box text content
7. Stripe bar (may be used or replaced with department name under logo)

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*A Jewish Voice for Veterans;
A Veteran's Voice for Jews.*

We provide services and advocate for America's uniformed service members, veterans, and their families.

Make your voice heard.
Join us today.
www.jwv.org



Jewish War Veterans
of the United States of America

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ITEMS THAT SHOULD NOT BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Triangle shapes
2. JWV logo size, color and placement
3. Angled box color
4. Ad images: May be one image in the space or two images
5. Text font and colors in ads
6. Pullout box color
7. Striped bar colors

It is important to note that the **colors and fonts should not be changed** since these are also part of the JWV brand.



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ITEMS THAT SHOULD NOT
BE ALTERED:

There are several items in the document that are placed as image files and should not be altered because these items are related to the JWV brand.

1. Ad headline font
2. Triangle shapes
3. JWV logo size, color and placement
4. Angled image
5. Angled box color

It is important to note that the **colors and fonts should not be changed** since these are also part of the JWV brand.

SECTION 2

ALTERING IMAGES

Contents

How to Change Images

How to Crop Images

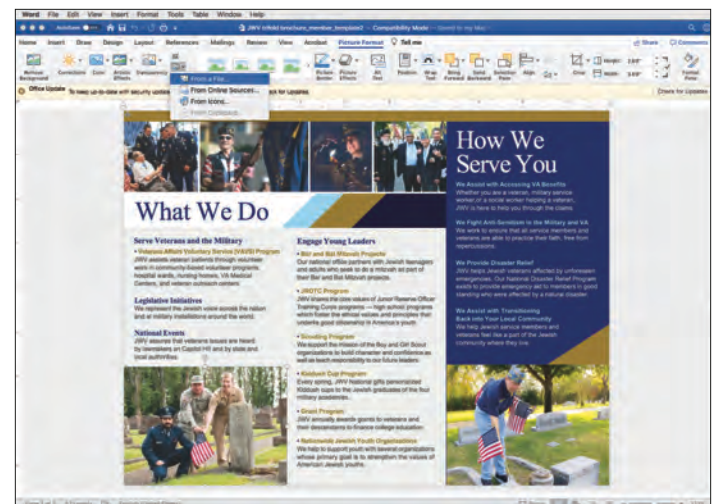
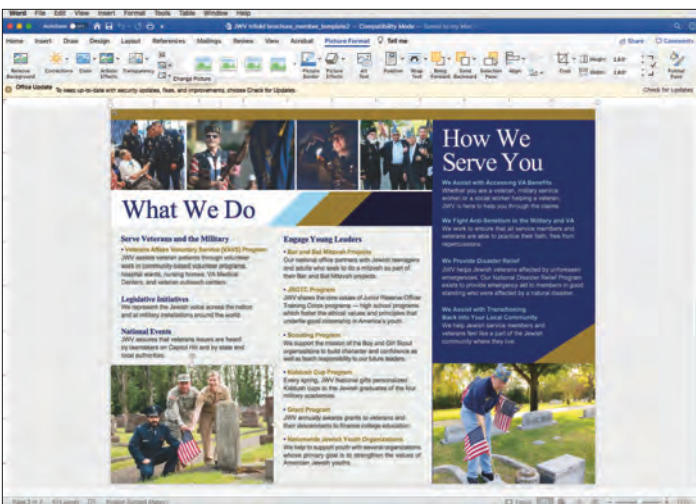
How to Resize Images



Revising Templates Using Microsoft Word

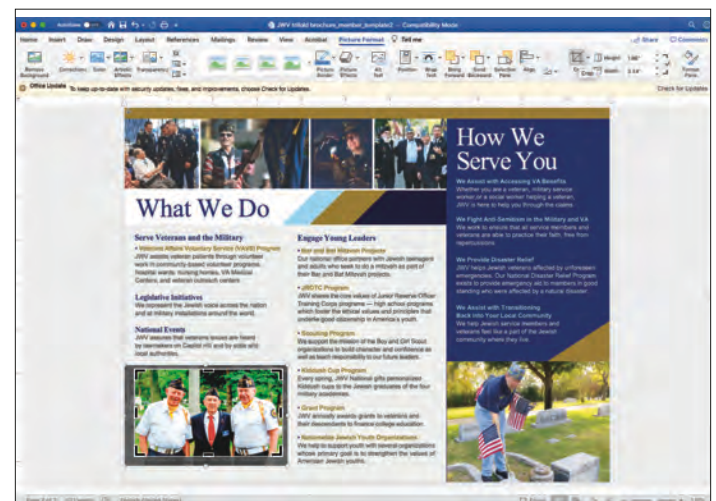
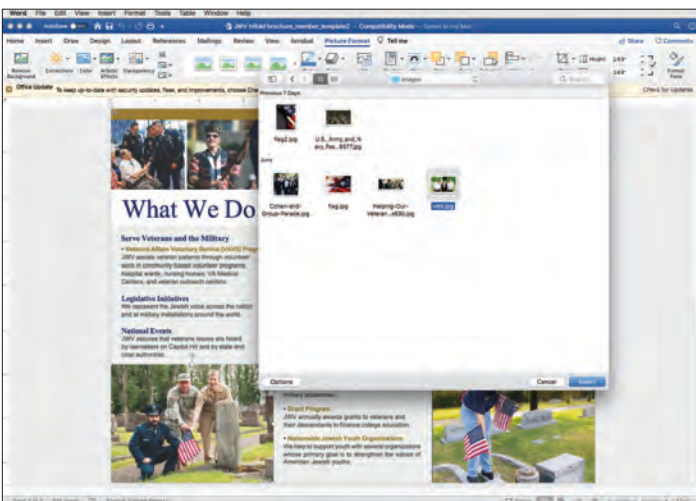
INSTRUCTIONS: HOW TO CHANGE IMAGES

The following instructions describe how to replace existing images within the Word templates. These instructions apply to all of the JWV templates, and not just the one used in the following example. Please reference Section 1 of this guide to note which images may be altered in the different templates.



1. Select the image you wish to replace. From the menu bar, select **Picture Format** to have the image options appear below it.

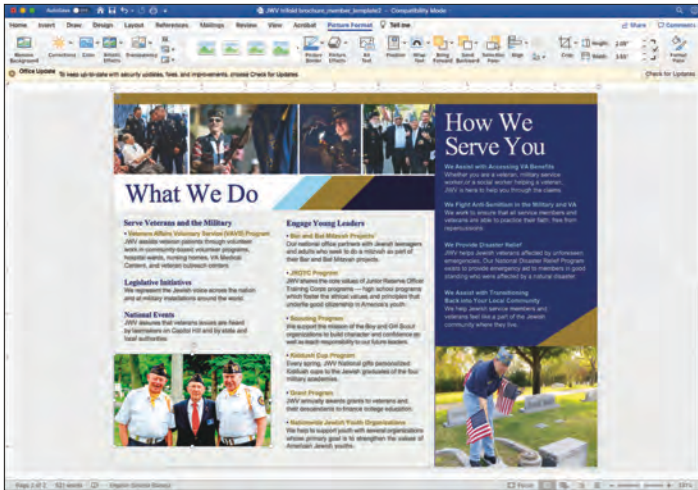
2. Click on the **Change Picture** icon, and select **From File** to choose an image.



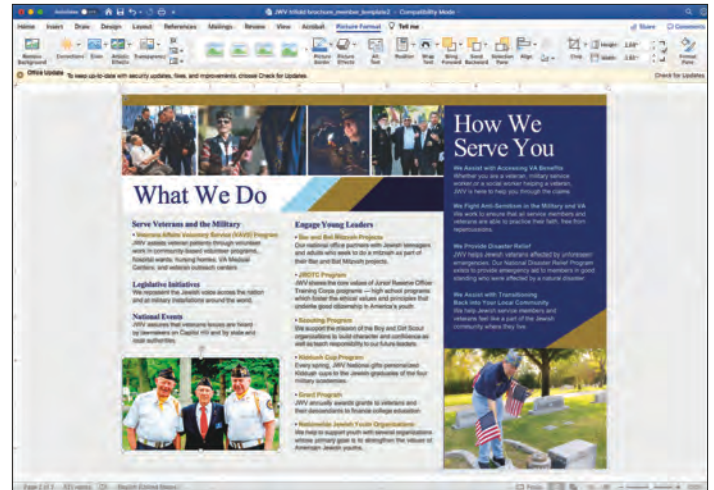
3. Select the image file name on your computer, and click **Insert**.

4. If the image needs adjusted for the space, select the **Crop Tool** then pull the image sides in to crop the photo. Click on the **Crop Tool** again on the menu to apply the changes.

INSTRUCTIONS: HOW TO CHANGE IMAGES (CONTINUED)



5. To resize the image, click on a corner of the photo and drag it while holding down the **Shift Key** to resize it proportionally.



6. Move the image into place where you want it to appear in the document. Images may extend to the edge of the page or may have some area left around them. Most images in the JWV templates extend to the page edge.



NOTE: Make sure to resize and crop images to be similar heights when replacing images used in a group or strip (like at top left).

INSTRUCTIONS: HOW TO CHANGE IMAGES (CONTINUED)

Some images within the templates may be behind other objects/shapes. Follow these steps to change those images.



1. Click on the shape appearing in front of or overlapping the image.

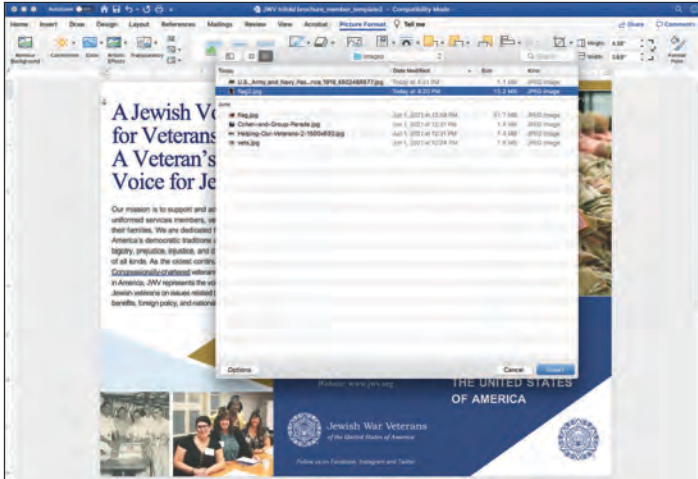
2. Click on the **Layout** option on the menu, and select **Send to Back** from the **Send Backward** menu options.



3. This will allow you to select the image file.

4. Select the image you wish to replace. From the menu bar, select **Picture Format** to have the image options appear below it.

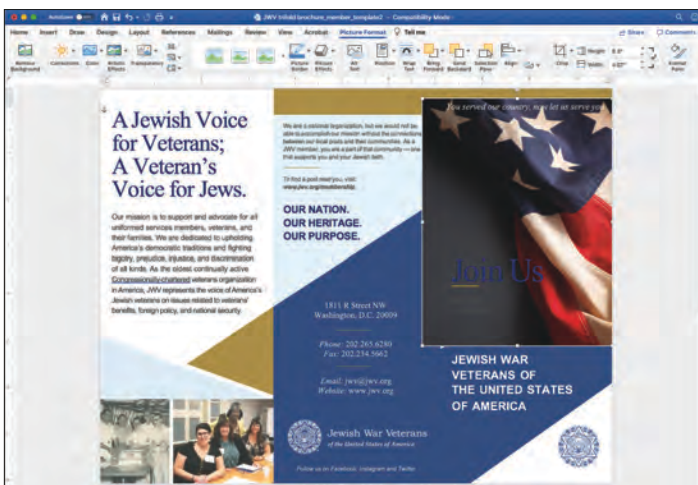
INSTRUCTIONS: HOW TO CHANGE IMAGES (CONTINUED)



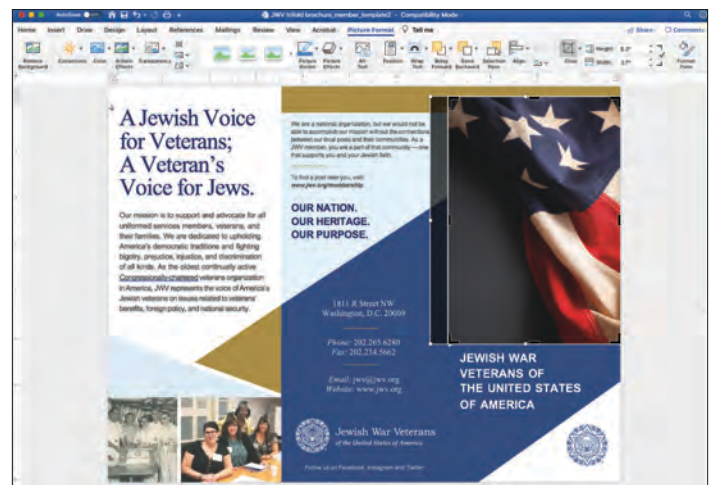
5. Select the image file name on your computer, and click **Insert**.



6. To resize the image, click on a corner of the photo and drag it while holding down the **Shift Key** to resize it proportionally.

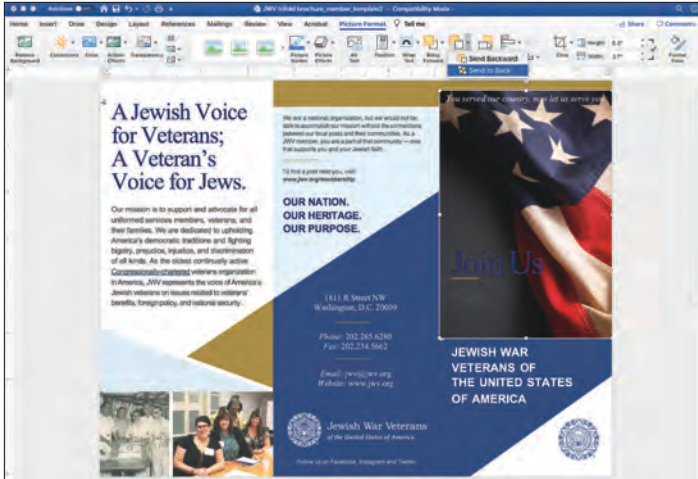


7. Move the image into place where you want it to appear in the document.



8. If the image needs adjusted for the space, select the **Crop Tool** then pull the image sides in to crop the photo. Click on the **Crop Tool** again on the menu to apply the changes.

INSTRUCTIONS: HOW TO CHANGE IMAGES (CONTINUED)



9. From the **Picture Format** options on the menu, select **Send to Back** from the **Send Backward** menu options.

10. The image will then be sent behind the other shapes, with the overlap of the image hidden behind the angled color shapes.

SECTION 3

ALTERING TEXT CONTENT

Contents

How to Change Headlines
and Subheadlines

How to Change Body Text



Revising Templates Using Microsoft Word

INSTRUCTIONS: HOW TO CHANGE TEXT

The fonts used in the templates are Time New Roman, Times New Roman Italic, Times New Roman Bold, Arial Regular and Arial Bold. Do not change the fonts since these are part of the JWV brand style.



1. Select the box for the text you wish to change, then click to highlight the text using the type tool.

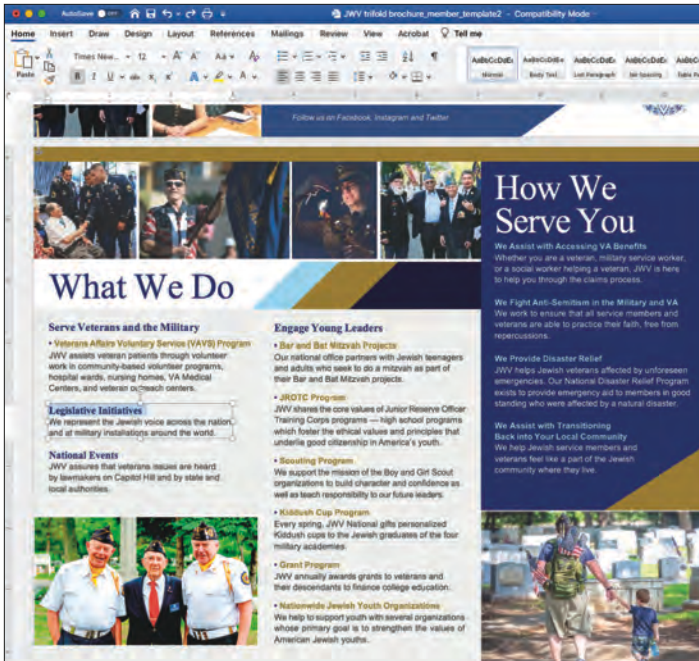
2. Type the new text over the highlighted words. Doing this will retain the font color, size and style established in the template.



3. Click on another text box and repeat these steps to change the text.

4. If the new text will not fit in the text box within the template, click on a corner of the box and drag it to enlarge the box so the text fits.

INSTRUCTIONS: HOW TO CHANGE TEXT (CONTINUED)



5. These steps apply to formatted headings, subheadings, body text and bulleted items within the templates. Font styles may be retained easily by simply selecting the established text and then type new content to replace it.

6. To change body text, select it separately within the text blocks, then type the new content. Adjust text block sizes as needed.

SECTION 4

SAVING DOCUMENT FILES

Contents

How to Save a Word File

How to Save a PDF File



Revising Templates Using Microsoft Word

INSTRUCTIONS: HOW TO SAVE A WORD FILE

You should save your document as you are working to avoid losing any revisions as you are making without over-writing the original template. The Word file may be revised and updated with new content as needed.



1. From the main menu, go to **File** and select **Save As...** to save the template under a different name.

2. From the **File Format** menu, select the version of Microsoft Word you wish to use. Note: **.docx** is a more current version of Word.



3. Type in a new document name for the file.

4. Select **Save** on the dialog box. This will create a new document without over-writing the original template. Once this is done, you can save the file as you are working by selecting **File** then **Save** from the main menu.



Revising Templates Using Microsoft Word

INSTRUCTIONS: HOW TO SAVE A PDF FILE

A PDF (portable document format) is a universal file type that does not require the original software, fonts, etc. to open the file. Users may access it using Adobe Acrobat Reader, which is a free application. You should save your document as a new Word file first before saving a copy as a PDF file.



1. From the main menu, go to **File** and select **Save As...** to save the document as a PDF.

2. From the **File Format** menu, select PDF.



3. Type in a new document name for the file, then select from the options if the file will be used for electronic distribution (email or web) or for printing.

4. Select **Save** on the dialog box. This will create a copy of the document as a new PDF file. This does not replace the Word document. *Note: Edits must be done in the Word file. Revisions cannot be made to a PDF file unless you use the full Adobe Acrobat application and not just Acrobat Reader.*



Jewish War Veterans
of the United States of America

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