



## User Guide 2024

Welcome to Right Market, the Masonic Charitable Foundation's design platform!

Here, you will find templates for some of the most commonly-used documents and images you produce, all with easy and user-friendly tools to help everyone create professional-standard designs - regardless of your experience or skill.

This document will take you through how to use the platform and what to use it for.

If you still have questions once you have finished reading it or run into unexpected problems while using the platform, please use the online help function or the MCF's Communications team at **[communications@mcf.org.uk](mailto:communications@mcf.org.uk)**

Now, get creating!

# Homepage

Once logged in you will then be directed to the main landing page of the Masonic Charitable Foundation's Online Design Centre.

Here you will be able to select from various template categories with different uses, each template or category is labelled clearly for your use.

*Please note: depending on your user access your Homepage view may differ- you will have access to the templates most relevant to your needs.*

The screenshot shows the 'Templates' page. At the top left is the logo for 'Masonic Charitable Foundation' with 'powered by rightmarket' next to it. The navigation bar includes 'Home', 'Templates', 'Drafts', 'History', 'Approvals', a notification bell, and 'Commun...'. The main heading is 'Templates' with the subtext 'Select a template to start a new design.' Below this is a search bar with the placeholder 'Search for a template'. On the left is a dark sidebar with 'ALL TEMPLATES' and a list: 'Certificates', 'Leaflets', and 'Newsletters'. The main area displays three template cards: 'Certificates' (with a placeholder 'Name goes here' and '£00,000'), 'Leaflets' (with a placeholder 'Your heading here'), and 'Newsletters' (with a placeholder 'NEWSLETTER TITLE HERE'). At the bottom, there is a link: 'Can't Find what you're looking For? Suggest a template.'

# Navigation Bar

At the top of the page you will have access to your profile with your registered details you can change at any time. Templates is how you can access all templates available to you. Drafts is where you can locate any design you have now completed or submitted. History where your past orders will be viewable and reusable.

The screenshot shows the user's profile page. At the top left is the logo for 'Masonic Charitable Foundation' with 'powered by rightmarket' next to it. The navigation bar includes 'Home', 'Templates', 'Drafts', 'History', a notification bell, and 'Stephani...'. The main heading is 'Welcome Stephanie' with the subtext 'What would you like to do?'. Below this are two buttons: 'Browse all templates' and 'Continue editing'.

# Creating a design

After selecting a template from the Templates page, you can start creating your design.

Start by entering your design name. Then click on each section to the left of the page to customise your design.

**Layout** – Select the layout you would like for your design out of the options provided. If your design has more than one page, make sure you select your desired layout for each page.

The screenshot shows a design creation interface. At the top right, there is a notification: "To proceed, fill out all fields marked with". Below this are three buttons: "Save to drafts", "Preview", and "Submit For Approval". A page navigation bar shows "1 2 3 4".

The left sidebar contains several sections:

- Name:** "Enter your design name" with a text input field containing "Leaflet".
- Layout:** "Page 1 Page 2 Page 3 Page 4" with "Page 1" selected. Below is "Select a layout" with two preview cards.
- Colours:** Represented by a fan icon.
- Images:** Represented by a picture icon.
- Text:** Represented by "Aa" and "Text".
- Output:** Represented by a printer icon.

The main preview area displays a leaflet design for the "Masonic Charitable Foundation". It features a teal header with the logo and the text "Your heading here". Below the header is a large teal shape with a white dotted pattern and the text "Your main body of text about the service, activity or event goes here." The bottom right corner has a light green section.

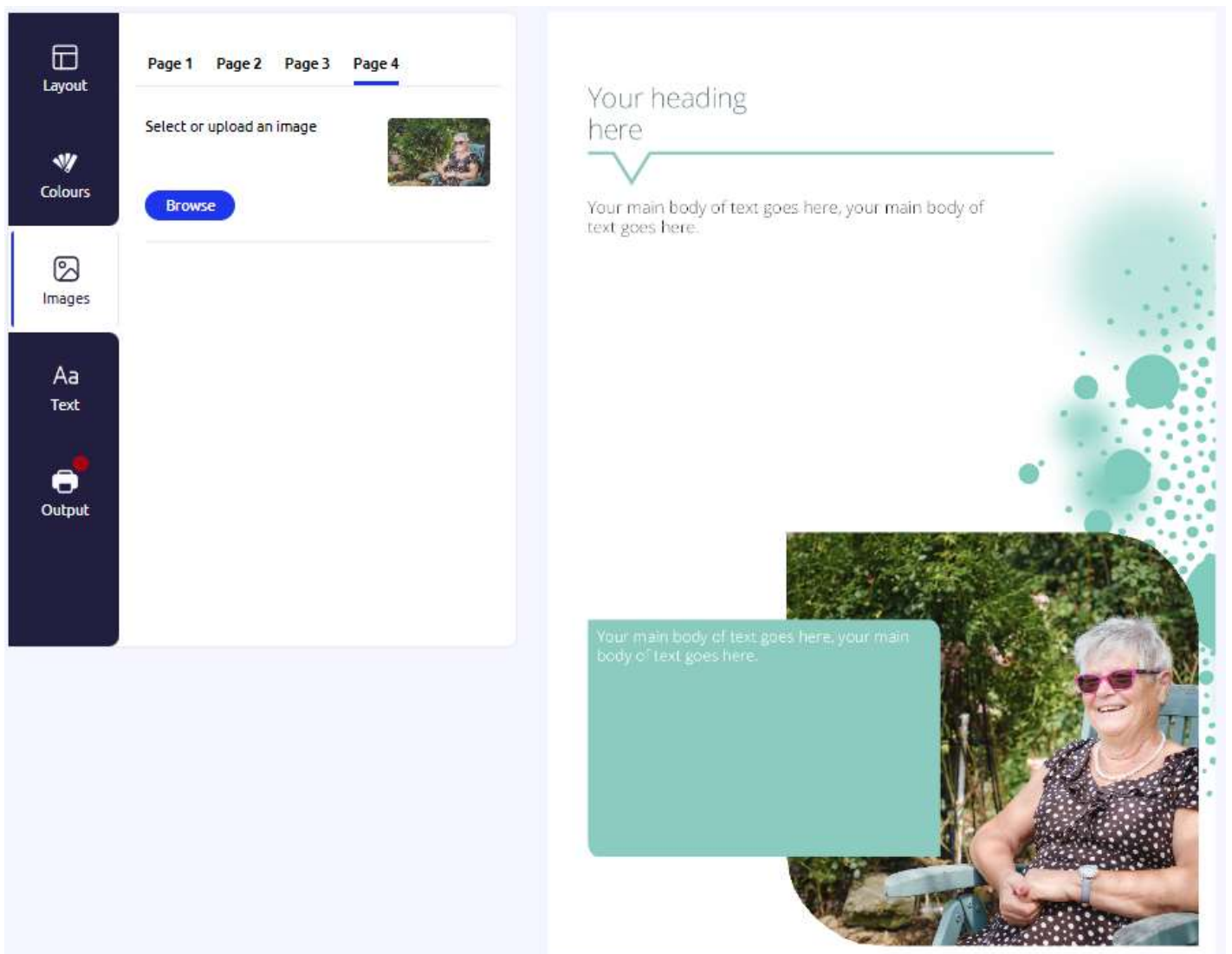
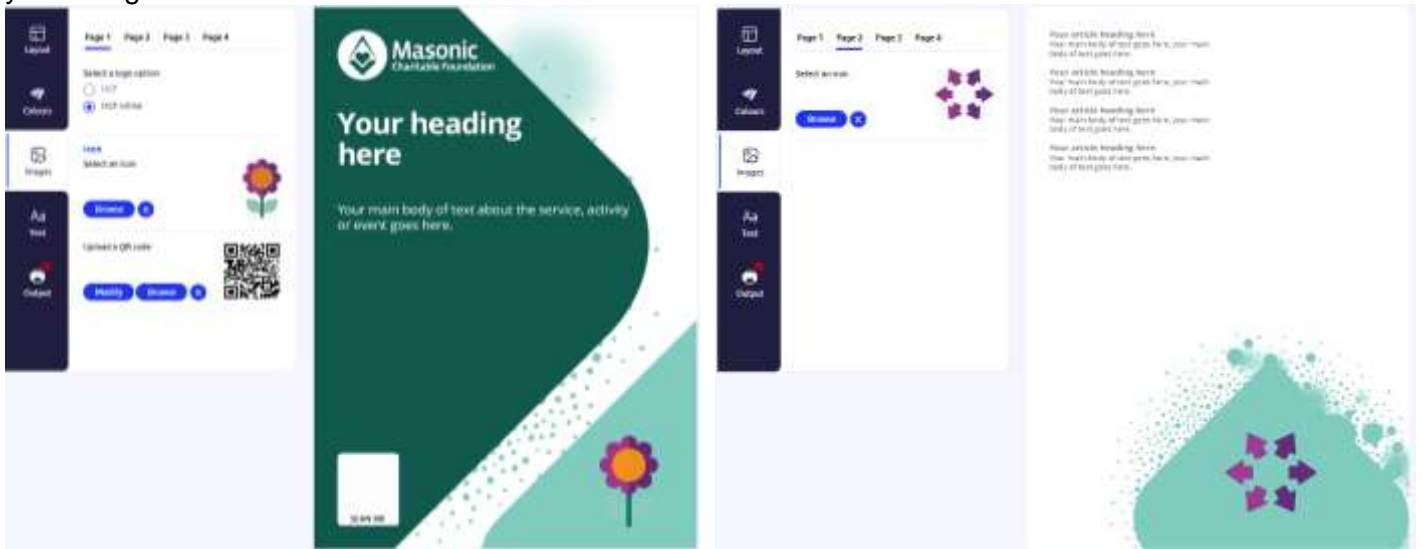
**Colours** – select your colour scheme for your design based on the colour options provided.

The screenshot shows the "Colours" section of the design tool. It has a sidebar with "Layout", "Colours", and "Images" options. The main area is titled "All pages" and "Select a colour".

Under "Select a colour", there are five color swatches: dark teal, red, purple, green, and light teal. The light teal swatch has a checkmark.

Under "Select a colour of the bubbles", there are five color swatches: white, light grey, light teal, light blue, and purple. The light teal swatch has a checkmark.

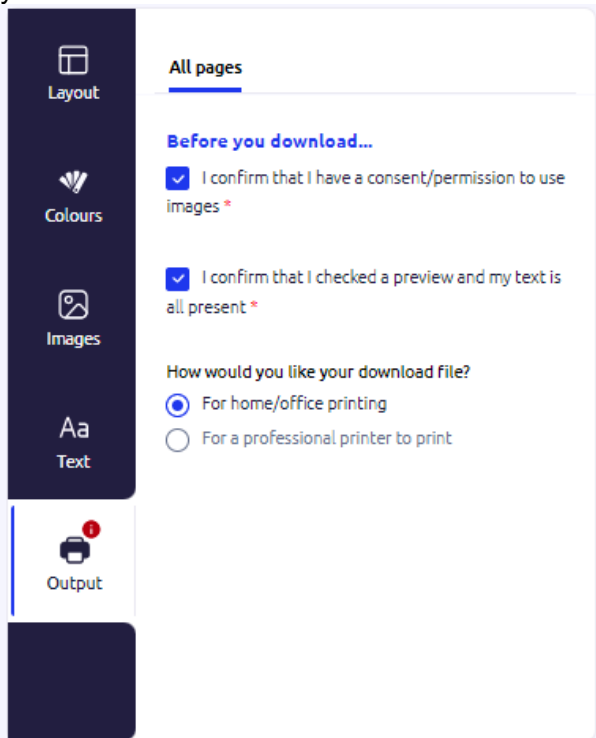
**Images** – Here is where you add logos, icons, QR codes and stock imagery to accompany your design.



**Text** – Now you can add your text to your design. As you add text to the various selections you will see a preview of how it looks. Remember if you have created a design with more than one page, you need to fill in text for each page.



**Output** – This is where you confirm that you have consent/permission to use the images featured in your design as well as confirm you have checked your text and agree it is all present. You can then select how you would like to download the file.



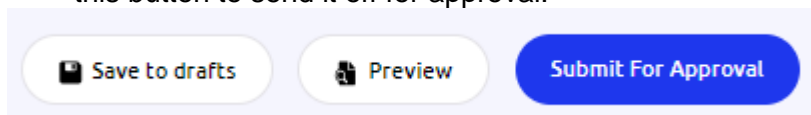
The screenshot shows the 'Output' section of a design tool interface. On the left is a dark sidebar with icons for 'Layout', 'Colours', 'Images', 'Text', and 'Output'. The 'Output' icon is highlighted. The main content area is titled 'All pages' and contains the following elements:

- Before you download...**
  - I confirm that I have a consent/permission to use images \*
  - I confirm that I checked a preview and my text is all present \*
- How would you like your download file?**
  - For home/office printing
  - For a professional printer to print

## Finalising your design

All done? There are just three options you now have before your design is fully complete.

1. **Save to drafts** – if you feel you want to come back to the design before fully completing, click on this button.
2. **Preview** – if you wish to preview how the file will look once downloaded, click on this button.
3. **Submit For Approval** – if you have done all your checks and are happy with the final design, click on this button to send it off for approval.



You can then preview your design's status and once approved by the Communications team you can download the design and either print from home or send to your professional printer.

***Important to note:*** *The Communications team endeavour to approve designs within 2 working days.*

# A page with further Brand Guidelines will be accessible through the design platform

## *Original Wording*

## *Compulsory Wording*

charity stewards	Charity Stewards
provincial grand charity steward	Provincial Grand Charity Steward
provincial grand charity stewards	Provincial Grand Charity Stewards
provincial grand master	Provincial Grand Master
provincial grand masters	Provincial Grand Masters
almoner	Almoner
almoners	Almoners
provincial grand almoner	Provincial Grand Almoner
provincial grand almoners	Provincial Grand Almoners
lodge charity steward	Lodge Charity Steward
lodge charity stewards	Lodge Charity Stewards
lodge almoner	Lodge Almoner
lodge almoners	Lodge Almoners
festival chairman	Festival Chairman
communications officer	Communications Officer
communications officers	Communications Officers
provincial communications officer	Provincial Communications Officer
provincial communications officers	Provincial Communications Officers
lodge	Lodge
lodges	Lodges
province	Province
provinces	Provinces
provincial	Provincial
impact and strategy team	Impact and Strategy team
Communications Team	Communications team
comms team	Communications team
Finance Team	Finance team
Relief Chest Team	Relief Chest team
Relief chest team	Relief Chest team
Digital and technology team	Digital & Technology Team
RMBI	RMBI Care Co.
R.M.B.I.	RMBI Care Co.
Human Resources	HR
H.R.	HR
advice and support team	Advice & Support Team
Masonic support team	Masonic Support Team
Charity grants team	Charity Grants Team