



CUSTOMIZABLE MARKETING ASSETS

Some of our P.O.S. and Advertising items available to download at [www.johnwilsonskates.com/brand](https://johnwilsonskates.com/brand) can be customized by adding your logo and contact details. This guide will give you step by step instructions to do this.

1

Download and install Adobe Acrobat Reader from <https://get.adobe.com/uk/reader/>

2

Download the P.O.S. and Advertising items from [www.johnwilsonskates.com/brand](https://johnwilsonskates.com/brand)

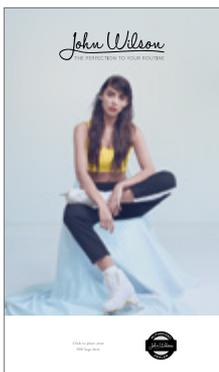
3

Your company logo will need to be in PDF file format. If you do not have one you can convert your logo into pdf for free online at <https://online2pdf.com/convert-images-to-pdf>

1. Click select files and locate your logo file on your computer.
2. Click the convert button.
3. Save the generated pdf to your computer.

4

Open a PDF asset eg. JW Brochure(artwork) in Adobe Acrobat Reader.



5

Click on the area where it says "Click to place your PDF logo here"



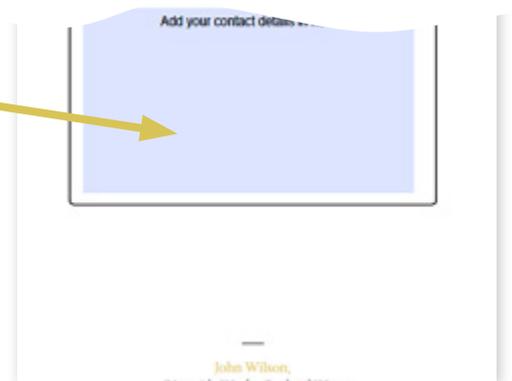
6

Click browse to locate the PDF version of your logo you just created, it will then be displayed in the preview box, click OK.



7

Click the blue box to type in your contact details.



8

Click File > Save. Once saved to your computer you can then send to your chosen printer.