POSTER DESIGN GUIDE

1. POSTER DESIGN PRACTICES

- Identify the goal of your poster

Before you design your poster, think about:

What core message you want your poster to communicate.
What mood your poster to convey.
Where your poster will be shared.

For example, if the goal of your poster is to get people to attend a conference,


-The yellow contrasts with the blue, putting emphasis on the time and place of the even and the featured speakers (information that is likely to pique the interest of attendees).

-The name of the conference is also written in the biggest text.

-The title is followed by a brief description of what the conference is about.

-The background image reflects the theme of a team working together to achieve a vision.

2. USE BOLD AND CONTRASTING COLORS TO DRAW ATTENTION TO YOUR POSTER
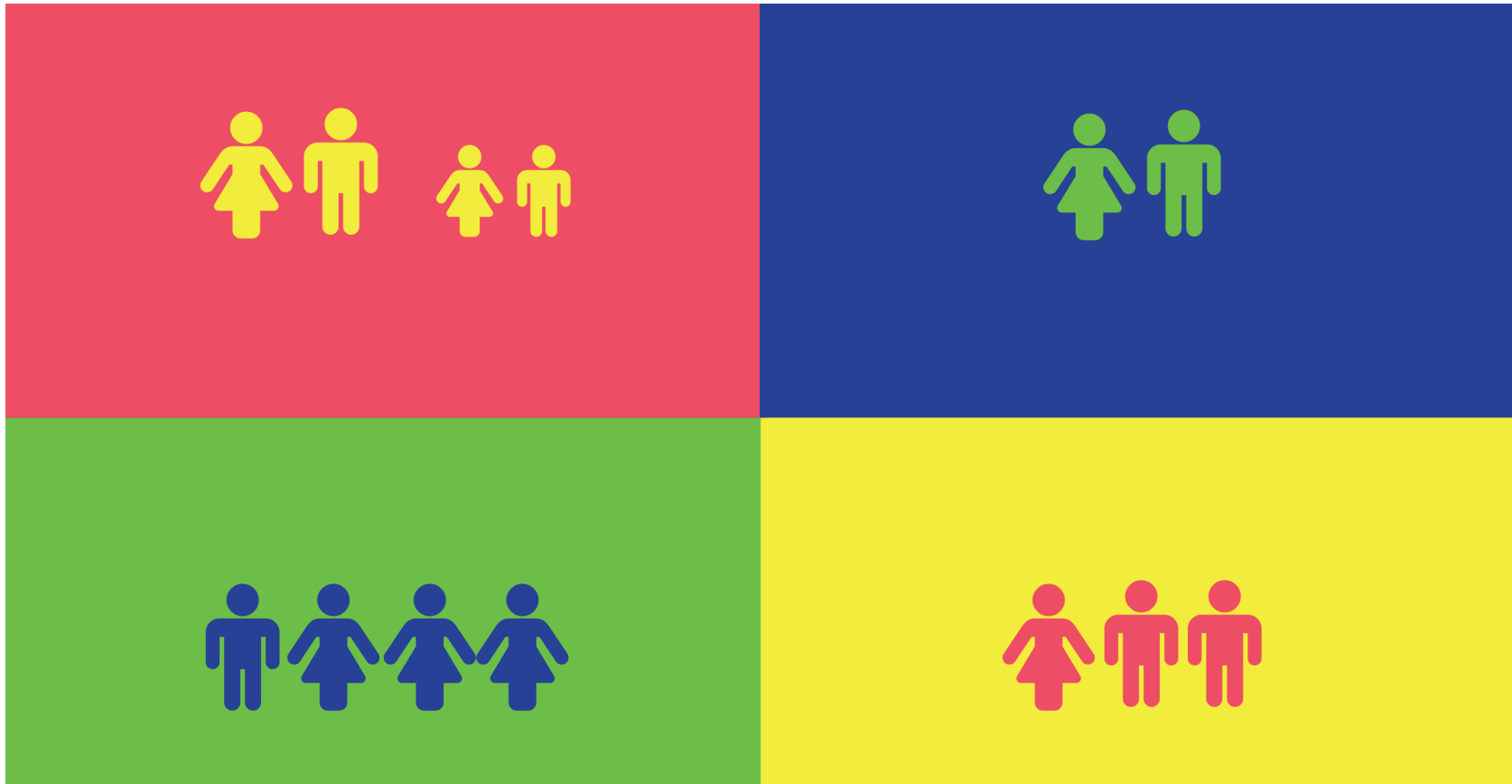
3.USE STRIKING, HIGH QUALITY IMAGES IN YOUR POSTER DESIGN

Every visual you include in your poster design should play a role in attracting attention and making information easy to understand.

The image you choose should be unique. They should be picked strategically to elicit an emotional reaction from your audience.

4. USE NO MORE THAN THREE DIFFERENT FONTS

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Colibri Group

START GROWING
YOUR BUSINESS NOW ← Header font

We are here to help you ← Subheader font

One of the major challenges small businesses face is finding time to deal with running their business while also bringing in new customers. Many small businesses spend a lot of money on ← Body font advertisements, but they don't have the time to follow up with the results.

Especially today, in the digital era, being a small business can be a huge advantage. You just need to know how to do it!

Our Services

Social Media Marketing

Search Engine Marketing (SEM)

SEO Services

Marketing Strategy

Using more than three fonts but compensated by matching colours

5. USE CMYK COLORS

RGB

CMYK

Certain colors won't turn out right when printed. That's why it's important to use the right color palette from the get-go, so you don't get attached to a design that won't translate properly to print.

CMYK colors stands for Cyan, Magenta, Yellow and blacK. Printers use CMYK colors so to ensure that your poster looks the way you intended it to, design your posters for print using CMYK in the first place.

6.CHOOSE A FONT THAT'S EASY TO READ FROM FAR AWAY

-Size 200 points for the header.

-The body text is sized at 24 - 48 points:

7.EXPORT IN THE RIGHT RESOLUTION

Blurry pictures can be easily avoided by simply exporting your poster in the right resolution. Export in a 300 dpi resolution so that the image won't come out blurry.

8.SET BLEED MARKS FOR PRINTING

Edge of page   Trim here

Edge of page

With bleed

Without bleed
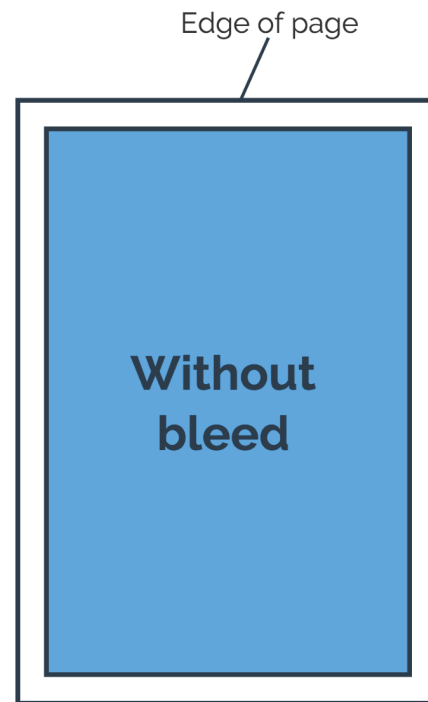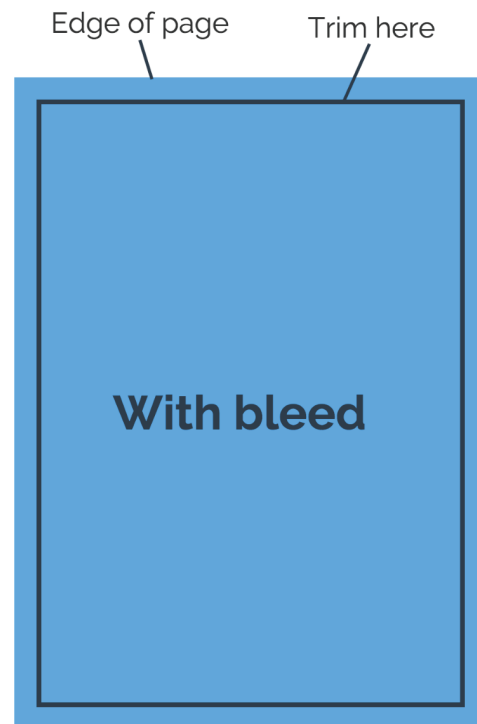
Standard bleed size is 3mm

7.OPTIMIZE YOUR POSTER FOR SOCIAL MEDIA SHARING

A portrait orientation looks best for mobile viewing.

But if you're promoting your event on Twitter or Facebook, banners generally fit better on their newsfeeds. In that case, a landscape orientation is fine.

planning on sending your poster out in an email, a 1080 x 1080 dpi square poster is a safe bet