YSE Poster Template for One-off Events
Guide and Instructions
READ BEFORE STARTING

INTRODUCTION

This YSE Canva template is tailored to create effective event posters for one-off occasions. While it may not suit all situations, it offers a solid base that includes on brand elements, integrates accessibility best practices, and provides valuable content creation insights. Please keep in mind that these guidelines are not intended for annual conferences or recurring events.

GENERAL RECOMMENDATIONS

1. Keep The Content Concise

When gathering content such as writing copy or sourcing artwork for your poster, remember that less is often more. The primary goal of the poster is to pique curiosity and encourage individuals to seek more information on the event or registration page. Avoid overloading the poster with excessive text or details. Aim to convey the essence of the event in a succinct and captivating manner.

2. Embrace Base Branding

Utilize the Canva template to maintain consistent branding for your event—which already incorporates YSE's primary logo, color palette, and fonts. This cohesion helps create a strong visual identity that attendees can recognize and associate with your event. Consistency in branding also enhances your event's credibility and professionalism.

3. Prioritize Accessibility:

Make your event poster accessible to a wide range of individuals, including those with disabilities. There are pre-set font sizes and styles that is easy to read and ensure sufficient contrast. Always include a written out URL link as well as a QR code. If an URL link becomes a combination of jumbled letters and numbers or is very long, the communications office can create a tiny link which will direct people to the original URL—please contact commshelp.yse@yale.edu to assist with this if this is the case. These practices not only promotes inclusivity but also widens your event's reach.

4. Ignite Curiosity

Craft your event poster with the intention of sparking interest. Use engaging photos or artwork in the hero that resonate with the event's theme or purpose. Incorporate a thought-provoking tagline or teaser that captures the essence of what attendees can expect. The primary objective is to prompt individuals to seek out additional information about the event.

By adhering to these guidelines, you'll ensure that your poster is visually appealing, accessible, and effective in enticing potential attendees to explore further. Remember, brevity is key—your poster should act as a gateway to more information, intriguing individuals, and compelling the reader to take the next step.

LAST REVISED
AUGUST 2023

Disclaimer: This template and guideline are intended for one-off events and not suitable for annual conferences or recurring event series.

CONTINUE

HOW TO USE THE CANVA TEMPLATE

This canva template is for creating one-off posters only.
If you have questions please contact Angela Chen-Wolf at <u>angela.chen-wolf@yale.edu</u>
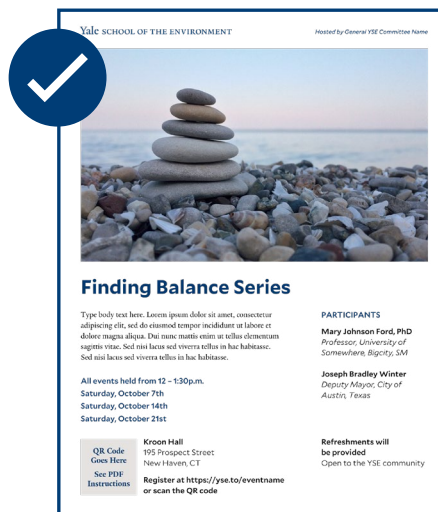
Access the Canva template here: <u>https://yse.to/oneoffpostertemplate</u>

Keep to template's overall design and elements positioning as much as possible.
If adjustments are needed adjust height of hero image from the bottom of box — for example if description is much less, or much more as shown below.
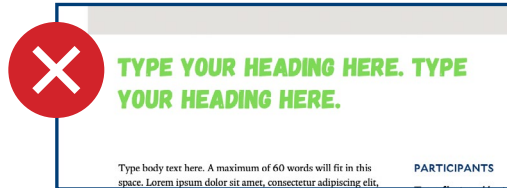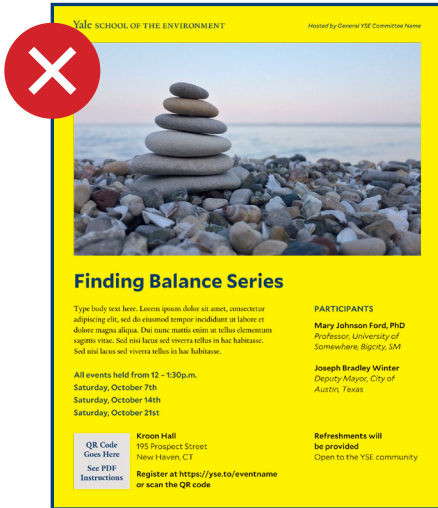

Poster example using template as is

With adjusted deeper hero image (expanded from bottom of box)

With adjusted narrower hero image (pulled up from bottom of box)

Text boxes will resize automatically as you type. If moved accidentally, there are guidelines in place to move any photos or text boxes back to their original position. To access these guides, go to file > show rulers and guides.

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CONTINUE

Do not change fonts or add colors in the document.

Follow the text formatting shown in placeholder text for dates, times, and addresses. For example, keep periods in p.m., write full months or days of the week, write days without ordinals (i.e. 1st, 2nd, 3rd, 4th). See examples provided on page 2.

✔ All events held from 12 – 1:30p.m.

Saturday, October 7

Saturday, October 14

Saturday, October 21

✘ All events held from 12 – 1:30pm

Sat. Oct. 7th

Sat. Oct. 14th

Sat. Oct. 21st

Do not move, resize, or skew the wordmark

Use both the QR code and link for virtual events.

If URL is very long or complicated to type out contact commshelp.yse@yale.edu to create a tiny link. To turn the URL into a live link (for sharing digital PDFs), highlight URL, click link icon, and paste in URL.

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CONTINUE

Keep wordmark as is, do not resize, or skew the wordmark

Enter the name of the department or entity hosting your event here. Edit verbiage as needed such as Co-host, Co-sponsored, In parnership with, etc.

Photos (if being printed) should be at least 300dpi and at least 7.5" wide and 3.5" tall

Body text: write event description here. If your word count goes above the requirement, see page 2 examples of how to adjust spacing

For multi-day events enter your dates and times.

If this is a single day event delete extra lines of text

Use the ruler guides (file > show rulers and guides) to help with placement or if an element is moved accidentally

Use this space for additional info such as food availability, type of audience, etc. as needed

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Yale SCHOOL OF THE ENVIRONMENT

Hosted by the [Entity Name may be long enough to need to be up to two lines here]

Insert your photo here

1. **Click on the upload tab in the left sidebar**

2. **Upload a photo from your computer**

3. **Drag your uploaded photo into this frame**

Poster Template For One-off Events Type Your Heading Here

Type body text here. A maximum of 60 words will fit in this space. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui nunc mattis enim ut tellus elementum sagittis vitae. Sed nisi lacus sed viverra tellus in hac habitasse. Sed nisi lacus sed viverra tellus in hac habitasse.

All events held from X – Xp.m.
[Weekday], [Month] XX
[Weekday], [Month] XX
[Weekday], [Month] XX

PARTICIPANTS

First and last name (add degree if needed example: John Smith '10 MESc)
Title, affiliation (separated by comma)

First and last name
Title, affiliation

QR Code Goes Here

See PDF Instructions

Building Name - Optional
Address - do not abbreviate
Town, City

Register at https://yse.to/xxxxxxxxxxx or scan the QR code

Lunch will be provided
Open to [type of audience i.e. YSE/Yale/Public]

QR Code Instructions

- Go to the sidebar and at the bottom, select Apps. There you will see the Canva QR code maker. If you do not see it here, you may need to type it in at the search bar

- After selecting QR Code, enter your URL link. Leave the background color and margin size unchanged

- Resize your QR code to fit the size and position of the placeholder image, then delete the placeholder image (use ruler guides to help with alignment)

Use both the QR code and link for virtual events. If URL is very long or complicated to type out contact commshelp.yse@yale.edu to create a tiny link.

The link should be to your event or YaleConnect page

Delete physical address text box if the event is virtual only

See instructions on page 3 on how to make URL a live hyperlink

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Yale SCHOOL OF THE ENVIRONMENT

Hosted by the United States Department of Agriculture and Markets or longer title

Farming Wide Horizon Landscape and Large Equipment

Type body text here. A maximum of 60 words will fit in this space. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui nunc mattis enim ut tellus elementum sagittis vitae. Sed nisi lacus sed viverra tellus in hac habitasse. Sed nisi lacus sed viverra tellus in hac habitasse.

All events held from 12 – 1:30p.m.
Saturday, October 7th
Saturday, October 14th
Saturday, October 21st

Kroon Hall
195 Prospect Street
New Haven, CT

Register at https://yse.to/eventname or scan the QR code

PARTICIPANTS

Mary Johnson Ford '10 MEM
Professor, University of Somewhere, Bigcity, SM

Joseph Bradley Winter '70 PhD
Deputy Mayor, City of Austin, Texas

Lunch will be provided
Open to the public

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Yale SCHOOL OF THE ENVIRONMENT

Hosted by General YSE Committee Name

Finding Balance Series

Type body text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui nunc mattis enim ut tellus elementum sagittis vitae. Sed nisi lacus sed viverra tellus in hac habitasse. Sed nisi lacus sed viverra tellus in hac habitasse.

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Deputy Mayor, City of Austin, Texas

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195 Prospect Street
New Haven, CT

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Refreshments will be provided
Open to the YSE community

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Yale SCHOOL OF THE ENVIRONMENT

Hosted by the [Entity Name may be long enough to need to be up to two lines here]

Establishing Urban Forestry Should Be Our Legacy

Type body text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui nunc mattis enim ut tellus elementum sagittis vitae. Sed nisi lacus sed viverra tellus in hac habitasse. Sed nisi lacus sed viverra tellus in hac habitasse. Dui nunc mattis enim ut tellus elementum sagittis vitae. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui nunc mattis enim ut tellus elementum sagittis vitae. Sed nisi lacus sed viverra tellus in hac. Dui nunc mattis enim ut tellus.

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Joseph Bradley Winter
Mayor, City of Austin, Texas

Lunch will be provided
Open to all YSE students

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