FLYER/POSTER GUIDELINES

All flyers/posters and other printed materials produced by faculty/staff/student groups to be posted/distributed at any/all College locations and/or to the public must be submitted to the Communications Department for approval PRIOR to printing and distribution.

Those seeking approval for flyers/posters must complete a Communications Services Request form, including having it signed by your supervisor and cabinet member. The form is available on the Three Rivers Employee Gateway. For flyers/posters for student groups, it is the responsibility of the faculty/staff sponsor to complete the Communications Services Request form and submit the flyer/poster for approval.

The Communications Department does not print flyers/posters for individual departments/ groups/organizations. Student Services will print flyers for student organizations.

The responsibility of designing flyers/posters that promote individual department/group/organization events/activities falls to the department/group/organization. Official, Collegewide items (or those with special significance to the public) will be designed by the Communications Department.

Please ask prior to beginning work on a flyer/poster if you are unclear or have any questions.

FLYERS/POSTERS/ETC. SHOULD INCLUDE:

- Sponsoring organization.
- Three Rivers logo (see Logo Usage below).
- Name of event/program/course. Use as a headline. Try to limit to five words or fewer.
- A brief description of event/program /course.
- Location, day, date, and time.
- Cost (if any).
- How to register (if needed).
- Deadline for registering (if needed).
- Contact person and phone number and/or email address.

LOGO USAGE:

- All flyers/posters/etc. must contain the official Three Rivers College logo.
- For the majority of cases, use the horizontal logo sized to 3.5 inches wide in bottom right corner.
- Electronic image files of the logo in various formats can be found at trcc.edu/identity/logos. Use the file format appropriate to your project and the software program you are using.
- Follow all guidelines on the logo web page.
- If the size of the logo needs to be adjusted, do so to keep it proportional. This usually means resizing the image from one of the corners, NOT the sides. Do not elongate, stretch, or squeeze.

TIPS FOR FLYERS, POSTERS, ETC:

- Templates: A variety of flyer templates are on the Employee Gateway. These already have the logo in place. Flyers created from templates still must be submitted to Communications for approval.
- Layout: If not using one of these templates, the first step is to place the Three Rivers horizontal logo sized to 3.5 inches in bottom right corner. Best to keep the layout simple: large headline, 1 piece of art, brief description, relevant details, and the logo.
- Text: Use Calibri font, black text, though the headline can be in a different font.
- Art: Be selective about your choice. In most cases, use only one piece of art. Adjust the size proportionately to avoid distorting the image. Avoid putting text on top of an image. Observe copyright rules.
- Paper: Use white paper if there is color artwork. With black and white artwork, you can use color paper; use a light or pastel color to improve legibility.