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).
• Event/program/course name: Use as a headline. Try to limit to five words or fewer.
• A brief description of the event/program/course and why it is being held.
• Location of event/program/course.
• When event will be held (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 for questions.

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 thing to do is place the Three Rivers logo sized to 3.5 inches in bottom right corner. Best to keep layout simple: large headline, 1 piece of art, brief description, relevant details, and the logo.
• Text: Use Calibri or Garamond fonts. Black text.
• Art: Be selective about your choice. In most cases, use only one piece of art. Adjust the size proportionately to avoid distorting the image.
• 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.

LOGO USAGE:
• All flyers/posters/etc. must contain the official Three Rivers College logo.
• For the majority of cases, use the horizontal logo at 3.5 inches wide in the bottom right corner.
• Electronic image files of the logo in various formats can be found at trcc.edu/identity. Use the file format appropriate to your project and abilities of the software program you are using.
• Follow all guidelines on the logo webpage.