

FLYER/POSTER GUIDELINES

All flyers/posters and other printed materials produced by faculty/staff/student groups that will be posted/distributed around campus/centers or to the public must be submitted to the Communications Department for approval **PRIOR** to distribution. Once approved in the Communications Office, the flyer/poster must be approved and stamped in the Student Success Office before being distributed. Do not make the mistake of printing out many copies of a flyer/poster that has not been approved, as you run the risk of not being able to distribute them.

The responsibility of designing flyers/posters to be hung around campus that are promoting individual department/group/organization events/activities falls to the department/group/organization. Official, college-wide items (or those with special significance to the public) will be designed by the Communications Department.

The Communications Department does not print flyers/posters for individual departments/groups/organizations. Please keep this in mind when designing your flyer/poster.

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. Electronic copies of Three Rivers logos are available from the Communications Department. If the size of the logo needs to be adjusted, do so to keep it proportional (how to do this varies depending on the software program you are using, but generally holding down the Shift key while resizing the image from one of the corner controls - not the sides - will work). Do not elongate, stretch, or squeeze as this distorts the logo. Follow addition Logo Guidelines.
- 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.:

- Layout: Keep it simple. A large headline, one piece of art, a brief description, and relevant details.
- Text: Use Calibri or Garamond fonts. Black text.
- Art: If you use 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.
- 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.
- 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 posted on the logo webpage.
- For the majority of cases, use the horizontal logo at 3.5 inches wide in the bottom right corner.

GENERAL FLYER/POSTER LAYOUT IDEAS:

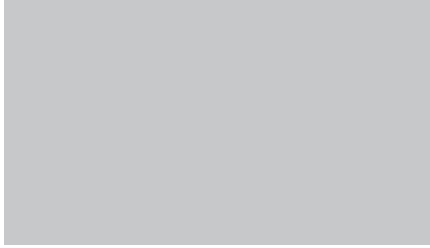
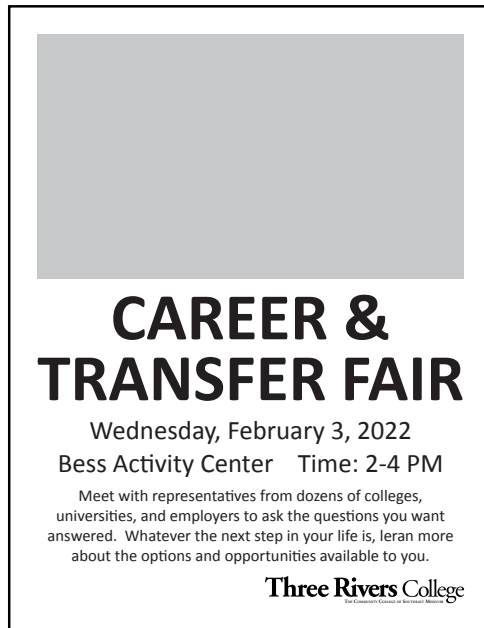


MOVIE NIGHT!



FREE FOR ALL STUDENTS!
Saturday, September 25, 2015
Tinnin Fine Arts Center
Time: 8:00 PM Cost: FREE!
Pizza, soda, and snacks will be served.
Feel free to bring family and friends.
You'll need your student ID to get in.

Three Rivers College
The Community College of Southeast Missouri



CAREER & TRANSFER FAIR

Wednesday, February 3, 2022
Bess Activity Center Time: 2-4 PM

Meet with representatives from dozens of colleges, universities, and employers to ask the questions you want answered. Whatever the next step in your life is, learn more about the options and opportunities available to you.


Three Rivers College
The Community College of Southeast Missouri

Want to help those in need?

Then join Three Rivers Cares!

WHEN: Mondays at 5:30 PM
WHERE: Rutland Library room 202

We are a group of caring members of the Three Rivers community that want to make a difference. We're all about giving back and making the world a better place. If this sounds like something you want to be a part of, come to one of our meetings or contact John at johndoe@trcc.edu.



Three Rivers College
The Community College of Southeast Missouri

BOOST YOUR GPA!

Take advantage of **FREE** tutoring.

WHEN: Mon-Fri 10AM-8PM
WHERE: Admin Building room 155

We're here to help. Bring your questions, course materials, and a positive attitude to the Tutoring and Learning Center for that little bit of extra help. You won't regret it!



Three Rivers College
The Community College of Southeast Missouri



BEAT THE HEAT! SUMMER COOK-OUT

Monday, August 24
Three Rivers Softball Field
11 AM - 11 PM

FREE FOOD! PRIZES! GAMES! WATER FIGHT! MUSIC! FUN!

Sponsored by the Three Rivers Student Government Association.

Three Rivers College
The Community College of Southeast Missouri

THINGS TO AVOID:



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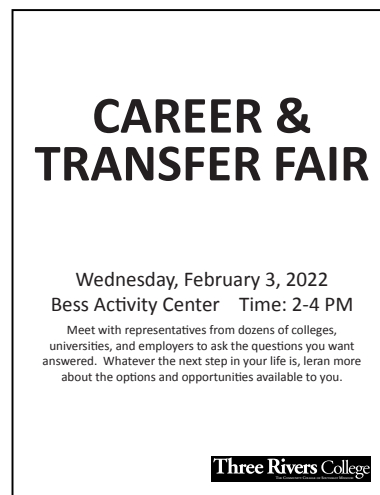
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MOVIE NIGHT!
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Call Beth for info.



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LEFT: Text on top of an image is difficult to read.

MIDDLE: Badly layed-out/distributed image and text elements. Not enough info.

RIGHT: Too much blank space. Incorrect logo usage (logo meant for a black background is used on a white background).