



CONNECTICUT COLLEGE

11X17" POSTER TEMPLATES

USAGE

The Microsoft Word poster templates have a preset size of 11x17" and are compatible with Mac and Windows machines.

These templates were designed to give you a starting point. Therefore, it is up to you to differentiate your poster from the template. You may change the colors, insert images and rearrange the text boxes, but please refrain from removing the logo signature.

Download and Set-up

1. Download the poster template and open Microsoft Word.
2. Set the application view to "Page Layout View" from the toolbar (View → Page Layout).

Adding Text

Insert your cursor inside of the text box by clicking on it once. Delete or type over the dummy copy.

To change text color, size, style or spacing, first select and highlight the text you want to change. Next, go to Format → Font from the toolbar and change the attributes accordingly. There are additional tabs for more options.

Inserting Images

First, delete the template image (click on it once to selected it, then press the DELETE key). In the toolbar, go to Insert → Picture → From File..., then locate the image file of your choice. If the image throws off the template, double click the image, click on the "Layout" tab and select the "In front of text" option. Then drag the image into place.

Changing the Background Color

Double click the background color box to open the options menu and change the attributes accordingly. Refer to page 17 of the Visual Identity Manual for official College color swatches.

DESIGN TIPS

DO...

- establish a bold headline that grabs the reader's attention.
- keep your text concise and informative.
- use images that relate to your text.
- brand the College with the logo signature as instructed in the Visual Identity Manual.

DON'T...

- overwhelm the reader with too much text.
- use more than two or three fonts.
- use light-colored text on a light background or dark-colored text on a dark background.
- use images that are poor in quality, pixilated or low resolution.
- remove the logo signature or any official branding marks from the poster template.

LOGOS & IMAGES

The College's logo signature and word mark are available at <http://graphics.conncoll.edu>. Make sure you read the information about file formats.

Campus images can be downloaded from the "Image Gallery" link on the "News" page (www.conncoll.edu/news/).

There are also many online resources for free stock photography. However, when downloading images from the Internet, take note of any legal or usage restrictions.

Google — <http://images.google.com/imghp> [change the "Image size" drop-menu to "Large images" to ensure best quality]

Stock Xchng — www.sxc.hu [register for a free account]

Free Photos Bank — www.freephotosbank.com

FONTS

Adobe Garamond and News Gothic are the College's official typefaces (refer to page 16 in the Visual Identity Manual for more information). However, when producing publications on computers that do not have either of those typefaces installed, Times New Roman should be substituted for Adobe Garamond and Arial should be substituted for News Gothic. *You do not have to strictly adhere to the College's typography palette.*

If you are using other fonts and choose not to save your document as a PDF, you will need to make sure it uses one or more of the standard system fonts (Arial; Helvetica; Impact; Verdana; Garamond; Times New Roman; Bookman Old Style; Brush Script MT; Lucida Handwriting), which are all compatible across various computer systems.

SAVING

Saving the poster template as a PDF is highly recommended because it "locks" the type and images in place. PDF995 (www.pdf995.com) is a free PDF converter.