Design an A1 poster using InDesign

The guidelines below are based on using the Oxford Brookes University branding. The content section is relevent to any large format poster. Use a programme you are familiar with and one that will easily create a PDF.

Remember to change the *'Document set up'*. You need to select *'Custom'* then type the dimensions given below. If A1 seems a daunting size to work with you could make your page A3. When it is printed you will need to ask for it to be printed A1 (200%).

DESIGN and LAYOUT

Poster size:
A1: 84.1cm x 59.4cm
A3: 42cm x 29.7cm
Remember to ask for it to be printed at A1 (200%)

A bit about BRANDING

If you are from Brookes you will need to use the green/pink box and the grey logo unless your project/poster is a joint venture with another institution/organisation.
Once outside the box you have a free rein to design your poster as you wish as long as you use the font Helvetica Neue or Arial

FONTS

The University font is **Helvetica Neue** 45-95 (not italics)
if you don't have it, use **Arial Black** (Title) and Arial Regular (subhead and body text)

BOX COLOUR

Can be green Pantone 383U or pink Pantone 226U

LOGO COLOUR

grey Pantone 432U

Suggested green box FONT SIZING
For full A1 portrait size poster
Titles: 96pt Helvetica Neue 95 or **Arial Black**, colour: white)
(size will depend on length of title)
Leading: 94pt   Tracking: -30
Subheading: 45pt Helvetica Neue 45 or Arial Regular, colour: white)
(should sit a bit below the heading)

Suggested green box FONT SIZING
For A3 portrait size poster
Titles: 54pt, (Helvetica Neue 95 or **Arial Black**, colour: white)
Leading: 47pt Tracking:-30
Subheading: 31pt (Helvetica Neue 45 or Arial Regular, colour: white)
(should sit a bit below the heading)

CONTENT
LESS IS MORE
Only use main points for your poster:
• Introduction/Description
• Method/Statistics
• Conclusion/Summary
Have handouts with more information and references.

PHOTOS, ILLUSTRATIONS and DIAGRAMS

Remember a picture says a 1000 words so use some. Your images should support your text.
They help to break it up and provide colour but don't use too many.
Make sure your photos are a reasonably high resolution: 15cm x 10cm (1800px x 1200px) @ 300dpi (dots per inch).
Images taken from the internet (apart from possibly breaching copyright) are usually very small and poor quality.
So anything which is 3cm x 2cm (354px x 236px) @ 72dpi would be poor quality and appear blurred and pixellated.

WHITE SPACE is GOOD SPACE

Have enough space around your text and images. It will make your information easier to read.
Give yourself a good margin around the edge (Approx 2.5cm for A1 poster)
We have created A3 landscape and portrait poster templates in Powerpoint with the pink/green box and logo in place.
If you are from another organisation check whether you need to use your branding.

Portrait header

Title hangs from the horizontal frame edge beneath the logo. Long titles should flow down onto second line at this point

Subheading
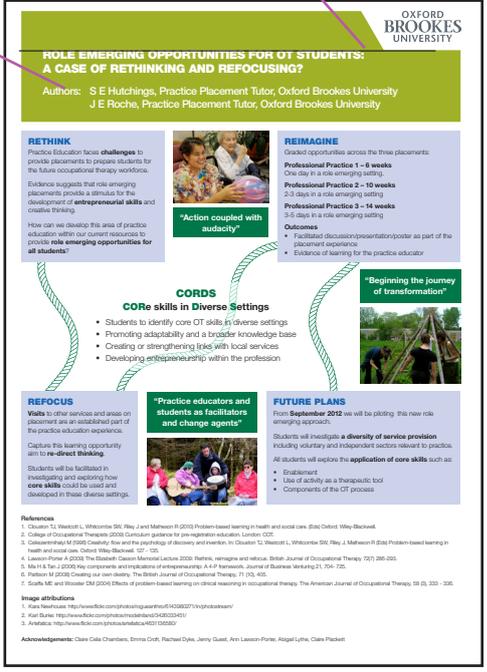
Landscape header
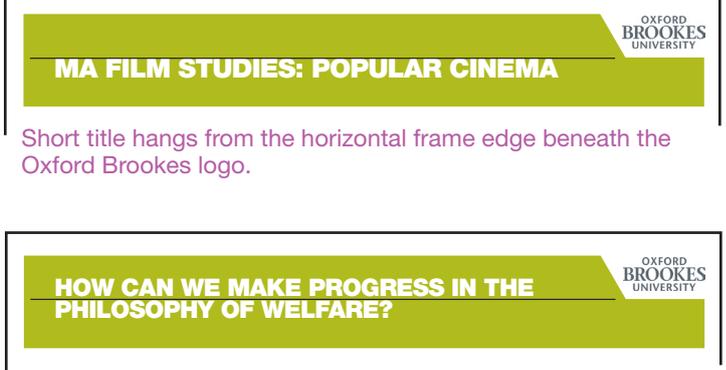
Short title hangs from the horizontal frame edge beneath the Oxford Brookes logo.

Where a long title is required in a landscape framework, the title heading may hang from the top of the second line.

Key: pt: point (the desktop publishing point) = 72 points to the inch
        dpi: dots per inch (printing term) = the more dots in an inch gives a sharper image
        px: pixels (computer term) = little dots are what make up the images on computer displays