Design an A1 poster using InDesign

The guidelines below are based on using the Oxford Brookes University branding. The content section is relevant 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 setup’. 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)
Leaving: 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)
Leaving: 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 pixelated.

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.

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