



Brought to you by the Norfolk Digital team 'fuelled by friendship' **Posters**

POSTERS

MyWI Guidelines and templates

Lots of useful info and templates in MyWI.

Look under **Running your WI** and **Communications & PR** or use the **search** facility (top right).

- **The WI Guide** How we talk about the WI messages to get across - Talks about colours, fonts and logos e.g. **FONTS Georgia** etc.in the Visual Presentation section
- Promotional materials such as **poster templates** and **design principles** document - **FONTS Arial narrow for titles / Georgia** etc.
- **NFWI PR guide**
- **Using the WI logo** – download from here

WI logo is used under licence – you need to pay (£1) for national and Norfolk logo use and there are rules on what they looks like / what colours they must be

NOTE THESE SECTIONS HAVE BEEN REARRANGED

USE THE SEARCH FACILITY IF YOU CAN'T FIND SOMETHING

Template posters use solid colours (hard on ink) and green on green (not easy to read).

Possible to change background colour on template to save ink (Jason Douglas 15 Jun 2017)

It's also worth noting that the Word templates are fully customisable. They come as standard in "the colours of the WI" but certainly at WI-level you're free to adjust them to suit your WI (or to simply save on ink!). If you right-click on the coloured box (right at the very edge so you don't select the text box) you should see "Format AutoShape..." in the menu that appears. Select that and you can pick your own background colour.

(I've attached a variation with what I'd call a pastel pink as an example)

Regards, Jason

Using Images

Via MyWI search you can find advice for using images

- **'Using images online and in promotional materials'**

Must beware copyright -

- use your own photos –
- get permission and give the necessary credit
- **Use Creative commons: CC0** is the "no copyright reserved" option in the Creative Commons toolkit - it effectively means relinquishing all copyright and similar rights that you hold in a work and dedicating those rights to the public domain

Openclipart.org pixabay.com

Bing images -licence filter with STRICT SafeSearch

Google images add cc0 to search BUT MAKE SURE IT DOES NOT LOSE IT

Creating posters etc. with word processing - software

You can buy Desktop publishing software such as Microsoft Publisher. But you can do quite a bit just using word processing software such as Microsoft Word

Word useful features

Home – fonts **Arial narrow for titles / Georgia**, size, colour, bold, italics

Insert - pictures, could be photos/clip art – good to make photos smaller (less pixels) first via paint for example and **beware copyright**

Insert - table, can use these to help format the page, e.g. picture alongside centered writing

Design with grid lines on, turn off at last minute: Right click in table, table properties, borders and shading, borders none Right mouse button gives you menus of related things you can do.

Create posters (e.g. for each meeting or the yearly programme), newsletters, programmes for members, compliments slips and/or your own WI Logo

Cloud storage and sharing links

Good idea to have a generic email address for your WI

E.g. barnham.broom.wi@gmail.com especially useful online

Don't use personal emails, can transfer if jobs / people change

If Gmail – Google Drive can store docs

Dropbox – can create account – (BBWI same as email)

Then can create shareable links – anyone with link can view – can put links onto blog/Facebook/web pages/ or send via emails/WhatsApp etc. stored once – not making everyone's emails bigger – their email account may be limited size

Use Save as to convert docs into pdf format and store those– can't update/change unless you have special software -most don't. Download free Adobe reader to read pdfs.