Branding Basics – Creating a Poster

Ready-made resources
The Online Print Centre (OPC) provides ready-made, customisable designs for marketing and recruitment and is free to use. This includes posters, postcards, business cards, compliments slips, etc. It's a goo dplace to start.
https://www.girlguidingprintcentre.org.uk/Login.aspx

Creating your own
If you are creating your own posters then here are a few things to remember:

- **Use your local logo correctly** - make sure you use a properly localised logo which points in to the centre of your poster. This will help people to recognise that you're a part of Girlguiding.

- **Colours and fonts -** make sure you use the right colours and fonts on your material. You can use Girlguiding's main colours or you can use the section colours if you poster is specifically about one section.

- **Use great images -** Pictures are brilliant at communicating the guiding experience and engaging people from afar. You can download some great guiding images from the Online Print Centre.

- **Keep it short and simple -** both posters and flyers should be big on visual content with minimal writing. Avoid paragraphs of information. Focus on the key messages you want to get across, and don't get bogged down in the details.

- **A call to action** - posters and flyers should have a clear call to action which is very visible and easy to follow. For example, if your flyer is for an event, ask the reader to join you and provide them with the time and location of the event so they can do so easily.

- **Put supporting information online -** if you are attempted to include every little bit of information, consider putting it online with a signpost to your website on the resource. This way, you can focus the reader's attention on the important bits, and let them look up the nitty gritty only if they need to.

- **Leave margins** - if your flyer or poster is to be printed, you will need to leave text-free space around the edges of the document. This is so that when you send your design to a printer, their guillotines don't accidentally cut into important information. For all posters and flyers, you want to leave about 10% of the page empty around the edges to allow for this.

Full help and advise on creating all kinds of resources can be found on the Girlguiding website:
https://www.girlguiding.org.uk/making-guiding-happen/resources/create-a-resource/
brandingmatter@girlguiding.org.uk