UNITED GRAND LODGE OF ENGLAND

MEMBERS' POSTER TOOLKIT

CONTENTS

WHAT ARE THEY?

Posters are an effective way of getting a message across to a wide audience in a simple, easy and affordable way.

Posters can be physically printed or displayed electronically, on social media for example.

Posters are often used to promote an idea, product or event. They must be eye-catching and informative as they are often trying to communicate a message.

A good poster instantly grabs the attention of the reader with colours, pictures and bold text. The best posters have minimal writing.

WHAT ARE THE BENEFITS?

Posters are a much cheaper option than radio, print or broadcasting.

They are easily visible – you can target specific locations with your posters to increase visibility in that area (e.g. if you are hosting an event).

Great posters can have local impact. A well-positioned poster in a local town, busy street, shopping centre, public escalator or conveniences can work wonders for a captive audience.

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WHAT YOU NEED BEFORE DESIGNING

Before you design your poster, you will need to have a clear understanding of your goal, audience and where you want to share it.

A CLEAR GOAL

● *Do you want to advertise an event in your Province? Or attract new members to your Lodge?* Whatever your goal is, have it clear in mind and make it guide your design choices.

● You should ensure you are **emphasising the key information**, making it the most eye-catching part of your poster.

ⓘ *KEEP IT SIMPLE!*

You don't need to explain everything in one poster and people need to understand what you're promoting from a distance.

Create something that makes the viewer want to find out more about what you are offering!

A TARGET AUDIENCE

● *Who is your poster for?* Ensure you are making informed decisions to create something that is actually going to appeal to your audience.

● It is important to have in mind **who you are designing your poster for** because this will need to influence your design choices.

● Your target audience can be dictated by many factors like **age, location, interests**, etc. For example, if you're communicating with a professional audience, you may want to consider giving it a simple and minimal look. While if you are trying to reach a younger audience, you could choose a more dynamic design and add some colours.

A DEFINED PLACE WHERE YOU WANT TO SHARE IT

● Whether you plan to **print** and hang your poster or share it on **social media**, this will change the way you need to optimise it.

● When printing, you need to decide the right **size and type of paper**. For instance, if you plan to hang your poster next to others, **make sure it is at least an A0** so that it won't go unnoticed.

● If you intend to share it on **social media**, keep in mind that the **text should never take more than 20% of your final design**. This is because most viewers navigate social media through the screen of a smartphone, where it is easier to **grasp their attention using captivating images**.

WHAT TO INCLUDE

USEFUL INFORMATION THROUGH IMAGES AND TEXT

● A good combination of short text and visually appealing images is key for communicating your message effectively.

● You can **use different font sizes to organise your information** in hierarchical order and graphics or photos to make it more eye-catchy.

● In case you decide to use photos, be sure they are **high-quality!** If you don't have high-quality photos, it's advisable to use professional stock photos that can be found on sites like Unsplash, Shutterstock, or iStock.

WE ALL KNOW THE SECRET
TO GREATNESS COMES IN A CUP

TRY OUR NEW CHICCHI GRANDE!

TAKE ON EVERY SINGLE DAY WITH A CUP
OF FRESH, CRISP CHOCOLATE COFFEE

www.reallygreatsite.com

Font used to organise information.

Good quality image with sharp focus, good colour and well positioned.

Poor quality image which is badly cropped.

A COLOUR SCHEME

● It has been found that **colours can influence people's behaviour and decision-making**. Therefore, it can impact how your audience perceives you.

● If you have brand colours, you may want to use them to make sure that your brand is easily recognisable.

● Your colour choice can also be determined by a specific event.

● Otherwise, you may want to take a look at the **meanings associated with each colour**.

Blue suggests trust and loyalty and is normally used in very professional marketing materials.

Green is associated with energy and sustainability.

Red with strength and joy, and so on...

A bright red can evoke the feeling of the holiday season.

A CALL TO ACTION (CTA)

● Once you have caught the attention of your audience, you need to make clear what their next steps should be.

● A CTA like 'Register here', 'Find out more', 'Book tickets today', 'Visit our website' should always be included in a poster.

REGISTER NOW!

FIND OUT MORE

BOOK YOUR TICKETS TODAY

VISIT OUR WEBSITE

(i) *TOP TIP*

One more suggestion would be to place your CTA towards the bottom of the poster. In this way, the potential viewer will have the time to gather some information before moving forward.

EXAMPLES OF WHAT TO AVOID

No-context symbols make it confusing

Some of the text is missing off the page

Different font sizes, widths and colours make it less likely that people will understand

Different fonts and colours makes it look messy

Poster looks like it was made on Microsoft Word – unprofessional

If you are going for a name that is a bit out there... explain it!!

This is the only information given about the event – people need more than this!

Choose one font and stick to it, looks very messy otherwise!

Why do the dogs have wings?

Pictures are fine, but overlapping ones look very random

EXAMPLES OF WHAT WORKS WELL

Eye-catching title grabs your attention, big bold typeface and simple wording

ONE STOP AUTO WASH
25 Canyon Rd, Provo, UT

NOW OPEN!

OPEN DAILY FROM 10 AM TO 10 PM
www.onestopauto.com

Minimal wording adds simplicity, they have described the whole event in a few words – what more is there to say?

One, simple graphic works very well as it sums up the theme perfectly

Relevant image or graphic, good quality (not blurry)

Logo clearly visible so people know who the organiser is

Colours are easy on the eye, black contrasts against the green

Include a 'call to action' such as "how to get involved" or "click here to find out more"

Gamers Give Back

what is child's play?

child's play is a charity dedicated to improving the lives of children with toys and video games in our network of over 100 hospitals worldwide.

2 ways to donate

1. Each hospital that works with child's Play sets up an Amazon wishlist full of toys & video games for kids
2. Cash donations are used to purchase additional games, consoles, & peripherals

childsplaycharity.org/donate

TOP TIPS

WHAT <u>TO</u> DO

● Have clear purpose – this needs to be clearly stated on your poster for viewers to grasp.

● Make sure your poster is clear and concise. One simple way to do this is to use bullet points. Avoid wordiness and jargon and use simple language, always spelling out acronyms.

● Use colour to attract attention. This can make or break any poster design so try not to go overboard with the rainbow hues or the warm and cool tones.

● Key information should be easy to read from a fair distance for viewers to comprehend. You can start by making a headline, which is the central and largest text element in the design, followed by its supporting details, and a finer print.

● Whether it's an image, an illustration, or a text, it's important to use a dominant visual to catch the eye. This should be something that is directly related to your main message and enough to keep viewers intrigued.

● Utilise plenty of space: posters usually possess a wide work space for your design. This allows you to

WHAT NOT TO DO

● Do not use more than one type of font in a poster. This is known as the first sin in the world of design! Try something big, bold and easy to read from a distance.

● Don't use too many images, it can be too busy.

● Don't forget to check 'print preview' at the end.

Sometimes things look different printed.

● Don't make your reader jump all over the poster to follow what you're saying.

● Don't forget about readers who have sight problems (such as colour blindness or partial blindness) – you can find more info online.
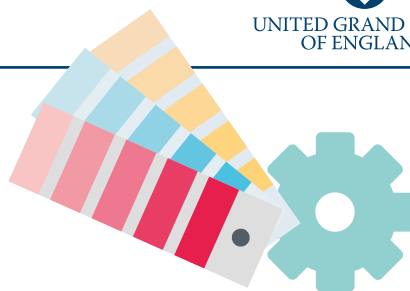
add more elements to help emphasise your message.

● Include a call to action: How do you want people to respond after seeing your poster? Call a number? Visit a website?
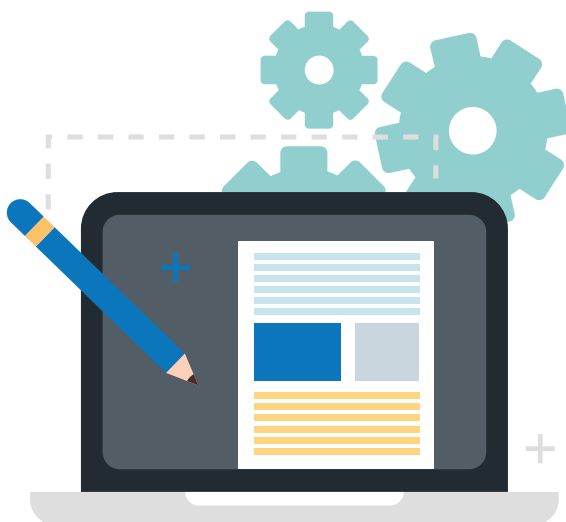
HOW YOU CAN MAKE POSTERS

Here at UGLE we use an online design website called Canva and we encourage you to use it too.

The website is pretty self-explanatory, the more you play around on it, the more you'll pick up. Go to **www.canva.com** and log on with your username and password
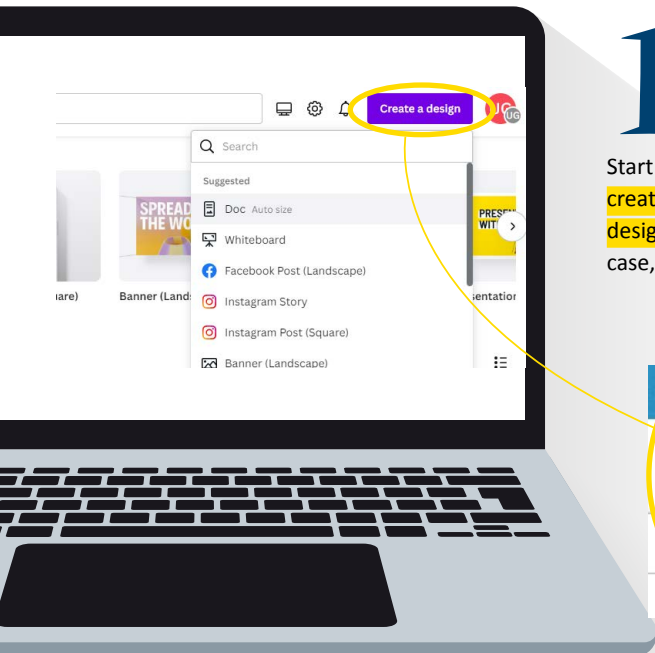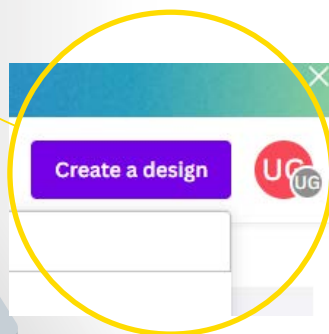
1

Start by creating a design (in this case, poster)

2

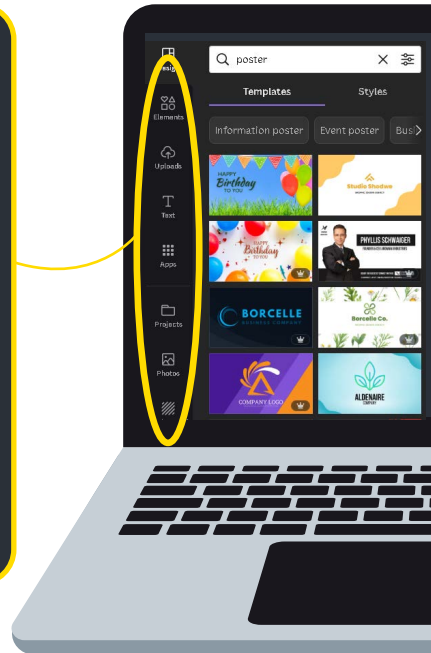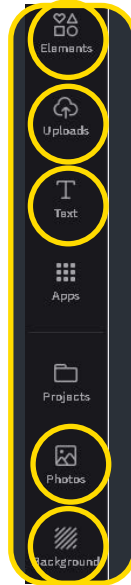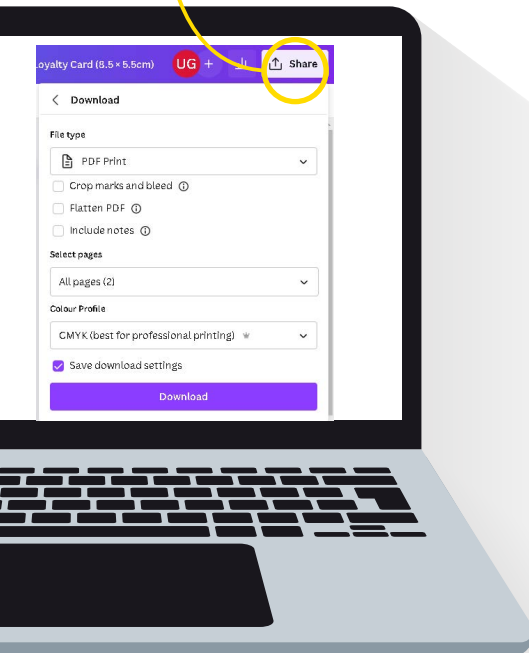You can use one of the ready-made templates and swap in your pictures and text.

3

Or start from scratch, choosing:
- shapes
- adding photos
- adding text boxes
- a background
- uploading photos

4

When you are happy with your poster, click here in the top right-hand corner

5

Save file type as a PDF (note, this cannot be edited once done)

ⓘ *TOP TIP*

Canva is a great piece of software that you will quickly become fluent in. It is easy to use and a lot of the work is done for you with the templates.

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