Artwork

Posters

Guidelines
Posters are a fun and creative way to shout about your event. There is a lot of competition for space, so please have a look over these guidelines before hitting print!

- All posters in EUSA venues require our official stamp.
- Display on Society noticeboards only
- Do not use Sellotape™
- Do not cover other posters
- Maximum poster size is A2 (420 x 594mm)
- Recommended poster size is A3 (297 x 420mm)

Stamping posters
Getting your poster physically stamped is easy! Simply take it along to any EUSA reception and, providing it meets the criteria, a member of our lovely team will be happy to give it the seal of approval. Criteria posters must meet in order to get a stamp, include:

- Must be for a registered society
- Must show the society name prominently, bigger than any external venue name
- Must not include alcohol promotions
- Must not include EUSA logos unless explicit permission has been given by EUSA
- Must not be deemed offensive or discriminatory on the grounds of race, religion, disability, ethnicity, gender or sexuality
- Must not be deemed to be simply promoting a non-EUSA venue.

Society Notice Boards
Have a look at this document for the location of all the society poster boards.

Charity event posters
If you are running an event for a charity, you must include the charity name and charity number. If you want any advice on how to organise an event for charity, contact ESCA (Edinburgh Students Charity Appeal) by popping into the Connect Office in Potterrow or e-mailing Ruth at Ruth@escaonline.org.

Creating your beautiful poster
The most effective posters are in colour, printed in A3, and clearly show your event details. Here is a list of computers in the university which have Adobe Photoshop, InDesign and Illustrator installed which you can use to make your poster. Alternatively, enlist a creative, artistic friend to help with this part!
**Flyers**

*Guidelines*
Flyers do not need to be stamped with EUSA stamp and societies are free to distribute flyers on campus. We only ask that you try not to leave flyers lying on tables in EUSA cafes or bars!

**Printing**
There are a number of reliable and reasonably-priced professional printers in Edinburgh, including Teviot Print Shop (0131 650 3015).

**Digital Screens**
Placing an ad on EUSA’s digital screens is a great way to make sure that your society stands out. However, demand is high so do get in touch as early as possible prior to your event to avoid disappointment.

Try to keep the design simple and clear – the images appear for only 7 seconds.

*Locations*
EUSA have 14 digital screens located in areas of high footfall over four of our busiest Student Union venues. Our screens will rotate a set number of ads and your society message will be displayed throughout the day.

**Artwork requirements**
- 1360px (w) x 768px (h)
- 72dpi full colour jpeg
- Or MP4 video – max 10secs (only available on Potterrow screens)

**Contact**
Upon completion, please fill in the ‘Shout about it’ form at least two weeks in advance of your screen booking.

**Library Screensavers**
Using the screensavers on the Library computers is a great way to grab the attention of the hundreds of Library users every day.

**Artwork requirements**
- 1200px (w) x 800px (h)
- jpeg, no more than 350kb.

**Contact**
Upon completion, please fill in the ‘Shout about it’ form at least two weeks in advance of your screen booking.