Creating Posters and Flyers

Most candidates, regardless of what position they’re standing for, will produce paper campaign materials.

The most common formats are:

- **Posters**: These are generally printed on A4 or A3 paper and displayed on noticeboards or railings around campus. Students will not generally stop to read posters, so any key pieces of information need to be visible at a glance.

- **Flyers**: These are generally printed on A6 or A5 paper and either handed out during in-person campaigning or left on tables in University spaces. Some people will take the time to read your flyer so you can include more detailed information.

It can be easy to forget key pieces of information when designing your campaign materials, so **use the table below to double check you haven’t missed anything**.

<table>
<thead>
<tr>
<th>Posters</th>
<th>Flyers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definitely include:</strong></td>
<td><strong>Definitely include:</strong></td>
</tr>
<tr>
<td>Your name</td>
<td>Your name</td>
</tr>
<tr>
<td>A photo of you</td>
<td>A photo of you</td>
</tr>
<tr>
<td>The position you are standing for</td>
<td>The position you are standing for</td>
</tr>
<tr>
<td>Details of how and when to vote e.g. &quot;Vote at <a href="http://eusa.ed.ac.uk/elections">eusa.ed.ac.uk/elections</a> from March 9th to March 12th&quot;</td>
<td>Details of how and when to vote e.g. &quot;Vote at <a href="http://eusa.ed.ac.uk/elections">eusa.ed.ac.uk/elections</a> from March 9th to March 12th&quot;</td>
</tr>
<tr>
<td>Up to three key points from your manifesto</td>
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</tr>
<tr>
<td>Information on where they can find out more about your campaign and contact you e.g. your Facebook page</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consider including:</th>
<th>Consider including:</th>
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<tbody>
<tr>
<td>Information on why you’re standing and what qualifies you for the role</td>
<td>Information on why you’re standing and what qualifies you for the role</td>
</tr>
<tr>
<td>Information on how students can self-define to vote for Liberation Officer and Section Representative positions</td>
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</tr>
</tbody>
</table>

You can create basic posters and flyers in Microsoft Word, but for more complex designs, many candidates use website like [Canva](https://www.canva.com) which have hundreds of templates to choose from. If you want to use a programme like Photoshop, the [University’s Digital Skills Resource Finder](https://digital-skills-resource.co.uk) has links to both online and in-person courses on using design software. You could even ask a friend who is more experienced in graphic design to help.

Including a photograph of yourself on your posters and flyers is an easy way to help voters **connect with you**, and might even mean people recognise you when you’re out campaign. You can use an existing photo, ask a friend to take one specifically for the elections, or come along to one of our Photographer Drop-Ins.
During the campaign you want to build brand recognition, so try to **ensure any campaign materials look and feel similar** by using the same fonts and colours. Doing so will make voters more likely to remember you when they come to vote, and an eye-catching design is more likely to stand out.

If you want to produce printed materials you have four options:

1. **Print them using your own printer, or a printer belonging to one of your friends**: This works well for basic posters and flyers - just remember to keep any receipts for paper or ink you purchase as part of your campaign, as these can be claimed back through our candidate expenses process.

2. **Print them using Library printers**: If you’re only printing a small number of posters or flyers, and don't have access to a printer at home, then you can use the University Library’s printing facilities. Just remember to keep a record of any print credits you purchase to print campaign materials, as these can be claimed back through our candidate expenses process.

3. **Print them through the Students’ Association**: If you don’t want to pay for printing directly then you can order printing through your candidate profile. This will automatically be deducted from your campaigning budget. You’ll be able to collect your printing from the University print shop on Infirmary Street a day or two after it's been approved.

4. **Print them through a commercial printing company**: If you’re looking for glossy posters and flyers then you may want to consider printing them through a commercial printing company - there are plenty in Edinburgh and online. Just remember to keep any receipts as these can be claimed back through our candidate expenses process.

If you’re putting up posters inside then you can simply attach them to noticeboards or walls using pins or Blu Tack. However, **if you’re putting them up outside, you’ll need to reinforce them so that they last the full campaigning period**. You can do this by sticking them to cardboard using strong glue, wallpaper paste, spray adhesive or tape. You’ll also need to use cable ties to attach your poster to fences or railings.

You are likely to lose a few posters during the campaigning period, particularly if the weather is bad, so it’s worth printing a few extras to replace any that go missing.

Don’t forget, **candidates have up to £30 to spend on their campaign** (excluding Sabbatical Officer candidates who have up to £90), including printing, and spending more than this is a breach of the Election Regulations.

If you have any questions about posters and flyers, or any other element of your campaign, you can email elections@eusa.ed.ac.uk and a staff member will respond as soon as possible.