

# Guidelines for Poster Creation for VPL Co-sponsors

## Poster Specifications

All posters must be portrait orientation.

If you are supplying VPL with only one size of your poster, it must be **8.5"x11"**.

If you are also supplying VPL with the large size it must be **11"x17"**.

We require that your poster include:

- VPL logo, with website URL
- Correct expression and spelling of VPL rooms and locations
- The statement: "Admission is free. Seating is limited."

Recommended VPL logo size: 2" wide for 8.5"x11" poster; 3.65" wide for 11"x17" poster.

(The VPL logo should never be printed smaller than 1.5" wide). Colour and black and white versions are available.

If your poster will be printed in black and white, use only black and white images and logos.

Please print your poster on 24 lb. (90 g/m<sup>2</sup>) non-glossy stock.

(If you must print on glossy stock, any 11"x17" posters being supplied to VPL must be pre-folded to 8.5"x11").

The black and white poster example below shows standard elements treated in an appropriate hierarchy. MS WORD templates based on this layout, are available from your VPL programming contact.

### Name of Event **only**

- Do not have a leading line to say your organization is presenting.
- Series designation if applicable, can be subtext, i.e. smaller text below the name of event.

### Proper expression of Room Names

Alice MacKay Room, Lower Level  
Alma VanDusen Room, Lower Level  
Alma VanDusen & Peter Kaye Rooms, Lower Level  
Peter Kaye Room, Lower Level  
Moat  
Promenade  
Meeting Room, Level 3

"Central Library" – express as shown.  
If your event is at a branch – express as e.g.:  
"Kitsilano Branch" or "Renfrew Branch"

Limiting body text to 50 words is encouraged.  
**Do not exceed 75 words.**

Only VPL's logo and your logo are to appear here.  
**No additional logos.**

## Name of Event

Image Zone

**Weekday Month ##, 7:00 p.m.**

Name of Room, Lower Level  
Central Library, 350 West Georgia St.  
Admission is free. Seating is limited.

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For more information about this event, contact YourOrganizationName at 604-555-5555

Co-sponsored by:

Your Logo  
goes here.  
www.yourwebsite.ca



Vancouver Public Library  
www.vpl.ca



# Guidelines for Poster Creation for VPL Co-sponsors

## Poster Approval

Making and printing a poster for your event is not required. There are other ways to publicize your event that may be more effective. If you choose to make a poster, it must be approved by VPL prior to distribution.

To have your poster approved email a PDF copy to your VPL program contact well in advance of your poster deadline. *(You'll need to allow time for approval and printing to meet the delivery deadline.)*

Our Graphics Department will review your poster to ensure the guidelines have been met and may make other suggestions.

If you intend to print in black and white, send a black and white proof.

## Poster Distribution

Your deadline for delivery of final posters is stated in your Event Confirmation letter.

*(Printed posters received later than 5 weeks before the event date will not be distributed.)*

### Limited Distribution (VPL's branch libraries only)

- Large (11"x17") – 15
- Small (8.5"x11") – 35

(If you are supplying VPL with only the 8.5"x11" version, we require **50** copies.)

### Standard Distribution (VPL's branch libraries and community partners)

- Large (11"x17") – 75
- Small (8.5"x11") – 100

(If you are supplying VPL only with the 8.5"x11" version, we require **150** copies.)

## Delivery

Deliver final, approved printed posters for distribution before the deadline, to:

Adrienne Horton  
Central Library, 7th Floor  
350 West Georgia St.  
Vancouver, BC, V6B 6B1

Posters may be left in the drop box at the desk on level 7, outside of the Boardroom. Your delivery must be clearly addressed to Adrienne Horton.

### VPL will not distribute:

- posters that have not been approved
- posters printed on card stock
- 11"x17" posters printed on glossy stock that have not been pre-folded to 8.5"x11"
- extremely poor photocopies *(Final printed copies must closely resemble the approved proof.)*
- posters that were approved as colour, then printed in black and white using a grey scale version of VPL's colour logo
- posters not deemed appropriate