

# Poster Policy

Effective 2015-16 academic year.

**Summary:** Three permanent display cases for posters have been created on the landing between the first and second floor of Carnegie Building. One more has been created at the front of Carnegie Cinema, and one has been added at the rear entrance of the Cinema. The Office of Strategic Communications will control posters placed in those spaces with an emphasis on upcoming activities and events. In between events, we have some “evergreen” posters of standout alumni to drop in those spots (and we’ll be adding to those regularly, so please share suggestions).

**Size:** Posters for those spaces must be 24 inches wide by 36 inches high.

**Digital Signage/TVs:** Complementary images for our digital signage (lobby, rear lobby, student affairs, multicultural affairs) must be 1465 x 730 pixels at 100 dpi in jpg format. Please direct any questions about those specifications -- print or digital -- to Steve ([steves@psu.edu](mailto:steves@psu.edu) / 865-3766) or Trey ([twm5101@psu.edu](mailto:twm5101@psu.edu) / 865-0520).

**Timing:** Finished posters/signs should be **ready to be placed** (which means the final design is complete and OK’d by the respective event coordinator/faculty member) at least two weeks before an event.

**Design:** As always, the Office of Strategic Communications is happy to help with design, utilizing previous templates for events in most cases. With the implementation of an updated University mark this year, though, there might be some slight changes in the look of those pieces. In general, posters for our events from the Office of Strategic Communications will be created to look like part of one overall “family.”

**Placement:** Please coordinate with the Office of Strategic Communications to have posters placed in the display cases or on the digital signage/TVs.

**Costs:** Cost of production of posters will be charged to the respective event or lecture budget and any work the Office of Strategic Communications completes for design is free.

**Tripods:** Per Dean Hardin, tripods are not to be used in the ground floor (mall side) of Carnegie Lobby. If all poster spaces are filled in the landing, tripods may be placed on either side of the landing, to the right or left of the signs. Also, one tripod may be placed outside the Office of Multicultural Affairs.