

Recruitment Posters.

Editing The Subhead

For posters that will be edited by a professional printer, the .EPS file or .INDD package of files is best used for full editing capabilities.

For posters that will be edited without design software, the .PDF file is the most universally editable format. You must have Acrobat Pro to edit the .PDF.

To edit the .INDD or .EPS: The editable subhead uses the Ingra Bold font. This is a Typekit font and can be synced with the Adobe website if using Adobe Creative Suite.

To edit the PDF: Open the file, choose TOOLS in the tool bar or go to VIEW --> TOOLS. Then choose EDIT PDF. Here, you are able to click on and edit the subhead text. The Format pane will allow you to adjust font size to best fit the available space. If the Calibri Bold font is not available, choose Tahoma Bold.

Printing Preferences

The poster should always print at full size, 11x17. If possible, the poster should bleed off the trimmed edges (no white border). The colors should match Pantone Matching System (PMS) 202 (burgundy), PMS 7556 (gold) and PMS 1205 (yellow). Paper preference should be a card stock of at least #80 weight with a matte or satin sheen. For readability reasons, glossy paper stock is not to be used.

