



University
of Exeter

Poster Printing Guide

Print Services

- Posters, flyers, dissertations and other products can be ordered from Print Services. We are a separate team to the Xerox remote Print Services one that handle the multi functional devices around the University. Our services are charged via credit / debit card or University cost codes.
- We are based in Northcote House behind the main reception and on the Mezzanine Level 1 in the Forum.
- Work can be delivered to buildings in Streatham and St Luke's campuses via the internal mail or externally and to Penryn Campus via Royal Mail.
- We do not proof-read or amend content, we are strictly printers. This Guide is therefore put together with the intention of helping you avoid errors and get the best printed results.
- Work can be provided to us via our online portal, POD (Print On Demand). This can be found by searching for 'POD' on the University homepage, clicking through from our website, or by entering the URL pod.exeter.ac.uk.
- For prints larger than A3, click on **Large Format Printing**. For Prints smaller than A3, click on the **Posters | Flyers | Postcards** option. You can then select the specific type of print require, upload the file and choose how it needs to be printed.
- A-series sizes will be priced automatically. Non-standard sizes will require a quote. Once a non-standard size file has been submitted, you would then receive a quote back before we print the file.
- You can either pay online, when you collect or with a cost code. Please allow at least one working day for us to print your materials.

Sizing and materials

- We can print at up to 1050mm x 1400mm size. However, most academic posters are printed at A-series sizes.
- A-series sizes are proportionate – A3 is twice the size of A4, A2 twice the size of A3 and so on, with the same aspect ratio (the difference between the short and long edges).
- This means that an A4 image can be scaled to any other A-series size. However, doing so can reduce the quality of any images as the same number of pixels are being spread over a larger area. It is therefore very important to set up any artwork at the correct size as an image that looks great at A4 size can look very blurry when scaled up to A0.
- The majority of posters are printed on either satin paper or canvas.
- Canvas is useful if you want to use the poster multiple times or if you want to travel with it as it is lightweight and can be folded.



General poster design

- There are some poster templates available to download on our Brand Portal (brand.exeter.ac.uk/downloads/).
- For best results, use dedicated graphic design software like InDesign, Photoshop or Canva. If you don't have access to a program like this, the easiest way to do this is through Powerpoint (please see below).
- Ensure that your design is set up at the size you require. This allows you to check the file at 100% zoom to see how it will look when printed and prevents unintended margins and scaling errors. Some programs default to US letter size or other non-standard aspect ratios. Always check the required size and set up your page correctly before starting your design.
- If possible, set any colour values to **CMYK**.
- It is best to avoid font sizes below 9pt. Ensure that there is a contrast between the text and background colours so that it can be read easily and be mindful of legibility of text over images and to avoid if possible.
- For picture quality, please use images at 300dpi resolution.
- Avoid stretching or distorting any logos.
- If using the University of Exeter logo, ensure that there is space equal to 1/2 of the roundel size between the logo and the edge of the page or any text.
- Embed or outline all fonts.
- Allow at least **3mm** between any text and the edge of the page.
- Once you have finished your design, save/export the file as a PDF and check that it has converted correctly, with no movement of text boxes or images. If possible, please use the PDF/X 1a standard. Our online system will do this automatically but it is good practice to save it as a PDF first anyway. You can check the size of a PDF document by hovering the mouse cursor over the bottom left corner of the page.
- If possible, please include 3mm bleed on each edge and trim marks (explained below).

University branding guidelines and logos can be found here: <https://brand.exeter.ac.uk/masterbrand/>

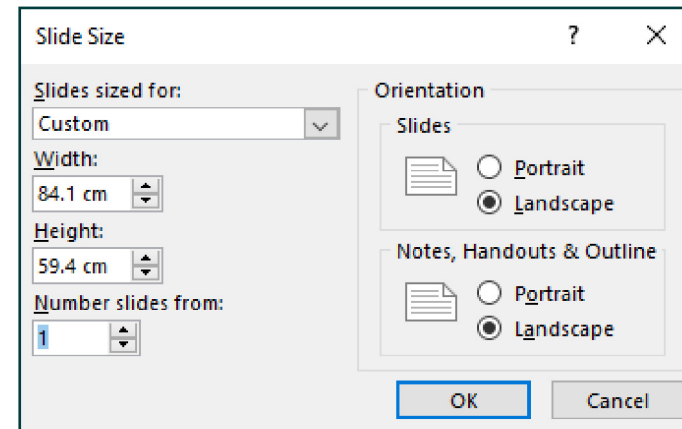
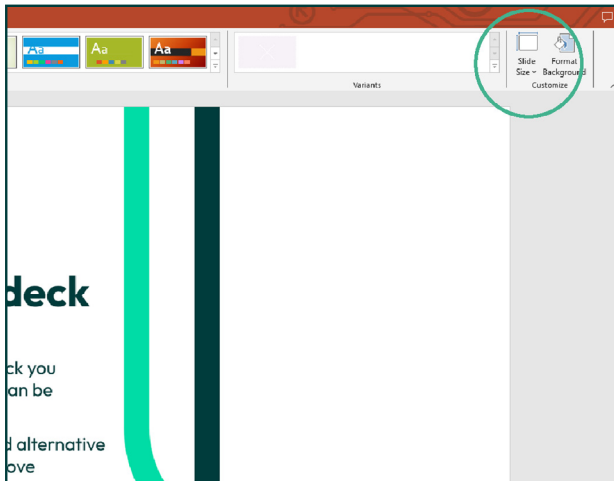
Our style guide can be found here: <https://www.exeter.ac.uk/staff/web/writingfortheweb/styleguide/housestyle/>

Poster design in Powerpoint

- If you don't have access to any graphic design programs, posters can also be made within Powerpoint. The advantage of this is that you can set up large custom sizes and move text boxes and images more easily than in other programmes. Microsoft Word and Publisher are not advised for posters like these.
- Powerpoint defaults to a page size designed to be used with overhead projectors, which will not scale to A-series sizes correctly. It is important then to ensure that you set up the page size first. You can change the page size after you have started to work on the design but this will alter the layout of any content that you have already set up. In this example, we will create an A1 poster.

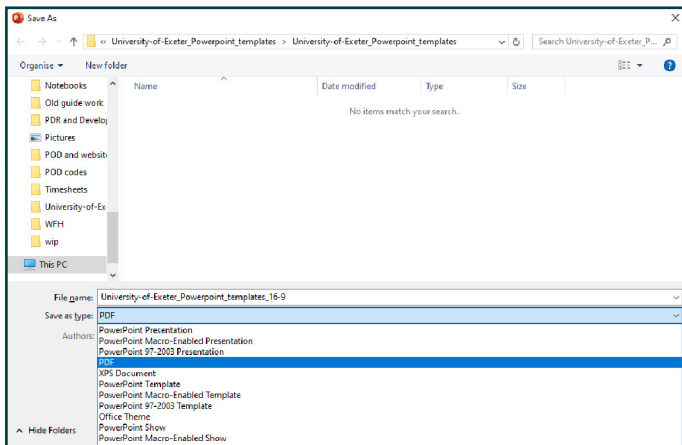
1. Select the **Design** tab and click **Slide Size**.

2. Overtyping the default height and width with your required sizes before starting your design work.

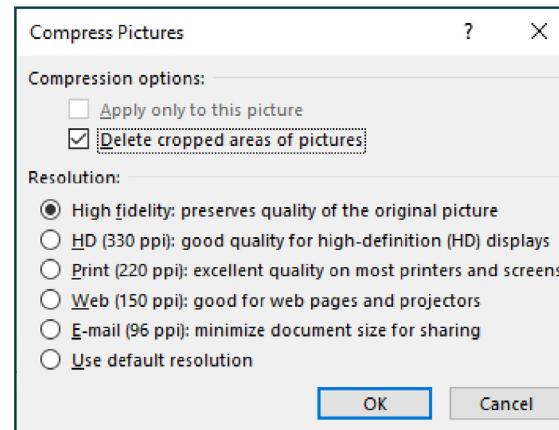


Poster design in Powerpoint contd.

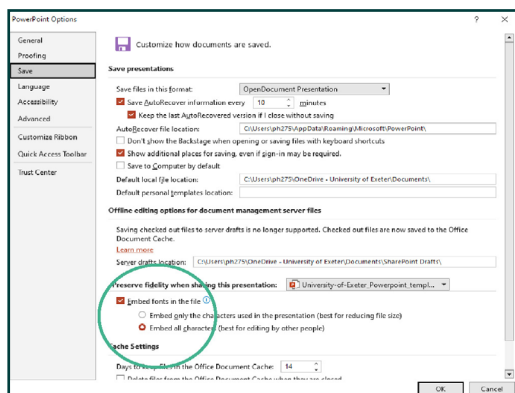
3. Once you have completed your design, save/export the file to a **PDF** and check that it has converted correctly. Our online system will do this automatically but it is good practice to save it yourself as a PDF initially.



4. From the **Save As** window, use the **Tools** dropdown menu next to the Save button to ensure the picture compression is set to the highest quality option.



5. Select **Save Options** and embed all fonts.



6. Check your PDF thoroughly to make sure that it has converted correctly and that no elements have moved.

If everything looks OK, it's now ready to print!

Notes on image quality

- Always ensure that you use high quality images. Ideally, any images should be at least 300 dpi. Look for high resolution versions of any images you would like to use. Although the size of the file doesn't guarantee its quality, try to look for large file sizes. These will generally contain more pixels and be a higher resolution.
- If the JPEG is less than 250kb, it will only be suitable for use on screen.
- 250kb-500kb might be usable as a small thumbnail
- 500kb-1mb usable up to A7 (one eighth of an A4 sheet)
- 1mb-1.5mb up to A6 (one quarter of A4)
- 1.5mb - 2mb up to A5 (half A4)
- 3.5mb up to A4
- 6mb+ A3 or over
- Beware of dragging logos from websites to use on your artwork. These versions are specifically created for screen ad dare generally low resolution. Try Google image search or www.brandsoftheworld.com for a better version and most companies would be happy to supply a print ready version, if requested.



Low resolution



High resolution

Notes on image quality contd.

- If an image looks good on screen, it doesn't mean that it will necessarily print well. As long as the file has been set up at the correct size, you can view the part of the poster containing your image at 100% size to get a better idea of how it would look when printed.
- You can see in the example below that the low resolution image on the left is pixelated which makes the edges look jagged.



Low resolution image viewed at 100%



High resolution image viewed at 100%

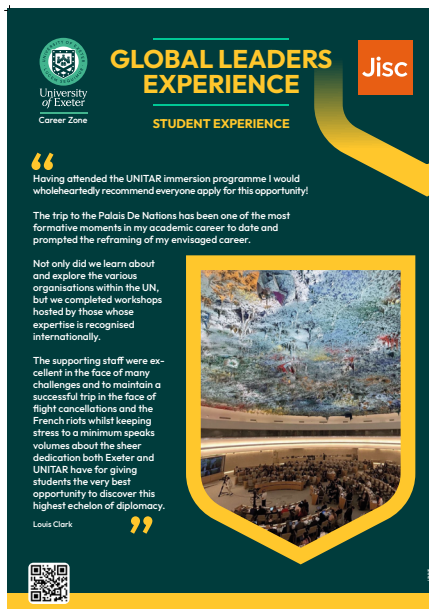
Do and Don't

Do

- Set up the file at the required size.
- Use high resolution images and logos.
- Leave at least 3mm between any text and the edge of the page
- Do not distort or amend the University of Exeter logo. Use high quality versions and avoid older blue branding.

Don't

- Set up files at US letter size or Powerpoint sizes intended to be read on screens. These have different aspect ratios to A-series sizes and so create white borders. These are also small original sizes and so may be blurry when scaled to sizes like A1 and A0.
- Use stretched, low resolution images.
- Use text that is small, too close to the page edges and insufficient contrast with the background colour.
- Stretch or distort the University logo or use old versions.

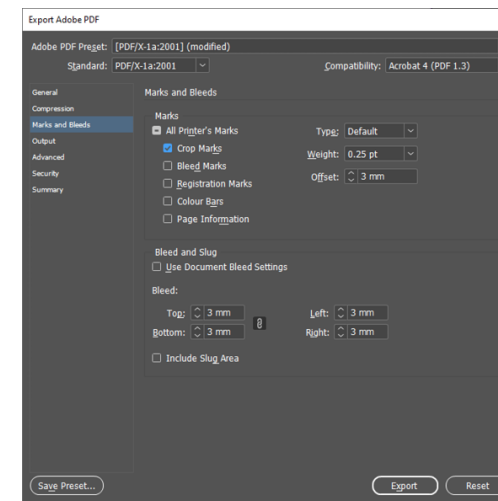
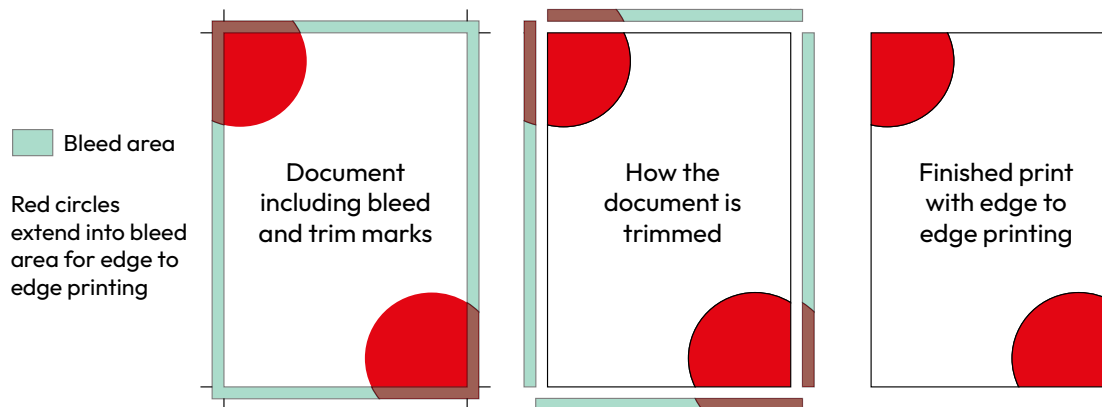


Understanding bleed and trim marks

- In order to print backgrounds or images to the edge of the page, printers use a larger sheet than the required size and trim the paper down to the exact final size. In order to do this, files need to be set up with bleed and trim marks. This is especially helpful for prints at A3 size and smaller, but if the program you're using for larger posters allows it, it can be useful for these too.
- Trim (or crop) marks are two perpendicular guide marks in each corner that show us the final finished size of the design. We use these to cut the print out of a larger sheet.
- Bleed is a print industry term that for area outside the finished size of the file into which any backgrounds or

images are extended to allow for the print to be trimmed accurately. Without this, there is a risk that small white borders will be created in the event of slight misalignments in printing, minor inconsistencies in the paper or the guillotine blade path.

- Adobe Creative Suite software such as InDesign and Illustrator and also Canva allow you to extend these elements outside the page area easily. The standard requirement is 3mm on each edge.
- When exporting the file as a PDF, you then need to select options to include bleed and trim (crop) marks. Please check that the PDF then displays these correctly before submitting it to print.



PDF export settings in InDesign. Crop marks selected and bleed set to 3mm.

Contact

Northcote House

Behind the main university reception

Opening hours: 08:30 to 16:00 Monday - Friday

- pod.exeter.ac.uk.
- printservices@exeter.ac.uk
- 01392 723068



Student, staff and society printing

Forum Outlet

Forum mezanine level 1

Opening hours: 11:00 to 14:00 Monday - Friday



Private, community and external work



University
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