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design 6s

template guide

FONTS

Segoe UI : Bold, Regular
 Myriad Pro : Bold

Municipality North Cowichan Recreation Poster Template

SWATCHES



CMYK 85,19,0,0



CMYK 0,44,100,7

LAYOUT

Header

- (1) Segoe UI : Bold, 50 pt
- (2) Segoe UI : Regular, 50 pt

Copy

- (1) Segoe UI : Regular 50 pt, Blue Swatch
- (2) Segoe UI : Regular 25 pt, Blue Swatch
- (3) Segoe UI : Regular 35 pt, Blue Swatch
- (4) Segoe UI : Regular 20 pt, Black (CMYK 0,0,0,100)

GENERAL USE DETAILS

Poster Size: 11X17
 Bleed: 0.25 in



- A PDF of the footer has been supplied for placement in the working InDesign file. Footer on poster should never be altered
- Header (top) "swoop" should always remain swatch blue (CMYK 85,19,0,0)
- Header colour should change for each poster and be chosen to reflect image selection and nature of the specified program.
- Image placement: images should always fit appropriately into the picture frame and be a minimum of 150 DPI (preferably 200-300)
- Please note the alignment of text boxes and graphical elements. In order to keep the poster looking clean and easily read use the dotted lines as your guide.