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# BRANDING

## BRAND TOOLKIT

- Posters and Flyers

## PROMOTIONAL DIGITAL POSTER/FLYERS DESIGN GUIDELINES

### Standard Size

- A3 (11.69in x 16.54in)
- A4 (8.27in x 11.69in)

### Information to include in a poster

1. 'Headline' & Programme Title
2. Visual Hierarchy (i.e Date/Time/Venue)
3. Choose Fonts that are easy to read.
4. Maximum of 3-5 colour combinations
5. Maximum of 3 fonts (visibility purposes)

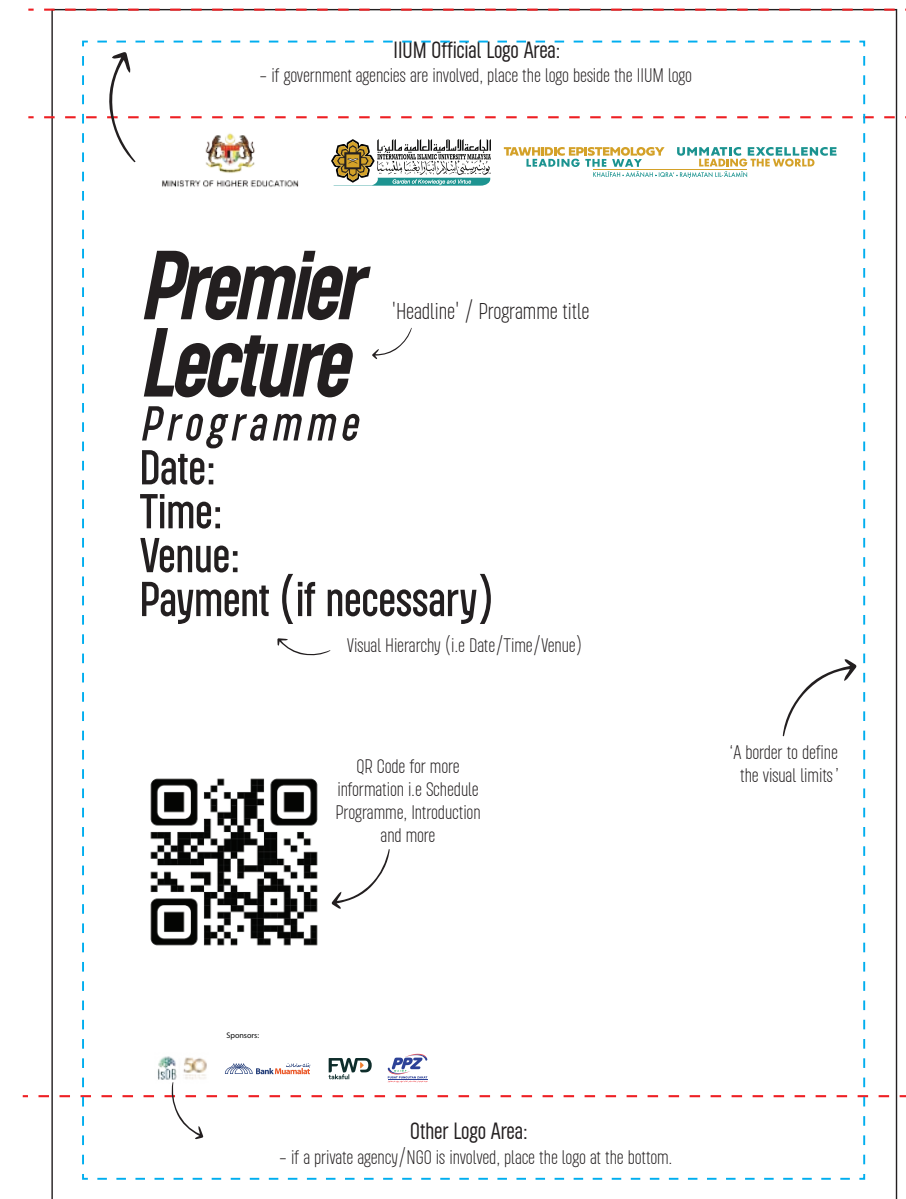
### Important Elements

1. IIUM Logo and Logotype
2. IIUM Motto “Garden of Knowledge & Virtue”
3. IIUM Social Media Icons: Official IIUM
4. IIUM Tagline

### Note:

Only the IIUM logo should be placed at the top of the poster; if government agencies are involved their logo may be placed next to IIUM logo.

Logo of other entities such as KCDIO'S, private agencies, institutions and NGOs should be placed at the bottom of the poster.



## PROMOTIONAL DIGITAL POSTER/FLYERS DESIGN GUIDELINES (Variations)

### Standard Size

- A3 (11.69in x 16.54in)
- A4 (8.27in x 11.69in)

### Information to include in a poster

1. 'Headline' & Programme Title
2. Visual Hierarchy (i.e Date/Time/Venue)
3. Choose Fonts that are easy to read.
4. Maximum of 3-5 colour combinations
5. Maximum of 3 fonts (visibility purposes)

### Important Elements

1. IIUM Logo and Logotype
2. IIUM Motto "Garden of Knowledge & Virtue"
3. IIUM Social Media Icons: Official IIUM
4. IIUM Tagline

### Note:

Only the IIUM logo should be placed at the top of the poster; if government agencies are involved their logo may be placed next to IIUM logo.

Logo of other entities such as KCDIO'S, private agencies, institutions and NGOs should be placed at the bottom of the poster.

