Guidelines for Designing Posters for College Events, Activities, Seminars, Workshops & Programmes

1. Mandatory Information

Every poster must include:

- College Logo
- College Name & Header
- Organising Department/Cell/Committee/Society/Club
- Event Title and session
- Theme (if applicable)
- Date, Day & Time
- Venue as per their defined names
- Target Audience (if applicable)
- Registration Link/QR Code (if applicable)
- Last Date of Registration (if applicable)
- Email Id and Contact Details (if applicable)

2. Guest Details (If Applicable)

Mention only:

- Name
- Designation
- Organization

Do not include detailed biographies.

3. Poster Design

- Keep the layout clean and uncluttered.
- Use only 2–3 professional fonts.
- Maintain proper font hierarchy.
- Use high-quality images and graphics.
- Maintain sufficient white space.
- Use a consistent colour scheme.
- Ensure text is readable.

4. Content

- Use concise and grammatically correct language.
- Avoid lengthy paragraphs.
- Verify all names, dates, timings, and venue details before publication.

5. Footer Details

The bottom section of every poster should include:

- Student Coordinator's names:
- Programme Coordinator's Names:
- Organiser: Department/Cell/Committee/ Society/Club
- Email ID / Contact Details of the Unit/Programme Coordinator or Student Coordinator *(Mandatory – to enable participants to contact the concerned coordinator for queries, clarification, or any assistance related to the event.)*
- Registration QR Code (if applicable) (No Links)

No poster shall be circulated without the necessary approval from the concerned authority. For any clarification regarding poster content, format, or design, organisers may consult to the IQAC Coordinator before finalizing the poster to ensure compliance with the College's branding and communication guidelines.