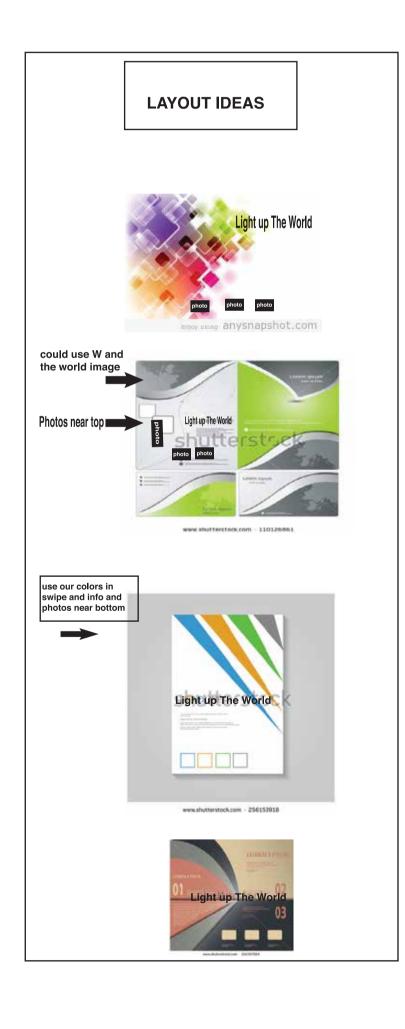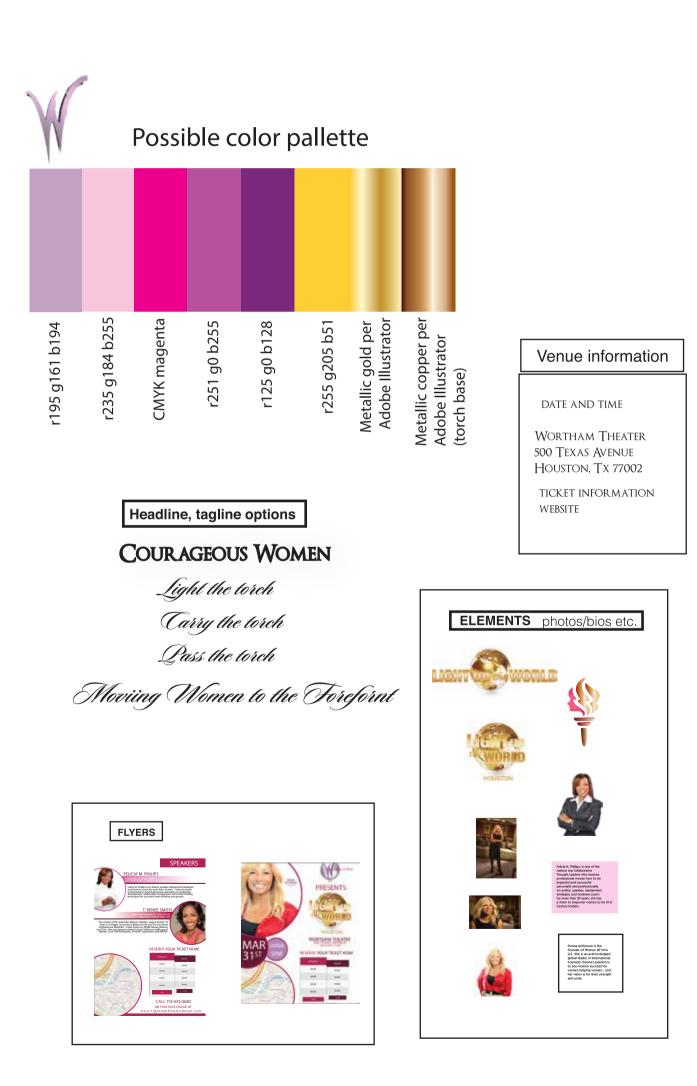# Conference poster specs:

Poster Size 18 X 24' other options 19 X 17, or 24 X 36'

2-4 mounted on either foam board or heavy stock paper placed on easels

LAYOUT IDEAS

could use W and the world image

Photos near top

use our colors in swipe and info and photos near bottom

Possible color pallette

r195 g161 b194	r235 g184 b255	CMYK magenta	r251 g0 b255	r125 g0 b128	r255 g205 b51	Metallic gold per Adobe Illustrator	Metallic copper per Adobe Illustrator (torch base)

Venue information

DATE AND TIME

WORTHAM THEATER
500 TEXAS AVENUE
HOUSTON, TX 77002

TICKET INFORMATION
WEBSITE

Headline, tagline options

COURAGEOUS WOMEN

Light the torch

Carry the torch

Pass the torch

Moving Women to the Forefront

ELEMENTS photos/bios etc.

LIGHT UP WORLD

FLYERS

SPEAKERS

Basic Poster information tips

1. Work around graphics that we want to use.

2. Keep it Simple

We need to put ideas across using color and graphic elements, and too much text on a poster is never a good idea. We could provide a url for the audience to look up finer details! Nobody wants to stop and look at a poster that they will have to spend time reading line by line!

3. Use GREAT Fonts!

4. Think Information Consumption

Start the poster with the most vital piece of information, and follow up with statistics of lower priority, which is nothing but plain and simple logic. Place the information in such a manner that the eyes of a viewer follow one piece of information to the other, leading to the lower regions of the poster.

5. Use Colors with Care

Choice of color scheme is vital. We are using complimentary and split complimentary tones (those opposite the color wheel, i.e. purple and yelllow or gold) which is a very good choice and pleasing to the eye.- in moderations. Colors that are opposite each other on the color wheel are considered to be complementary colors (example: red and green).The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring.Complementary color schemes are tricky to use in large doses, but work well when you want something to stand out. Complementary colors are really bad for text.

Pink and purple are analogous color schemes which means they are colors that are next to each other on the color wheel. They usually match well and create serene and comfortable designs. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye. Make sure have enough contrast when choosing an analogous color scheme, which is why gold works well.

Choose one color to dominate, a second to support.

6. Think Symmetry

Its all about balance where poster design is concerned. Do not make one end of the poster too 'heavy' with information.