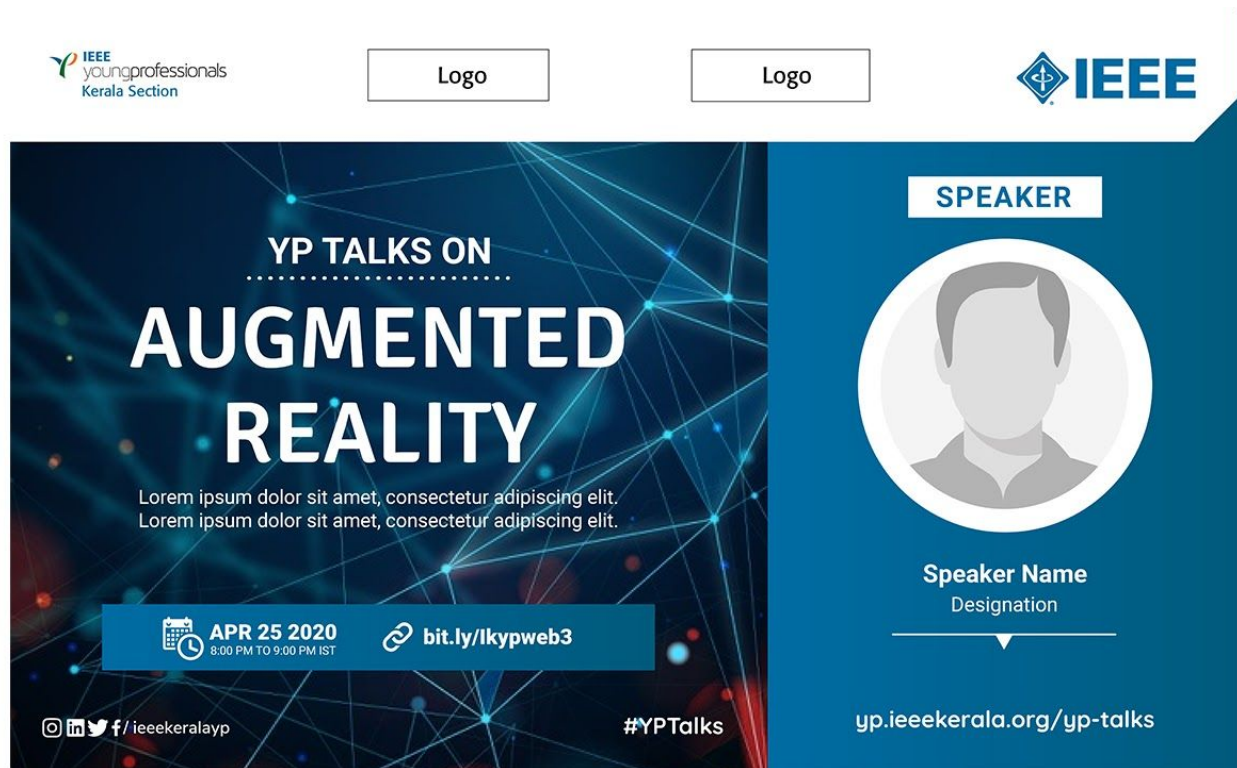


Reference for

YP Talks

Template - Poster Documentation



Links to Download

- [Poster template as Illustrator file \(.AI\)](#)
- [Poster template as Photoshop file\(.psd\)](#)
- [Poster template in Canva](#) - Make sure that you made a copy of the template to your Canva account, and edit in the new copy.
- [Logos](#)
- Commonly used fonts
 - [Signika](#) - Headings Usage
 - [Quicksand](#) - SocialMedia handles and links
 - [Roboto](#) - Paragraphs + Subheadings

Following documentation helps in editing the template of the poster.

Introduction

The poster - template provided is the common format we have designed to follow for YP Talk series. We have provided editable templates in Photoshop (.PSD), Illustrator (.AI) and Canva formats also we have provided links to the common fonts in use and necessary logos. This documentation will give you an idea about what all can be edited/ changed and what all should be kept as such.

Logos

- IEEE and IEEE Kerala Young Professionals logos are to be kept as such.
- You may add logos of your institutions or student branch according to your need.
- Place the logos equidistant in proper alignment.
- Important logos are available at links provided.
- [Link to logos](#)

Speaker Profile

- Try to use a clear and good picture of Speaker.
- Make sure that you crop the perfect area of the image of the speaker in circle.

Fonts

- [Signika](#) - Headings Usage
- [Quicksand](#) - SocialMedia handles and links
- [Roboto](#) - Paragraphs + Subheadings

Registration Link

- Try to shorten the registration link with the help of services like <https://bitly.com/>
- Or with any other link shortener services.

Alignment

- Try to keep the alignment of the poster as provided.
- Use additional guidelines in the softwares for better arrangement/ alignment.

IEEE Guidelines

IEEE blue
PAGE 16



BRIGHT COLOR PALETTE | [PAGE 17](#)



DARK COLOR PALETTE | [PAGE 18](#)



TYPOGRAPHY | [PAGES 19-20](#)

Formata
abc
ABC

Adobe Caslon Pro
abc
ABC

Calibri
abc
ABC

Open Sans
abc
ABC

Cambria
abc
ABC

THE IEEE WEDGE | [PAGE 21](#)



IMAGERY | [PAGES 22-23](#)



<https://brand-experience.ieee.org/guidelines/brand-identity/>