



F09 CONFIGURED SUPPORTING DOCUMENT

Poster Design Guide

A controlled, editable working derivative for M-T1-CP-04-SD-02.
Complete local facts, approvals and operational evidence before
use.

Release truth. This file is configured for substantive review. It is not approved for public distribution or operational use. Local law, insurance, safeguarding, accessibility, privacy, brand, rights and accountable-owner checks remain mandatory.

Release control

Field	Controlled value
Status	REVIEW — configured derivative; brand, rights, access and production proof required
Supporting-document code	M-T1-CP-04-SD-02
Exact derivative title	Poster Design Guide
Source initiative	M-T1-CP-04 - Pop-Up Rotary Displays
Source initiative code	M-T1-CP-04
Source initiative title	Pop-Up Rotary Displays
Initiative disposition	Canonical retained
Canonical parent	M-T1-CP-04 - Pop-Up Rotary Displays
Canonical parent code and title	M-T1-CP-04 - Pop-Up Rotary Displays
Named overlay or migration label	Canonical static-display body
Redirect or tombstone route	None
Family master	Playbook_F09_Display_Signage_Exhibition_Design_Master.md
Family / master version	F09 / 1.0
Recorded master SHA-256	d2be357a167b8d1f385b394e77dd7e277c91af936e325de05c9edfa914b50b4e
Authoritative index	Playbook_Supporting_Documents_Master_Index.md v1.1
Configured master variant	Section 20 — M-T1-CP-04-SD-02 Poster Design Guide overlay
Derivative version	v0.1

Adaptation note

Each poster performs one job only: event invitation, evergreen awareness, project proof or volunteer action. Use one short headline, one dominant visual, one concise support line and one primary action. Event posters group date, time, location, cost, access contact and response route; evergreen posters show a content-review date and durable route. Build A4/A3/A2 and digital variants by reflowing the hierarchy, not by mechanically scaling one artwork.

Instructions

1. Choose and record one poster job before writing copy. Remove modules that belong to another job.
 2. Survey the corridor, noticeboard, window or event placement: distance, pace, angle, frame overlap, backlight, glare, fixings and public reach.
 3. Approve facts, identity, imagery, rights and the action route in plain text before layout.
 4. Reflow each format from the same copy source. Re-test line breaks, image crop, type scale, logo size and QR for every output.
 5. Print a final-size proof for each physical size and test the digital companion for reading order, contrast, alt text and links.
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Controlled fields

Field	Completion instruction	Evidence
{{POSTER_JOB}}	Enter Event invitation / Evergreen awareness / Project proof / Volunteer action.	Message brief
{{RESPONSIBLE_ENTITY}}	Enter accountable club or District identity.	Initiative approval
{{AUDIENCE_CONTEXT}}	Define audience, placement, motion, distance, light, frame/fixing conditions.	Site brief
{{HEADLINE}} / {{SUPPORT_LINE}}	Enter one short promise and concise orientation line.	Content approval
{{HERO_ASSET_ID}} / {{CAPTION}} / {{ALT_TEXT}}	Enter one rights-cleared visual and equivalents.	Rights/access records
{{PROOF_POINT}} / {{PROOF_SOURCE_DATE}}	Enter verified evidence for project-proof/awareness use, or remove.	Fact ledger
{{EVENT_DETAILS}}	Enter full date, time zone, location, cost and conditions for event use, or remove.	Approved event brief
{{ACCESS_CONTACT}}	Enter monitored access/adjustment route where participation is offered.	Accessibility/contact approval
{{PRIMARY_ACTION}} / {{DESTINATION}} / {{VISIBLE_FALLBACK}}	Enter one action, owned tested destination and non-QR route.	Link/action approval
{{CONTENT_REVIEW_DATE}}	Enter event expiry or evergreen review date.	Content owner approval
{{SIZE_FAMILY}}	Enter approved physical/digital output list.	Distribution/production plan

Field	Completion instruction	Evidence
{{SAFE_FRAME_FIXING_ZONES}}	Enter trim, bleed, frame overlap, tape/fixing and window-clear zones per output.	Supplier/site specification
{{STOCK_FINISH}}	Enter substrate/stock, finish/glare and indoor/outdoor evidence.	Supplier confirmation
{{ACCESSIBLE_COMPANION}}	Enter tagged digital/large-print equivalent route.	Accessibility review

Configured poster specification

Job and viewing brief

Decision	Entry
One poster job	{{POSTER_JOB}}
Audience and context	{{AUDIENCE_CONTEXT}}
Headline	{{HEADLINE}}
Support line	{{SUPPORT_LINE}}
Proof	{{PROOF_POINT}} — {{PROOF_SOURCE_DATE}}
Primary action	{{PRIMARY_ACTION}}
Content expiry/review	{{CONTENT_REVIEW_DATE}}

Required hierarchy and copy zones

1. **Identity zone:** authentic {{RESPONSIBLE_ENTITY}} official mark and concise identifier.
2. **Attract zone:** {{HEADLINE}} with one dominant {{HERO_ASSET_ID}} visual.
3. **Orient zone:** {{SUPPORT_LINE}}.
4. **Proof or details zone:** {{PROOF_POINT}} / {{EVENT_DETAILS}}, selected according to {{POSTER_JOB}}.
5. **Action zone:** {{PRIMARY_ACTION}} with {{VISIBLE_FALLBACK}} and optional tested QR to {{DESTINATION}}.
6. **Trust zone:** source/date, access contact {{ACCESS_CONTACT}}, content review {{CONTENT_REVIEW_DATE}} and asset version.

Do not combine event details, an evergreen history essay, multiple project stories and a volunteer recruitment form on one poster.

Size-family reflow

Output	Finished dimensions/orientation	Reflow rule	Proof requirement
A4	210 × 297 mm portrait/approved orientation	Shortest copy; close-read noticeboard context	Final-size print and frame-overlap test
A3	297 × 420 mm	Rebalance type/image; do not scale A4 mechanically	Final-size distance/glare test
A2	420 × 594 mm	Strengthen distant hierarchy; retain close metadata	Full-size or faithful tiled proof
Digital placement	Platform-confirmed pixels/aspect	Recompose crop, live text and action; supply alt text	Device/zoom/reading-order/link test

Approved outputs: {{SIZE_FAMILY}}. Supplier bleed, safe area and fixing zones are {{SAFE_FRAME_FIXING_ZONES}}.

Official brand asset lock

- Use only the supplied verified official club/District asset. Never generate, substitute, redraw, trace, recolour, stretch, crop or add words within it.
- Original effective mark: **763 × 284 pixels**, approximately **64.6 × 24.0 mm at 300 ppi**. Transparent padding is accounted for; the **763:284 aspect ratio is locked**.
- Preserve current official clear space. The mark identifies the accountable source and is not a decorative stamp.
- Prefer linked authorised vector; use approved raster only at sufficient effective resolution. Never extract from another document or synthetic image.
- Keep partner marks and descriptive text separate and register provenance/checksum/approved uses.

Image, rights and accessibility

Control	Requirement
Hero image	{{HERO_ASSET_ID}}; one dominant, context-relevant asset
Caption	{{CAPTION}}
Digital alt text	{{ALT_TEXT}}
Rights	Creator, licence, people/guardian/property/partner permissions and expiry recorded
Text	Live/searchable where possible; meaningful headings and plain language
Contrast	Measured for digital; tested on final print stock under site light/backlight
Equivalent	{{ACCESSIBLE_COMPANION}} contains all essential information

Event-information block, when {{POSTER_JOB}} is Event invitation

{{EVENT_DETAILS}}

The block must visibly include full date, time and time zone, location, cost, participation conditions, {{ACCESS_CONTACT}} and the response route without requiring a scan.

Action and QR block

Item	Entry
Action	{{PRIMARY_ACTION}}
Approved destination	{{DESTINATION}}
Visible fallback	{{VISIBLE_FALLBACK}}
QR controls	Quiet zone, high contrast, no fold/crop/glare; test each final output separately
Destination controls	Owned, current, accessible, secure, privacy-reviewed and monitored

Production specification

Specification	Entry
Output family	{{SIZE_FAMILY}}
Trim/bleed/safe/frame/fixing	{{SAFE_FRAME_FIXING_ZONES}}
Stock/finish	{{STOCK_FINISH}}
Colour/profile/fonts/transparency	Supplier-confirmed
Image effective resolution	Supplier-confirmed at each placed size
Proofs	Soft proof plus final-size print/material sample for each physical format
Digital companion	{{ACCESSIBLE_COMPANION}}

Acceptance checks

- [] The poster has exactly one recorded job and one primary action.
- [] A4, A3, A2 and digital outputs are reflowed, not mechanically scaled.
- [] Official mark is authentic, provenance-registered and retains 763 × 284 effective proportions with transparent padding accounted for.
- [] Headline, visual, support, details/proof, action and trust zones form a clear three-distance hierarchy.
- [] Event essentials or evergreen review date are complete for the chosen job.
- [] Image/claim/quotation/partner rights and evidence are current.
- [] Contrast, type, reading order, alt text and accessible companion pass review.

- [] Frame overlap, window backlight, glare, tape/fixing and public reach tests pass at the actual site.
- [] QR and visible fallback pass at every final size; the action remains possible without QR.
- [] Supplier preflight confirms dimensions, stock, colour, fonts, images and finishing.
- [] Content expiry, contact, QR owner and retirement trigger are recorded.
- [] Editable, print and accessible outputs share exact facts and version.

Review record

Review domain	Reviewer	Outcome / required change	Date
Content/facts and single job			
Brand and official assets			
Rights and imagery			
Accessibility			
Supplier/production proof			
Site placement			
Final approval			