

Creating a poster with the Choose to Move Brand

Creating a poster for Choose to Move is an effective way to share information and advertise the program. Follow these guidelines to create a poster for your community centre or facility.

1. To Begin

To create your poster, choose any software with which you are familiar. Recommended: Microsoft Word (probably the simplest option), PowerPoint, Canva, Adobe InDesign, etc.

2. Design

Poster design is up to you. Be creative! Make sure to place information in a way that everything can be clearly communicated: (See example at the end)

Here are some tips:

- a) Use white space. Leaving some white space and not overcrowding can make the poster more visually appealing.
- b) Make sure the words are legible. Do not make the fonts too small otherwise the poster may be hard to read and understand. Remember your target audience is seniors.
- c) Be creative! The use of photos and colour can help make your poster more eye catching!

3. Mandatory Elements

Please include the following features in your poster. This is to ensure all the correct logos are used and that messaging remains consistent province-wide.

Logos:

- a) Choose to Move Logo (Mandatory)
 - This is the Choose to Move logo (This should be a prominent, large element)



Choose
to Move

Download the logo here:

<https://www.dropbox.com/sh/vox3yiajgcjky2a/AABH8PGcy8z9IkCdDxqTswlsa?dl=0>

- Use the most up to date version of the Choose to Move logo (From the Dropbox link above)
- Keep the correct proportions for the logo. Do not stretch the logo too much horizontally or vertically

DO NOT DISTORT THE LOGO



b) Other Logos (Mandatory)



- Ministry of Health Logo and Active Aging Society Logo
- Do not need to be as large as the Choose to Move logo
- **We also encourage you to include your own community centre/ organization logo**

<https://www.dropbox.com/sh/vox3yiajgcjky2a/AABH8PGcy8z9IkCdDxqTswlsa?dl=0>

Information (Mandatory)

Please use the exact wording below:

- It's Free!
- GET THE MOTIVATION YOU NEED TO BE ACTIVE!
- Choose to Move is a 6-month approach for anyone age 65 and older who wants to become active, regardless of ability.
- ✓ Develop a personal action plan to help meet your goals
 - ✓ Choose activities you like
 - ✓ Receive 1-on-1 coaching and group support
 - ✓ Learn new ways to live a healthier, more active life
- www.choosetomove.info
- *Include the contact information/ any other information about your facility***

4. Recommended Elements

5.

a) Photos

- We encourage you to include a photo on your poster.
- Aim to use a similar style of photos that we use for our brand. (see examples here:
<https://www.dropbox.com/s/weofqospqx27fdt/Example%20photo%202?dl=0>)
- This includes photos of older adults doing physical activity.
- Use photos that are clean, well lit and look natural.
- *Avoid stock images that very clearly look like stock images (Unnatural or “too perfect” looking).
- Think about diversity, choose photos that reflect the cultural makeup of your community.
- Select photos with a balance of genders.

b) Branding

- You can use your organization’s branding or templates.
- Please do not change any colours or style of Choose to Move, Active Aging Society or BC Ministry of Health logos.
- If you would like to follow Choose to Move branding (typography and colour), download our brand guide here:
<https://www.dropbox.com/s/weofqospqx27fdt/Example%20photo%202?dl=0>

Example:



Choose to Move



GET THE MOTIVATION YOU NEED TO BE ACTIVE!

Join Today-
It's **FREE!**



“I am working to stay healthy...to be a role model for my grandkids. Choose to Move is so good for me.”

Choose to Move is a 6-month approach for anyone age 65 and older who wants to become active, regardless of ability.

- ✓ Develop a personal action plan to help meet your goals
 - ✓ Choose activities you like
- ✓ Receive 1-on-1 coaching and group support
- ✓ Learn new ways to live a healthier, more active life

www.choosetomove.info



Community
Centre
Logo

Placeholder text
RECREATION CENTRE
Call 604-777-7777