

The Capital University slide/poster template

1. Select your preferred poster size: Horizontal (36" x 24") or Vertical (24" x 36").
2. To add content, select the "Insert" tab on the top header.
3. You can add tables, photos, charts, and text to your template.
4. Official Capital University fonts are Adobe's Trade Gothic Next Bold/Regular for headlines and paragraph headers; and Trade Gothic Next Regular or Source Serif Pro Regular for body copy. Because this template does not offer access to Adobe fonts, we encourage you to use **Arial** or **Helvetica** as a substitute for Trade Gothic Next Regular and **Georgia** as a substitute for Source Serif Pro Regular.
5. Color is an important part of brand recognition.
 - For MACs: To use the official Capital purple for your project, select "Shape Fill" from the toolbar and then select "More Fill Colors". Click on the eyedropper tool and use the highlight circle to select the purple from the bottom ribbon and drag the purple color to your toolbar.  Type your text and color the text by highlighting and selecting the correct purple from the Recent Colors toolbar.
 - For PCs: Highlight the item you wish to color. (i.e. text or table, etc.). Right click and select "Format Shape" and then select "Solid Fill". Click on the paint bucket and choose "Eyedropper". Select the purple in the Capital footer and the item selected will change to the purple color.
6. Font size calculations for titles vs. body copy. Keep heading sizes consistent and do not use all UPPER CASE type in posters. Bold/italicize words and phrases to emphasize.
 - $\text{Body font} \times 1.618 = \text{Header font size}$
 - $\text{Header font} / 1.618 = \text{Body font size}$

For additional questions, please reach out to Capital University Marketing at imc@capital.edu.