

UCCcfs Posters Guidance Sheet

Introduction

These posters are designed to be used as part of a wider communications strategy to raise awareness of the Universities and Colleges Climate Commitment for Scotland (UCCcfs) and how students and staff can contribute to reducing carbon at your institution.

The posters should be used in collaboration with other forms of communication – see www.eauc.org.uk/ucccfcs for other tools to help you such as:

- lists of campaign messages that you can use
- conversion table – to convert energy, water and carbon data into easy to communicate statistics.

The UCCcfs Posters are designed to be ready to be printed by your local print shop in A3.



Adapting the posters to your institution

The posters can be amended slightly by your print shop using Illustrator software.

There is room on the posters to include your institution logo. This should be placed to the left of the UCCCfS logo on the green footer bar.

Posters 3 and 4 need to be adapted to include the relevant contact detail for your institution. Again, your print shop will be able to do this using standard Illustrator software.

Using the posters electronically

If you wish to use the posters electronically, they all feature in the powerpoint pack “*UCCCfS Presentation for General Display Screen*” which can be found within the UCCCfS Toolkit.

Advice on displaying stickers

Posters should be changed regularly so they stay noticeable to your audience (you may like to appoint Champions to take responsibility to do this in different areas around the campus).

Ensure you have the go-ahead from the Head of Estates or Facilities to poster around the campus (Marketing may also like to be informed, as this relates to the presentation of the campus).