

## Promotional Materials List for Keystone Symposium

Feel free to use whichever design tool you feel most comfortable in. Canva is a great tool that can be used for free and is fairly user-friendly and quick to learn – KLAB has a pro license for Canva that is available to the Symposium Committee to use.

Once you have created these materials, please send them to Megan Kagstrom ([mjwest@bu.edu](mailto:mjwest@bu.edu)) for review. If possible, sharing an editable version of the event flyer and social media graphics would be helpful, just in case design elements need to be used for other materials.

### Important details to include:

- Title/tagline, including “Kilachand Keystone Symposium” text somewhere in the materials
- Date & Time
- Location
- A QR code to the Symposium website is nice to include as a way to point people to more details and the schedule

### Event flyer

- Size: 8.5x11 inches
- File type: pdf, png, jpeg

### Event poster

- Size: 24x36 inches
- File type: pdf, png, jpeg

### Digital Screen & Faculty Slide

- Size: 1920px wide x 1080px tall
- File type: jpeg, png
- This should include the QR code to the Symposium website

### Weekly & Website Banner

- Size: 2000px wide x 1200px tall
  - We can also use the digital screen graphic for this slot if you don't want the two pieces to be different.
- File type: jpeg, png
- In addition to the graphics, please provide a blurb for the Weekly

### Social Media

- Post:
  - Size: 1080x1080px (standard Instagram size – can vary slightly if you would like an image that is not square)
  - File type: png, jpeg
  - Instagram allows for up to 10 images
  - In addition to the graphics, please provide text for the body of the post
- Story:
  - 1080px wide x 1920px tall (standard Instagram story)
  - File type: png, jpeg

**Warren Towers digital poster**

- Size: 2160px wide x 3840px tall
- File type: jpeg only

**BU Logo Guidelines**

- You can find all BU Logo Branding Guidelines & examples here:  
<https://www.bu.edu/brand/guidelines/logos/>
- Megan will share with you any BU logos, fonts, and templates you need.
- Please note there are 3 “KHC signature toptier” logos – full color, black, white. Based on the design of your materials, decide which logo works best.
- The file titled “Kilachand Honors signature print only” should be the logo that is used on the program booklet.