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# COMMUNICATIONS

## GUIDELINES

### Digital guidelines

**Online advertising**

**Bannering**

**Website**

**Job advertisements**
A case study to recruit KE@Work students for two
Business Intelligence projects.
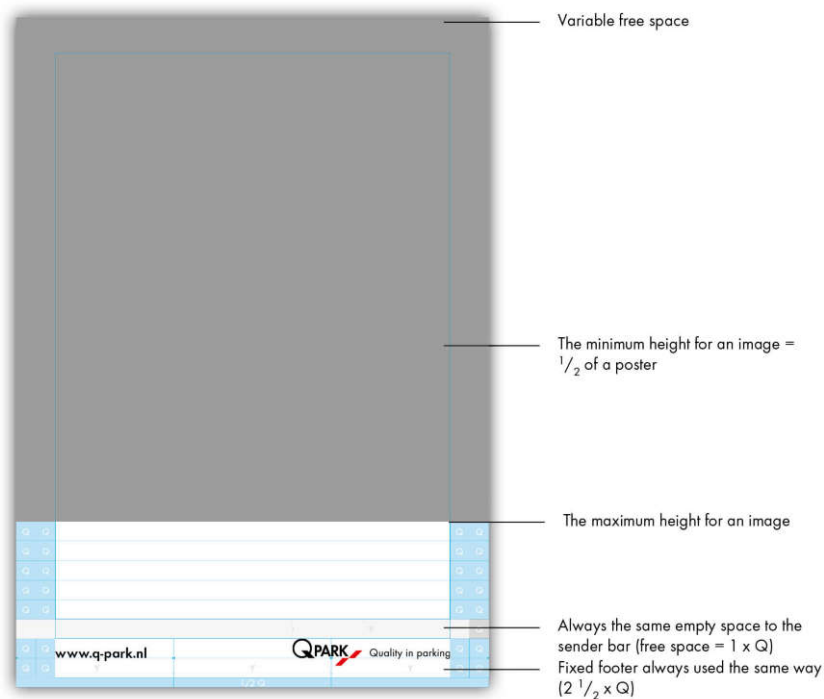
Figure 73: Basic poster grid



Variable free space

The minimum height for an image =
$\frac{1}{2}$ of a poster

The maximum height for an image

Always the same empty space to the
sender bar (free space = 1 x Q)
Fixed footer always used the same way
(2 $\frac{1}{2}$ x Q)

www.q-park.nl   QPARK  Quality in parking

BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE    STATIONARY    **COMMUNICATIONS**    PUBLIC
RELATIONS

PHOTOGRAPHY    APPENDICES

Figure 72: Job advertisment - Recruitment case study 1



the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

## Basic poster grid - three levels
We have defined three levels for posters:
| main message only
| main message with subheading
| main message with subheading and body copy for extra information

The size of the main visual is at least half of the poster height.

I.e. the three levels of information are never more than half of the poster height.

## Tangible guidelines

### Commercial posters
In graphic design a grid is a structure that consists of a series of guide lines which are used to structure