

# PROMOTIONAL MATERIALS | FSTA<sup>®</sup>

## CUSTOMISABLE POSTER – 3 STEP GUIDE

### How should I customise the poster?

To create your own customised poster simply open the Word document and follow these three simple steps:

1. Update the URL

2. Update the logo

3. Save the poster as a PDF

On the following pages we will take you through each stage of this process. If you would like any further assistance, please contact us at [support@ifis.org](mailto:support@ifis.org)

## Updating the poster URL

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You will notice that the URL is a Bitly (bit.ly) link. This is only a placeholder and will require updating to the URL through which your users can access FSTA at your institution.



This FSTA access URL will likely contain the name of one of our vendor platforms, such as EBSCO, Ovid, or Web of Science.

Please **do not** include the full-length URL, as it will not fit into the poster template. Instead, please use shortened URL, with the help of a URL shortener like Bitly.

You can create a Bitly URL using the following steps:

- Locate the URL through which users can access FSTA at your institution
- Sign into Bitly at [https://bitly.com/a/sign\\_in](https://bitly.com/a/sign_in)
- Select Links from the left menu, then Create a Bitly Link
- Copy and paste the full URL that you want to shorten into the 'Destination' box
- We advise that you customise this URL to make it more memorable to your users. To do this, type a new URL ending into the 'Custom back-half' box in the 'Short link' section. For example:

**<http://bit.ly/<university-name>>**

- Once you have customised the URL, click the 'Create your link' button
- Copy the new link, then return to the customisable poster and paste (Ctrl+V) this new Bitly URL where the placeholder Bitly URL is located by default

## Updating the poster logo

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By default, the customisable poster contains our logo in the bottom left corner. This is employed as a placeholder to show you where your institution's logo should be located.



To update the IFIS logo to your institution's logo, please follow these steps:

- Locate and/or save a copy (either as a JPEG or PNG file) of your institution's logo
- Open the customisable poster and right click on the IFIS logo
- In the menu that appears, click Change Picture -> This Device
- Locate the copy of your institution's logo and double click on it
- Adjust the size of your logo to your desired measurements

## Saving the poster as a PDF file

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For optimal picture quality, we recommend that you save the customised poster as a PDF file, rather than as a Word Document file, prior to printing your copies for display. We offer the poster as a Word Document file to allow all of our customers the ability to edit the poster's appearance in the above ways.

To save the poster as a PDF file, please follow these steps:

- Open the now customised (i.e. URL- and Logo-updated) poster
- Click File -> Save As
- Using the dropdown menu beneath where you enter the file name, locate and select 'PDF', as below:

