

KCMA
Point-Of-Sale Materials
Printing and Usage Instructions

Infographic Posters

Posters are a great way to share your information with the public, especially in a showroom.

To add your logo:

- Download the file
- In the Adobe Acrobat Program, click on “Edit”
- Click on the wording “Your Logo Here” to select it, then delete it
- Click to Add a new image
- Choose your logo. Please note that your logo should be all white, with a transparent background.
- Place your logo where the words “Your Logo Here” were.
- Click “Close” on the top right corner to exit out of Edit mode.
- Click to Save the file.

Recommended printing specifications:

- Size: 18” x 24”
- Paper: HP Latex Photo Paper, Mounted on 3/16” Foamcore, Lamination 3mil Luster (Matte Finish)
- When sending the files to your printer, make sure to send the file with your logo.
- When sending the file to your printer, make sure to request a matte finish and not a glossy finish. Glossy will reflect too much light and make the poster too difficult to read.
- Some printers will have options to frame the poster for you. This is completely up to you! If you are going to be displaying these for extended periods of time in a showroom, we recommend getting the posters framed so they last longer and look more professional.
- Feel free to have whatever printer you prefer print the posters. We highly recommend asking for a printed proof before printing the full quantity to ensure that the posters look good.

Please note that using these posters and announcing your participation in the KCMA Certification Programs without earning the Certification Seals is a violation of the terms and conditions and will result in legal action.