



HI CANADA

Marvia

Tips and Guidelines



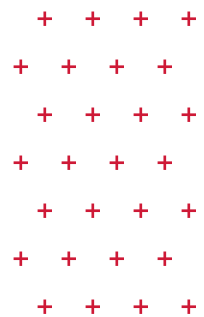


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BUILDING A STRONG **BRAND IDENTITY**

Creating a poster is a very subjective process, because everyone has their own tastes. Just like your personal identity makes you uniquely you, HI Canada's brand identity shapes who we are as a network.

Our brand identity is what makes us instantly recognizable to travellers and determines how they perceive us. It's very important that our brand identity is consistent across the country so we're recognized as a network. Branding is what makes a memorable impression on consumers and it's how we earn recognition and become known.



USING **MARVIA**

Creating posters can be time-consuming, but Marvia is a template tool meant to make your life a little easier by streamlining the poster creation process.

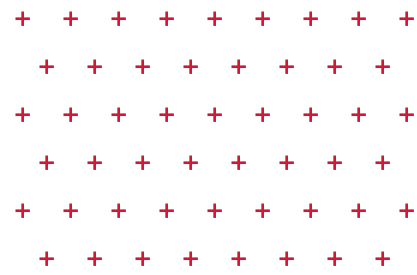
The marketing team has designed various templates with different functions to help

you share your messages without having to worry about the design. All you'll have to do is to write what you want to say in the template of your choice and your poster will be ready to be printed.

Don't hesitate to give us your feedback!



GETTING STARTED



CONNECT TO THE PLATFORM

The website is hicanada.orderpicker.me. Please bookmark it.

When you first log in, click on **Forgot your password?**, enter your username (it's the hostel's generic email, i.e. whistler@hihostels.ca) and send a request. You should receive an email with a link to set up your password.

DETERMINE YOUR NEEDS

Walk through your hostel and make note of any signs that need a makeover. Consider some commonly used signs that you don't need right now but may need in the future, or in another season. For example, out of order, room closed, no smoking, no skis in your room, back in five minutes, etc. signs that you can keep on hand before you urgently need them.

BE PROACTIVE

Try to think a little ahead of your needs: if you'd like HI Canada to coordinate printing, you'll need at least a week or two of lead time.



OVERVIEW



CREATE

This is where you can choose your template. It's very important to choose the right one since each one of them fulfils a very distinct function.

You can choose between three categories:

1. Printed assets

These templates are meant to be printed and displayed within the hostels. They are not intended for use on social media, because the images, text size and dimensions are not optimized for the web.

2. Online assets

These templates are meant for the web. At the moment, there's only one template in there and it's to be used for Facebook only. These templates should not be printed as the quality will be too low.

3. TV slides

This template is meant for hostels that have TV displays. It's intended to promote hostel activities, useful information, HI discounts, environmental initiatives, what's happening in the neighbourhood and what's going on in the network.



MY DOCUMENTS

In this section, you'll find all the documents you have previously created. You can download them again from this page.

There are three options available to you when you want to download a document:

1. High resolution PDF

This version is meant for professional printers. It's very important not to use it when printing in-house, as there are crop marks.

In some cases, you should also use this version to download TV slides.

2. Low resolution PDF

If you need to print something in-house, you must use this version. However, please note that the marketing team doesn't recommend printing templates in-house, as colors and quality will not be optimal.

3. JPG

This is the option to choose for everything that will be published on social media as well as on some TV displays.

You'll find more info about printing solutions on page 21.



OVERVIEW



MY DRAFTS

This is where all your draft files are saved. Please regularly save your work when you create a new file. This will prevent you from losing your updates if something happens with the platform or your connection. You can start working on a template and come back to it a few days later by clicking on the draft of your choice.



MY ACCOUNT

This is where you can manage your personal account information and access your order history.



HELPFUL RESOURCES

1. FAQ

If you have any questions regarding Marvia, please read the FAQ page. If we're not answering your question, don't hesitate to get in touch with the marketing team.

2. HI Canada's Brand Guidelines

If you have any questions about HI Canada's brand guidelines, please refer to this document.

3. Requests Form (Icons & Images)

If you would like to upload an icon, an image or a template that is currently not available in Marvia, please let us know [here](#).

4. Tips & Guidelines

This document is available through [this link](#).



CREATION

Phase

01

CHOOSE A TEMPLATE

To select a template, click on the thumbnail or on **Choose template**. You will be directed to the design platform. On the following pages, you'll find the instructions on how to use each template.

02

SAVE YOUR DRAFT

When you're done with the design, click on **Save**, name your document using the following format: Hostel Name - Template Keyword (i.e. HI Whistler - Karaoke Night), and click on **Save as draft**. The template will be saved in your drafts folder. If you haven't had time to finish it, you can always pick up where you left off by going back to the homepage and clicking on **My drafts**.

03

CREATE A JPG OR A PDF

Once your poster is finished and the draft saved, create the final version by clicking on **Create PDF**. You can access and reuse all your documents by going back to the homepage and clicking on **My documents**.

04

DOWNLOAD OR PRINT

Once you've landed on the download page, you can either download your document by clicking on **Download PDF** or send it to the marketing team by clicking on **Print document via HI Canada**. Please see page 21 for more information on how to print your document.



ACTIVITY #1 (POSTER)

The activity posters are used to promote weekly activities. You can create posters for each one of your activities and put them next to each other on a wall to show travellers what's going on at the hostel. **We strongly recommend choosing one template and using it for all activities to ensure consistency.** It's also important to distinguish activities and special events. Please refer to page 12 if you want to create a poster for a special event, such as a concert or an anniversary.

You could use it for the following situations:

Bar hop
Bike tour
Brewery tour
Comedy night

Community dinner
Game night
Hiking trip
Pub crawl

Street art tour
Walking tour
Yoga class
Etc.

HOW TO USE IT



Colour Combinations

Choose the appropriate colour combination. If you plan on displaying all these posters next to each other on a wall, it's best to use different colour combinations to make it more fun.



Title 1

Write the main information here. It should be catchy and short. Keep it to one to three words. You can choose the size that suits you best.



Title 2

Use this space to complete the name of the activity or to translate the first title. Is it a dinner, a tour, a party? Don't hesitate to try different options and to choose the one that makes more sense. Again, You can choose the size that suits you best.



Text

Briefly describe the activity, including where and how to sign up, if necessary, and/or to ask the front desk for more details. This information cannot exceed seven lines. Keep in mind there's space to include location, time, date and cost details below.



Icon

Choose the icon that represents your activity. If you want an icon that isn't in the icon library, please request it by filling out this [form](#).



Info [Icon]

These icons are related to the location, date, time and price of the activity. Choose the appropriate one. If any of these icons isn't relevant to your activity, leave it blank.



Info [Text]

Write the information related to location, date, time, and price. If these don't all apply to your situation, you can leave the spaces blank.



COPY TIPS




Write the same way you'd speak the information to a friend—casual, fun and enthusiastic.



stewardship

PARTY

Help clear out invasive species from Jericho Beach Park. Tools, cinnamon buns are all provided. Ask front desk for more details.





-  HI Vancouver Jericho Beach
-  Every second Friday of the month
-  From 9:30 am to 12:30 pm



bar hop

WHISTLER



Get 5 drinks of your choice, VIP access, pizza, prizes, and free cover. Book at front desk.

-  HI Whistler
-  Every Saturday
-  From 8 pm 'til late
-  HI members save \$15



yoga class

Join our 200YTT certified instructor Belle through one hour of gentle stretch and flow. Yoga mats and towels are provided, and the best part is payment is by donation!

-  Sundays
-  9 am to 4 pm






balade à vélo

BIKE TOUR

Habille-toi confortablement et explore la ville à vélo. Inscris-toi à la réception.

Wear comfy clothes and explore the city by bike. Sign up at front desk.

-  HI Montréal
-  Mercredi / Wednesday
-  9 h - 14 h
-  10\$ par personne / per person



ACTIVITY #2 (POSTER)

The activity posters are used to promote weekly activities. You can create posters for each one of your activities and put them next to each other on a wall to show travellers what's going on at the hostel. **We strongly recommend choosing one template and using it for all activities to ensure consistency.** It's also important to distinguish activities and special events. Please refer to page 12 if you want to create a poster for a special event, such as a concert or an anniversary.

You could use it for the following situations:

Bar hop
Bike tour
Brewery tour
Comedy night

Community dinner
Game night
Hiking trip
Pub crawl

Street art tour
Walking tour
Yoga class
Etc.

HOW TO USE IT



Colour Combinations

Choose the appropriate colour combination. If you plan on displaying all these posters next to each other on a wall, it's best to use different colour combinations to make it more fun.



Icon

Choose the icon that represents your activity. If you want an icon that isn't in the icon library, please request it by filling out this [form](#).



Subtitle

Use this space to complete the name of the activity or to translate the title. Is it a dinner, a tour, a party? Don't hesitate to try different options and to choose the one that makes more sense. You can choose the size that suits you best.



Title

Write the main information here. It should be catchy and short. Keep it to one to three words. Again, you can choose the size that suits you best.



Separator Patterns

Divide the title and the text with a separator. If you don't have more information to add on the poster, leave it empty. However, we don't recommend writing only a title.



Text

Briefly describe the activity, including where and how to sign up, if necessary, and/or to ask the front desk for more details. This information cannot exceed five lines. Keep in mind there's space to include location, time, date and cost details below. You can choose to write some parts of your text in bold or italic to highlight important information or to make a clear division between English and French.



Location, Date, Time, and Price

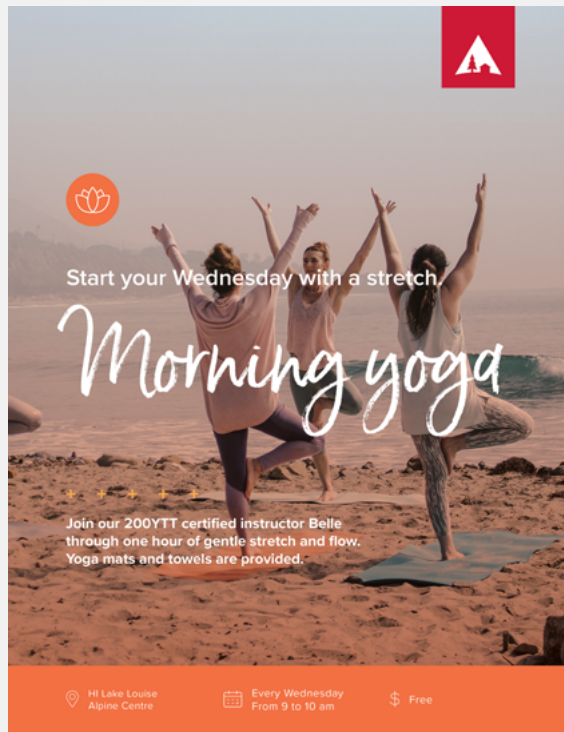
Write the information related to location, date, time, and price. If these don't all apply to your situation, you can leave the spaces blank and the icons will disappear. However, we recommend writing something for each point.



COPY TIPS

Keep your text short and sweet, otherwise people may not read it!





Start your Wednesday with a stretch.

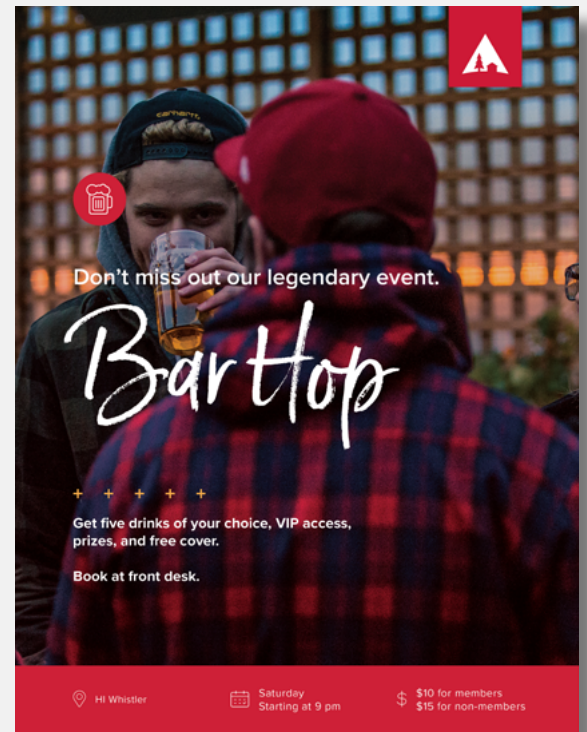
Morning yoga

Join our 200YTT certified instructor Belle through one hour of gentle stretch and flow. Yoga mats and towels are provided.

HI Lake Louise Alpine Centre

Every Wednesday From 9 to 10 am

\$ Free



Don't miss out our legendary event.

Bar Hop

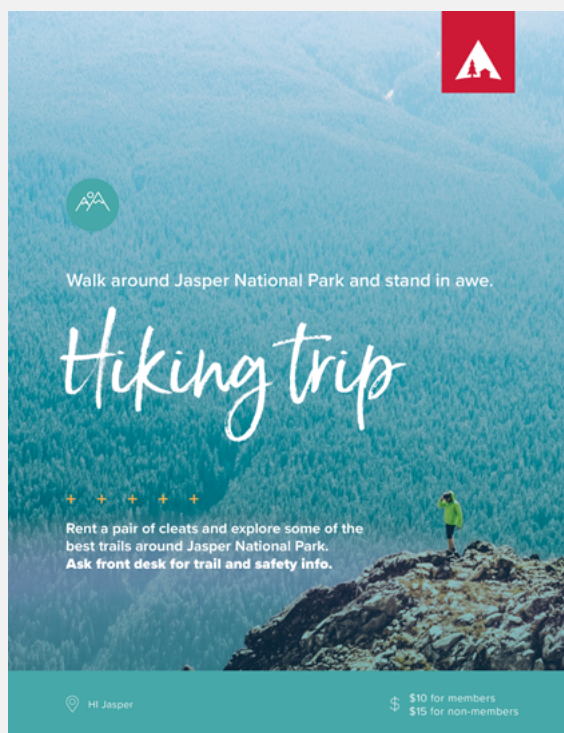
Get five drinks of your choice, VIP access, prizes, and free cover.

Book at front desk.

HI Whistler

Saturday Starting at 9 pm

\$ \$10 for members \$15 for non-members



Walk around Jasper National Park and stand in awe.

Hiking trip

Rent a pair of cleats and explore some of the best trails around Jasper National Park. Ask front desk for trail and safety info.

HI Jasper

\$ \$10 for members \$15 for non-members



Bike tour

Balade à vélo

Habille toi confortablement et explore la ville à vélo. Inscris-toi à la réception! Wear comfy clothes and explore the city by bike. Sign up at front desk.

HI Montréal

Chaque mercredi Every Wednesday

\$ 28\$ par personne \$28 per person

EVENT (POSTER)

This template is used to promote special events taking place at your hostel, such as concerts and anniversaries, and your monthly events. These posters are mainly meant to be displayed within the hostel, but they could also be displayed in the neighbourhood.

You could use it for the following situations:

Anniversary
Art exhibition

Concert
Full moon party

Hiring fair
Public holidays

Travel conference
Etc.

HOW TO USE IT



Background Image

To select the background image, click on the little image icon located at the bottom right of the template. Make sure to choose an image that makes the text readable. Once you've selected an image, you can edit it by clicking on the little edit icon, located at the bottom right of the template. If you don't choose an image, the background will stay blank. Please note that it may take some time before the image is uploaded.

If you want an image that isn't in the library, please request it by filling out this [form](#).



Colour

Choose a colour that works well with the background image.



Subtitle

Write a catchy sentence, the translation of the title, or nothing at all. You can choose the size that suits you best.



Title

Write the title of the event here. It can't be longer than two lines. Again, you can choose the size that suits you best.



Date

Write the date of the event. You can either write it like it is on the template [Friday, December 25] or you can write it in English and in French [December 25 - 25 décembre]. Writing the year isn't necessary. When there is more than one date, don't include the day of the week [December 26 to January 2].



Text 1

We recommend writing the location and the time of the event. You can also write nothing at all.



Text 2

Write the info related to the event. You could write the price and a catchy sentence to convince people to attend.



Social Media [Icon & Text]

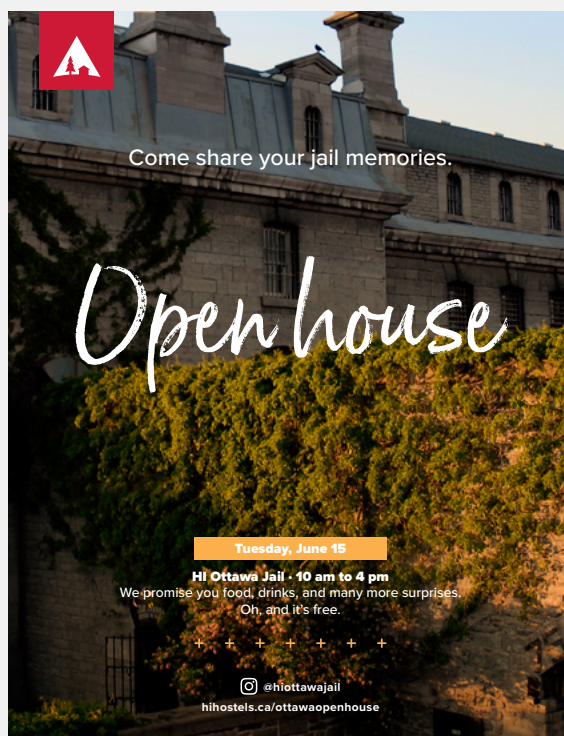
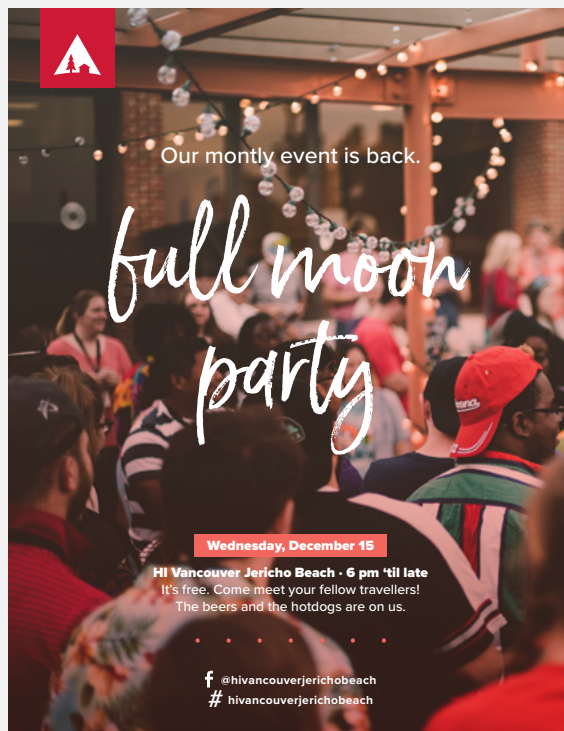
Select the social media you want to promote, choose the appropriate icons, and write your accounts handles. You can also choose the hashtag icon and create a unique hashtag for your event. If you want to promote a social media platform that isn't listed in the icons list, please leave the icon blank and write it instead [Pinterest @hicanadahostels]. Please note that if you don't write anything, the icon won't appear.



Website

Link your hostel's page. Don't write **www.** in front of the URL and always use the short form [hihostels.ca/whistler].





JOB OFFER (POSTER)

This template is exclusively designed to promote job openings within your hostel. You can select the language that suits you best. It should never be published on Facebook or Instagram. If you want to promote your job opening on social media, please use the Facebook post template explained on page 18. Please confirm details with HR if you're unsure about what to include on the poster.

You could use it for the following situations:

Barista / Bartender
Front desk agent

Housekeeper
Internships

Managers
Etc.

HOW TO USE IT



Color Combinations

Choose colours that work well with the background image.



Image

Select an image that represents the job. There are 21 options available for you to choose from.



Title

Write the job title here.



Overview

Write a short and fun description of what the job entails.



What the role involves

Write the two or three main tasks that will need to be performed. We recommend the use of bullet points. By starting your sentence with a hyphen (-), the program will automatically adjust the bullet points when you save the document.



What we're looking for

Write what you're looking for in terms of previous experience. Again, we recommend the use of bullet points. By starting your sentence with a hyphen (-), the program will automatically adjust the bullet points when you save the document. Don't put too much information in there.



What we offer

Write the two or three most compelling reasons why someone might apply for this job, including wages, if appropriate, and perks. Again, we recommend the use of bullet points. By starting your sentence with a hyphen (-), the program will automatically adjust the bullet points when you save the document.



More info on

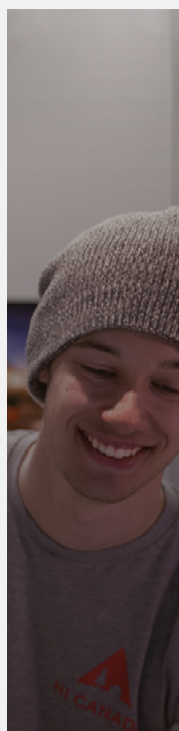
The website link is intended for people who are interested in learning more about the job, which is why you don't have to put everything on the poster. Write the generic career web page [hihostels.ca/careers] and don't write **www.** in front of the URL.



How to apply

Write your contact information here.





Become part of the team.

Front Desk Agent

Front desk agents are the face of HI for the thousands of travellers that pass through our hostels.

What the role involves

- > You'll check our guests in, check them out, and offer great recommendations and customer service during their stay.

What we're looking for


- > Prior customer service experience
- > Excellent communication skills
- > A team player, friendly, and personable attitude

What we offer

- > A parttime position, flexible schedule
- > The starting wage is \$15/hour plus commissions
- > An annual 4% vacation entitlement
- > Onsite subsidized housing available
- > Free stays at other HI hostels and ACC huts across Canada
- > Discounts on meals at onsite cafe
- > Exciting staff events

More info on hihostels.ca/careers

Please apply with a cover letter and resume to careers.pmi@hihostels.ca or chat with Dan at the front desk.




Become part of the team.

Housekeeper

As a Housekeeper, you'll be responsible for performing regular cleaning and laundry duties. The schedule is flexible, so it's perfect for students.

What the role involves

- > Ensuring that the overall cleanliness of the hostel is kept up to standard
- > Deep clean and prep for seasonal closure of the hostel

What we're looking for

- > A positive personality
- > Prior housekeeping or customer service skills
- > Proficient multitasking abilities

What we offer

- > Onsite subsidized staff accommodation
- > Starting wage of \$14.85/hour
- > 4% vacation entitlement
- > HI Membership
- > Free stays at other HI hostels

More info on hihostels.ca/careers

Please apply with a cover letter and resume to vancouver.jericho@hihostels.ca or chat with us at the front desk.




Become part of the team.

BARISTA & BARTENDER

We're seeking for a responsible and proactive person with excellent customer service skills and bartending experience to join our team.

What the role involves

- > Provide consistent and exemplary customer service
- > Create a positive relationship with guests by working as a team
- > Prepare and serve different types of drinks

What we're looking for

- > Ability to work independently
- > Strong communication skills
- > Ability to be a team player

What we offer

- > Parttime and fulltime
- > Great family environment
- > Friends from all around the world

More info on hihostels.ca/careers

Please apply with a cover letter and resume to whistler@hihostels.ca.




Joins-toi à notre communauté.

Agent(e) à la réception

Les agent(e)s à la réception sont le visage de HI pour les milliers de voyageurs qui visitent nos auberges.

Responsabilités

- > Tu accueilleras et assisteras les voyageurs à leur arrivée, lors de leur séjour et au moment du départ.

Compétences recherchées

- > Aptitudes pour le service à la clientèle
- > Bonne connaissance de la région immédiate et des points d'intérêts touristiques

Conditions de travail

- > Un poste à temps partiel et un horaire flexible
- > Un salaire de départ de 15 \$ de l'heure + commissions
- > Des séjours gratuits dans d'autres auberges HI
- > Des événements passionnants pour le staff
- > Un environnement de travail amusant, décontracté et détenteur

Plus d'infos sur hihostels.ca/carrières

Merci de postuler en envoyant une lettre de motivation et ton cv à montreal@hihostels.ca.



SIGNAGE (BIG AND SMALL POSTERS)

This template is used to let travellers know about temporary situations or about how things work in the hostel. It's important to keep the text short and simple and to use the appropriate icon. You can either use the original 8.5" x 11" format or the smallest one that measures 4" x 6".

You could use it for the following situations:

Be right back

Earplugs available

Free coffee in the kitchen

Meeting room closed

No alcohol

Out of order

Paid parking

Smoking prohibited

Kitchen being cleaned

Water shut off

Wifi password

Etc.

HOW TO USE IT



Colour Combinations

Choose the appropriate colour combination. When selecting a colour combination, **we strongly recommend choosing one option and using it for all signage posters to ensure consistency within the hostel.**



Icon

Choose an icon related to your message. If you want an icon that isn't in the icon library, please request it by filling out this [form](#).



Interdiction

If your message concerns something that is prohibited, enable this option.



Title

Write the primary information. It's best to write short and simple sentences. As mentioned, it's important not to exceed three lines. You can choose the size that suits you best.



Separator Patterns

Divide the title and the text with a separator. If you don't have more information to add on the poster, leave it empty. However, we don't recommend writing only a title.



Text

Write complete sentences that complement the title. You can also use this area to translate the title.



DESIGN TIPS

Pressing enter to finish your sentence on another line can unclutter the final result and make it more pleasant to read.





MEETING ROOM CLOSED FOR PRIVATE USE

• • • • •

*It will reopen at 7 pm.
Please ask the front desk for more details.*



BATHROOM OUT OF ORDER

/ / / / / / /

Sorry for the Inconvenience.



WIFI PASSWORD

+ + + + +

*Network: HI Toronto
Password: hihostels.ca*



HORS D'USAGE

• • • • •

OUT OF ORDER

SOCIAL MEDIA - FACEBOOK (ONLINE POST)

This template is intended for use on Facebook. It shouldn't be used for Instagram or any other social media. If you want to create an ad, it's important to keep the information short since Facebook penalizes ads that have too much text on the image.

You could use it for the following situations:

Destination promotion

Fun facts

Holiday wishes

Hostel activities

Hostel promotion

Job openings

News

Quotes

Special events

Surveys

Sustainable initiatives

Etc.

HOW TO USE IT



Background Image

To select the background image, click on the little image icon located at the bottom right of the template. Make sure to choose an image that makes the text readable. Once you've selected an image, you can edit it by clicking on the little edit icon, located at the bottom right of the template. If you don't choose an image, the background will stay blank. Please note that it may take some time before the image is uploaded.

If you want an image that isn't in the library, please request it by filling out this [form](#).



Title

Write the primary information. It's best to write short and simple sentences. If you plan on writing more text below, you shouldn't use more than two lines. If you don't want to add anything else, you can use up to four lines. You can choose the size that suits you best.



Colour Combinations

Choose a colour combination that works well with the background image.



Separator Patterns

Divide the title and the text with a separator. If you don't have more text to add, leave it empty.



Text

Write complete sentences that complement the title. You can also use this area to translate the title. Again, you can choose the size that suits you best.



DESIGN TIPS

Playing with lower and uppercase letters can add personality to your design. You can either decide to write your message in capital letters or in lowercase letters. You could also have words in capital letters and words in lowercase letters in the same document.





TELEVISION (SLIDE)

This template is intended to be displayed on hostel televisions. It's used to promote hostel activities, useful info, HI discounts, environmental initiatives, what's going on in the neighbourhood and other hostels in the network

You could use it for the following situations:

Destination promotion
Fun facts
HI discounts
Hostel activities

Hostel promotion
Hostelling movement
Job openings
Network promotion

News
Special events
Sustainable initiatives
Etc.

HOW TO USE IT



Background Image

To select the background image, click on the little image icon located at the bottom right of the template. Once you've selected an image, you can edit it by clicking on the little edit icon, located at the bottom right of the template. If you don't choose an image, the background will stay blank. Please note that it may take some time before the image is uploaded. If you want an image that isn't in the library, please request it by filling out this [form](#).



Colour Combinations

Choose a colour combination that works well with the background image.



Title

Write the subject of what is on the TV slide. It should be short and catchy.



Text

Write complete sentences and don't hesitate to divide your ideas into new paragraphs. You could also divide English and French into new paragraphs. Bold or put in italic the information you want to highlight.




Price

Write the price of what is promoted on the TV slide. If it's free, it good to write 'free'. If there's no price, don't write anything. If nothing is written, the seal will disappear.




DESIGN TIPS

When creating TV slides, it's best to use different colour combinations to try to make it more fun when they're sliding one after the other on the television.



HI MEMBER DISCOUNT

HI members save 20% on Lonely Planet guidebooks. Use the promo code 'HICANADA' on their online store.




DID YOU KNOW?

We mostly use biodegradable cleaning products with minimal negative impact on the environment.




BIKE TOUR


Spend the afternoon biking around town.

Sign up at front desk.

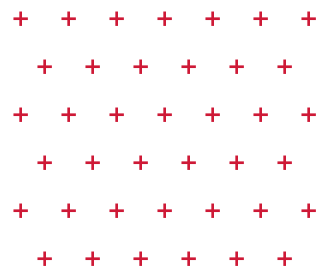
Passe la journée à visiter la ville à vélo.

Inscris-toi à la réception.

free



DESIGN & COPY TIPS



Ensuring our signage and posters look and sound the same across the country strengthens the HI Canada brand. Here are a few guidelines to stick to. For more information, consult [**HI Canada's Brand Guidelines**](#).

WHAT TO SAY AND HOW TO SAY IT

The HI Canada tone is casual, confident, open-minded and welcoming. This tone conveys HI Canada's over 85 years of expertise in hostelling while also revealing our passion for bringing people together. We know what we're doing and we love doing it. In-hostel communications shouldn't shy away from respectful, accessible humour while offering necessary information clearly, concisely and casually.

Tip: Write the way you would say the information to a good friend.

BILINGUALISM

All in-hostel communications that provide important information to travellers must be bilingual. This includes the Innkeepers Act, check-in slips, keycards, wayfinding signs, safety-related information, etc. Outside of Quebec, the English copy should always be located above the French copy and it should be larger. In Quebec, the French copy should always be above the English copy and it should be larger.

All communications related to a specific hostel outside of Quebec can be unilingual. This includes activity and event posters, local information, temporary signage, TV slides, etc. However, bilingualism is recommended when it comes to rules, hostel procedures, etc. From time to time, the marketing department may ask you to adapt a sign to be bilingual based on its intended purpose.

COLOUR COMBOS

We've worked with a branding consultant to determine which of our brand colours go best together. Designs on Marvia are limited to these established colour combinations only. For the signage posters, we strongly recommend choosing one option to ensure consistency within the hostel.

LOGO

You might notice some templates may just feature the North Arrow, or even no logo at all. Because we can expect people inside our hostels to have some familiarity with the brand, we don't need to plaster every piece with the logo. Informational signage doesn't need a logo, while activity and event posters include only the North Arrow.



PRINTING & DOWNLOADING



PRINTING

Printing to a local printer

If you have a fairly strict deadline to meet, we recommend that you have your poster printed by a local printer. The PDF that can be downloaded after the design process comes with crop marks, which is what a printer needs to print posters. Once you've downloaded the PDF, you'll need to transfer it to the local printer of your choice.

If you need advice on what kind of paper to use, please refer to page 24 or contact the marketing team.

We don't recommend printing the posters at the hostel. The colours won't be calibrated and the result won't be professional.

Printing via HI Canada

If you don't want to deal with the printing process or if you need a special type of paper, please press the button **Print via HI Canada** at the end of the design process and we'll do it for you! We'll contact you as soon as we receive your order to give you more information regarding the price and the production timeline.

Printing in-house

If, for some reason, you have to print your poster at the hostel, go to the section called **My Documents** and download the high resolution version of your document. To do so, select your document and click on **Download options**. Right before printing it, go to your printing settings, check under **Page Sizing & Handling** and make sure the **Actual Size** box is checked. It will ensure that the crop marks are not visible on the final poster.



DOWNLOADING

It's impossible to order documents that are meant for the web since they're not meant to be printed.

For Facebook Post files, download the JPG version. Facebook doesn't accept PDFs.

If you want to download the TV slide, ask your provider what format is better: a PDF or a JPG.





DISPLAY SUGGESTIONS

Not only must the posters reflect the personality of the brand and be consistent across the network, but they must also be professionally printed on quality paper and well displayed to ensure that they will last and reflect a strong brand image.

TYPE OF PAPER

For **outdoor signage**, it is recommended to print the posters on White Dibond or White Acrylic. These options are quite expensive, but they're the most durable options out there.

For **stickers**, we recommend the use of matt stickers or permanent vinyl stickers. Both options are permanent, since they adhere to the paint. The main advantage of vinyl is that it is waterproof. If you want something that is not permanent, be sure to ask for non-permanent vinyl stickers.

For **signage** or for anything located where there is a lot of traffic, we recommend the use of 3 mm thick Sintra or PVC boards. It's more expensive than regular paper, but much more durable. It's also much cheaper than the White Dibond recommended above. You can mount these posters directly on the wall using double sided tape.

For all posters that will not fit in a frame, such as posters found in the kitchen, we recommend using 18 mm thick synthetic paper. It is a little more durable than regular paper and should last up to a year before it needs to be replaced.

DISPLAY

We recommend that the posters be installed in frames. **Please don't laminate your posters.** If you need more frames, please don't hesitate to ask the marketing team. We work with a supplier who sells frames that are very easy to install and where it is very easy to change the posters inside.

Be creative! For activity or event posters, don't hesitate to use different supports to display them, such as clipboards or sign holders (whether they are made of wood, plastic or cork).





For any questions or feedback,
please contact the marketing department
or fill out this form:

hihostels.ca/marviarequests

