

# TRIUMF Poster Guidelines

Posters are an effective tool to get important information to the laboratory community. Unfortunately, posters can be a target for malicious actors to share harmful links through QR codes which poses a threat to TRIUMF's cybersecurity. To maintain the poster communication channel, we have created a series of guidelines to help the community identify posters which come from a trusted source. We ask that poster creators adhere to the following guidelines:

## Follow the Code of Conduct

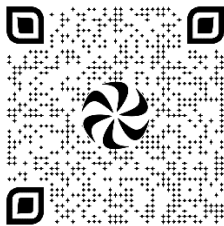
- All content within posters and other printed materials must adhere to the TRIUMF Code of Conduct. In accordance with our Core Values, TRIUMF is committed to providing a safe and inclusive environment that fosters the exchange of ideas, encourages open and respectful dialogue, and is free of harassment and discrimination.

## Apply the Brand

- Use the TRIUMF brand standards in fonts, colours, and logos. The brand standards are available on the Communications SharePoint site, linked below.

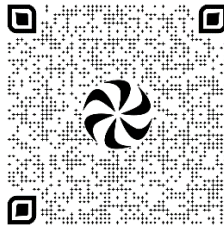
## Follow Security Best Practices

- Include contact information (Department, Name, Telephone/Email address) for direct communication so users can verify the poster's legitimacy.
- "Clarify QR code destinations by ensuring the link is posted below the QR Code so users can verify that the scanned destination is the intended destination.



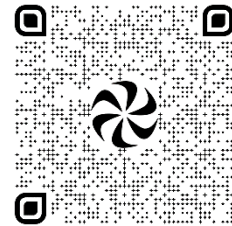
**TRIUMF Code of Conduct**

<https://www.triumf.ca/node/14904/Code-of-Conduct>



**TRIUMF Brand Resources**

<https://triumfoffice365.sharepoint.com/sites/Communications/SitePages/Brand-Guide.aspx>



**Federal QR cybersecurity guidance**

<https://www.cyber.gc.ca/en/guidance/security-considerations-qr-codes-itsap00141>

## Questions and feedback?

Contact the Communications team: 604.222.7528 / [communications@triumf.ca](mailto:communications@triumf.ca)

*Published June 18 2024*