

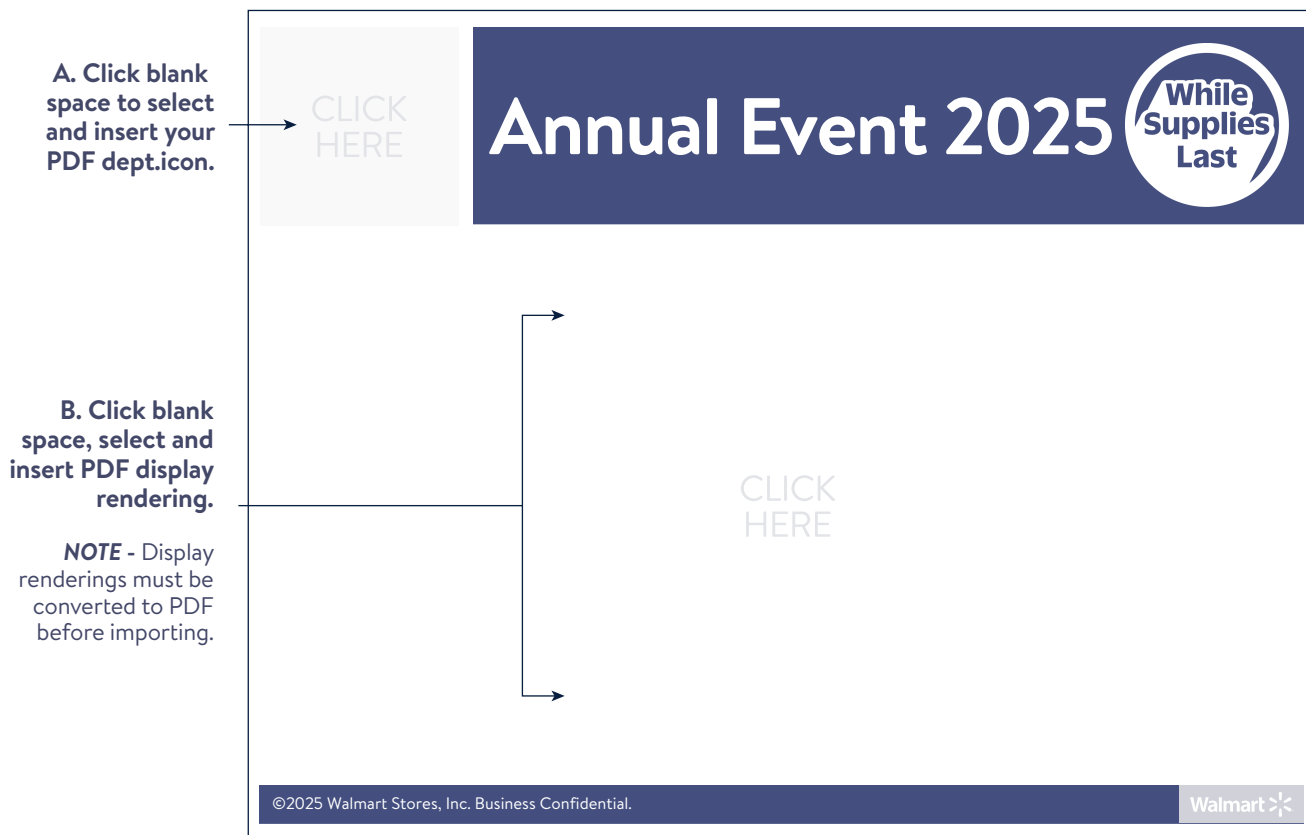
# Annual Event 2025

## Placard Instructions for PDQ Display Shroud

In order to ensure consistent markings on the outside of shrouded Annual Event 2025 displays and communicate the contents, the placard shown below must be used on each display.

Placard files can be found at <https://goberkley/AEAssets>

1. Your department icon can be found on **Page 5.5** in the new Annual Event 2025 Style Guide.
2. The individual icon files can be found in a folder named “AE\_Department\_Icons”
3. Download the placard template at <https://goberkley/AEAssets> “AE24\_Placard\_Template.pdf”
4. Follow the instructions below for your Annual Event 2025 Display Placard.



5. Choose File > Save As and name your PDF as follows: **AE\_25\_Placard\_[BrandName]\_[DisplayType].pdf**  
Repeat steps 1-5 for each Annual Event 2024 display.

6. **Print 2 placards for each display.** The placards must be attached to the outside of the shipping shroud.  
**NOTE** - Shelf-ready PDQs only require **(1)** placard per shipper. Placard may be reduced in size to fit PDQ tray shipper.