Poster Presentation Guidelines

Updated Sept. 2018

Poster Design

Children's Healthcare of Atlanta

Title Goes Here

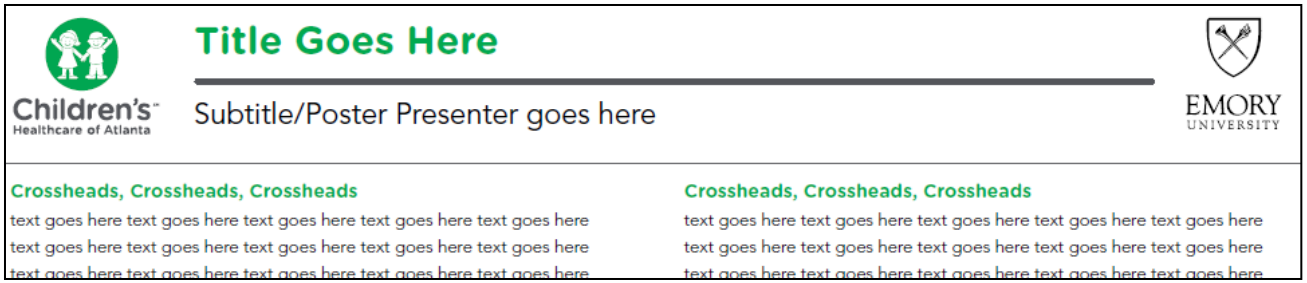
Subtitle/Poster Presenter goes here

EMORY UNIVERSITY

Crossheads, Crossheads, Crossheads

text goes here text goes here text goes here text goes here text goes here
text goes here text goes here text goes here text goes here text goes here
text goes here text goes here text goes here text goes here text goes here

Poster Heading



Heading should include the presentation name, author name, title and affiliations.

Section headings may vary by the type of presentation. Typical headlines include:

- Background
- Purpose
- Methods
- Results
- Conclusions

Additional section headings that have been utilized include:

- Significance
- Future direction
- Limitations
- Acknowledgments
- References
- Disclosures

Colors

- Green: PMS 355
- **Black** bar in the header as default between presentation title and name of investigators
- **Black** line between poster header and content of poster.
- **Green** font used for section headings throughout the poster.

Approved Logo Placement

Top Left

- Children's Healthcare of Atlanta
- Aflac Cancer and Blood Disorders Center

Top Right

- Emory University
- Georgia Institute of Technology
- Morehouse School of Medicine
- Other Georgia academic partners

Bottom Left

- Any non-academic clinical partner

Bottom Right

- Any out-of-state academic partner

PLEASE NOTE: *All partner logos used must be in all black format. Also, if a logo from a private physician practice is used, Fair Market Value must be calculated and charged to the Physician's Non-Monetary Compensation Fund. Please direct all questions related to FMV to Marcy Peeler or Jenna Johnson in Children's Marketing Department.*

Fonts

- Gotham Rounded
  - Poster title (header)
  - Section titles (content)
- Avenir Book
  - Poster presenter names and titles
- Avenir Light
  - Poster body copy

Tip: Text must be large enough to read from 3 to 5 feet away. Please use Arial font in charts and graphs included in poster.

Images

- Edges of photos will be rounded.
- **Tips:**
  - When using a photo of a patient, always obtain consent from the patient's legal guardian via the Children's online consent form.
  - Always obtain permission to use photos and/or give photo credit.

To Order a Poster

Contact Wallace Graphics (formerly MegaBytes Digital) order posters:

- Tia Peterson (tia@wallacegraphics.com)
- 678.513.9500

To ensure a faster turnaround time, please provide the following information:

- Recipient name, address and telephone number for shipping
- Date you need to receive the poster
- Size of the graphic
- Note if this is a rollable poster or foldable fabric

Please remember:

- Do **not** use Calibri font (often the default), including within your charts. (Arial or Helvetica are preferred.)
- Specify __ [width] x __ [height] when submitting your content.
- Be sure text has been finalized **before** submitting. Edits are more difficult during layout process, and extend turnaround time.

Wallace Graphics will design, send to clinical contact for review/approval

- Send edits or corrections via email; do not send a new PowerPoint file.
- Please allow 2 weeks for design, approval, production and shipping of your poster.

Wallace Graphics will obtain final marketing approval prior to printing.

- 72 hours is required after final approval to ensure proper delivery.

Printing Costs

- Poster presentations typically cost $275 to $600.
- Cost is covered by the Children's marketing department if the posters are printed by Wallace Graphics on the approved template.

PLEASE NOTE: *If a logo from a private physician practice is used, Fair Market Value must be calculated and charged to the Physician's Non-Monetary Compensation Fund. Please direct all questions related to FMV to Marcy Peeler or Jenna Johnson in Children's Marketing Department.*