Poster Presentation Guidelines

Updated July 2022

How To Order a Poster

Contact Wallace Graphics:

- Mary Hicks (mary@wallacegraphics.com)
- Phone: 770-723-0202 (ext. 318)
- Backup: Ginger Singleton (ginger@wallacegraphics.com)

Poster Costs:

- Poster presentations typically cost $275 to $600.
- This cost is covered by the Children's marketing department if the posters are printed by Wallace Graphics and follow the approved template and Children's brand guidelines.

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: ___ [width] x ___ [height]
- Note if this is a rollable poster or foldable fabric

*Note: Any posters submitted with less than a **2-week** turnaround time will not be accepted.*

Process and Reminders

Process:

- Once content is submitted, Wallace Graphics will design and send a proof to the clinical contact for review and approval.

  - Send edits or corrections via email (do not send a new PowerPoint file).

- Once approved by clinical contact, Wallace Graphics will obtain final marketing approval prior to printing.

  - Please allow **2 weeks prior to your delivery date** for design, approval, production and shipping of your poster. Posters submitted outside this timeframe may not be considered.

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

Reminders:

- Be sure text has been proofed and approved before submitting. Edits are more difficult during the design process and extend turnaround time.

- Provide content via PowerPoint file formatted to mirror the design on the following slide as closely as possible.

- Logos should be at least 300 dpi to print clearly.

- Do not use Calibri font (often the default), including within your charts. If the proper fonts (on slide 8) are not available, **Arial or Helvetica** are preferred.

Poster Design

Participating logo(s) will reflect proper study involvement.

Headings

Poster Heading →

Section Headings →

Poster heading should include the presentation title, author names, titles and affiliations (all left justified).

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

Authors and Affiliations

- The order of authors should align with the study's published paper, manuscript in progress or abstract.

- Affiliations should be listed in order of author using superscripts and separated by commas.

- City and state should always be included.

- All Children's and Children's affiliated institutions should be listed **separately** and as follows (there are multiple versions for some, based on division or department):
  - Children's Healthcare of Atlanta
    - Children's Healthcare of Atlanta, Atlanta, GA
    - [Department], Children's Healthcare of Atlanta, Atlanta, GA
  - Aflac Cancer and Blood Disorders Center
    - Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, Atlanta, GA
  - Marcus Autism Center
    - Marcus Autism Center, Atlanta, GA
  - Emory
    - Emory University, Atlanta, GA
    - Emory University School of Medicine, Atlanta, GA
    - [Division], Emory University School of Medicine, Atlanta, GA
    - [Department], [Division], Emory University School of Medicine, Atlanta, GA
  - Georgia Tech
    - Georgia Institute of Technology, Atlanta, GA
    - [Division], Georgia Institute of Technology, Atlanta, GA
    - [Department], [Division], Georgia Institute of Technology, Atlanta, GA

Logo Placement
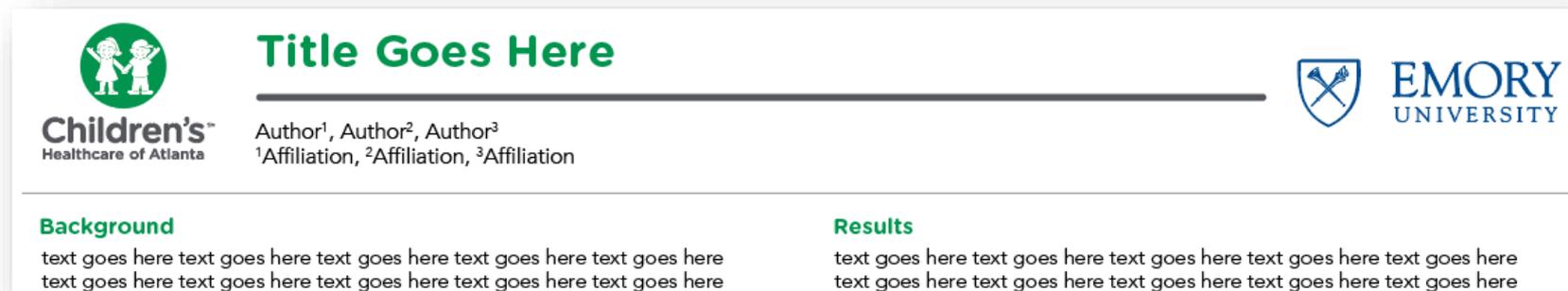
Title Goes Here

Author[1], Author[2], Author[3]
[1]Affiliation, [2]Affiliation, [3]Affiliation

Background

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

Results

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

Top Left (color)

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

Top Right (color)

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

Bottom Left (black and white)

- Any third clinical partner
- Any non-academic clinical partner

Bottom Right (black and white)

- Any out-of-state academic partner

Notes: If a logo from a private practice is used, Fair Market Value must be calculated and charged to the Physician's Non-Monetary Compensation Fund. Please direct questions related to FMV to the Children's legal department.

7

Formatting

Fonts

Please use the following fonts if available. Text must be large enough to read from 3 to 5 feet away.

- Gotham Rounded
    - Poster title (header)
    - Section titles (content)
- Avenir Book
    - Author names and titles
- Avenir Light
    - Body copy
- Arial
    - Charts and graphs

Bullets

Bullets should be consistent in style and indention.

Borders

Borders are only permitted around charts and figures and cannot be used to provide separation between content sections.

Colors

- **Green (PMS 355)** font used for poster title and section headings
- **Black** bar in the header as default between poster title and authors
- **Black** line between poster header and content
- Do not use red font (green or black only)

Images

Edges of photos should be rounded.

Reminder: 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.