**Poster Style Guide**

* Size in PowerPoint
  + Use PowerPoint Page Setup size of 56”wide x 34.5” high
* Header
  + Photo on the left of title (if required)
  + Logo (standard on the template)
    - on the right in the header
    - dynamic (can change size to fit the available space)
    - transparent background
* Titles
  + Always capitalize the first and last word in a title
  + Capitalize all the other words except for **a, an, the,** and conjunctions and prepositions of four letters or fewer
* Body
  + Three columns suggested
  + White background

|  |  |  |
| --- | --- | --- |
| **Fonts** | | |
| **Title**   * Blue\* * Bold * Centered * Calibri font size 66 – 88 | **Authors/Institutions**   * Blue\* * Centered * Calibri size 36 – 44 | **Support Number** (standard on template)   * Right justified in footer * Blue * Bold * Calibri font size 44 |
| **Subtitles**   * White on blue\* bar * Centered * Calibri font size 48 – 66 | **Text**   * Blue\* * Left justified * Calibri font size 36 – 44 | **Web address** (standard on template)   * Left justified in footer * Blue * Bold/Italic * Calibri font size 44 |
| \*Color will be standard on the template. | | |

* Printing for major meetings such as AADR, use [www.MakeSigns.com](http://www.MakeSigns.com)
  + Print 36” x 58.43” (The height is the determining number, so it should not be printed taller than 42 inches.)
  + Use wrinkle resistant fabric (suggested). (You may order a sample of each from [www.MakeSigns.com](http://www.MakeSigns.com).)
* Customizability
  + All aspects (header and footer swooshes, logo) are dynamic (i.e., they can be altered to fit one’s needs)
  + Use font size that best suits your needs with the information to be presented and the available space