**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

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| **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