Poster Presentation Guidelines

Updated Oct. 2019
Poster Design
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.

![Example Poster](image-url)
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.

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