# PowerPoint Poster Making Guide

Instructional and Brand Guidelines for Stony Brook Children's Hospital





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#### Poster Considerations

The following guide was designed to assist you with formatting and printing your poster presentation while using the system-wide brand guidelines of Stony Brook Children's Hospital.

PowerPoint templates referenced in this guide are available on Stony Brook University's Communication Toolkit <a href="http://www.stonybrook.edu/commcms/toolkit/telling\_story/presentations">http://www.stonybrook.edu/commcms/toolkit/telling\_story/presentations</a>

Note: Most instructions are for Mac users, and can be adapted for PC users. In some instances, specific instructions for both Mac and PC users are included.



#### Word Count: under 500 words

#### A poster is *not* a paper.

- A paper is constructed for independent learning.
- A poster by contrast has YOU standing next to it as its guide.
- Your entire poster should have under 500 words total.
- If your poster is clear and concise, an individual should be able to read it in under 10 minutes.
- PowerPoint was designed to project large images in a dark room. The amount of copy, images and colors that work well for slides don't necessarily work for a poster.

Always remember your target audience!



## Visual Components

#### **Every image is important.**

Images should be legible from a distance. Clean and precise images are easy to see and understand.

- Use charts, graphs and tables
  - Excel imports are common. If import problems occur, save the image in a pdf format, then import to PowerPoint.
- Use clear photographs and/or illustrations

  Cave these images in a ing. and or adf format (200 dai is recom

Save these images in a jpg, png or pdf format (300 dpi is recommended).

For best printing results, the original photograph or illustration should be 12" wide at 300 dpi. It is not recommended to enlarge these images or to download low resolution images (72 dpi) from the Internet. Visual quality will be compromised. If the image looks blurred when imported to your poster, it will print this way as well.



#### Poster Dimensions

PowerPoint templates provided are both horizontal 42" x 36" and vertical 36" x 42" orientations.

Horizontal Vertical

The paper available for printing is 42 inches.

Note: Posters more than 42 inches are considerably more expensive to print.



# Important Information about Paper Resizing

#### This template was designed to be 42" wide x 36" high.

Although not recommended, if you must increase the poster size, follow these steps:

- 1. Go to File, Page Setup, Width and Height.
- 2. Check with your printer for paper size availability and cost increase.
- 3. Change both the **Width** and **Height** to increase the paper by 5%, 10% or 15% using the specific dimensions here:

```
5% - 44.1" w x 37.8" h
10% - 46.2" w x 39.6" h
15% - 48.3" w x 41.4" h
```



**Note:** DO NOT simply change the paper size of the template, as all linked logo(s) and images will be distorted, resulting in poor branding practices.



# Layout of Poster

**Title CH Logo** Logo Author(s) (optional) Location / Institution (optional) Column 1 Column 2 Column 3 Results Conclusion Abstract Introduction Literature Cited **Chart Title**  Acknowledgements Materials and Methods



### Poster Components

**Title:** Convey the issue under study and draw passersby to your poster.

- Derive it from your hypothesis.
- Should not be greater than two lines.

**Introduction:** Use the absolute minimum amount of background information.

- Set the context of your study and draw your audience in.
- State your hypothesis clearly.
- Remember, less is more.

**Materials and Methods:** Briefly describe experimental procedures, patient population, statistical analysis, etc.

Section may be omitted if sufficient detail is included in figure/table legends.



### Poster Components

**Results:** Use tables and figures to present your findings.

 Clinical research usually begins with a flow chart describing patient recruitment and a table of demographics for subjects included in the analysis.

**Conclusions**: Restate the significant findings of your study and the relevance of the results.

Affirm or reject your original hypothesis. Discuss future directions.

Literature cited: Stick to one bibliography format for all listed references.

- Limit the bibliography to a maximum of 10 references.
- +/- Acknowledgments: Include the names of all people who helped with the work but were not included as authors.
- · List sources of funding.
- Include a conflict of interest statement.



# Getting Ready...

Draw a rough draft of your poster's components.

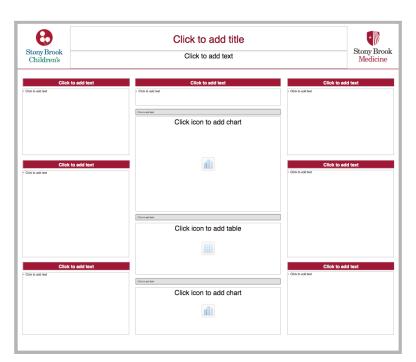




### Download a Poster Template

#### The poster template choices for Stony Brook Children's Hospital are:

SBCH 2015\_VerticalPosterTemplate.potx and SBCH 2015\_VerticalPosterTemplate.potx





### Choose a Poster Template



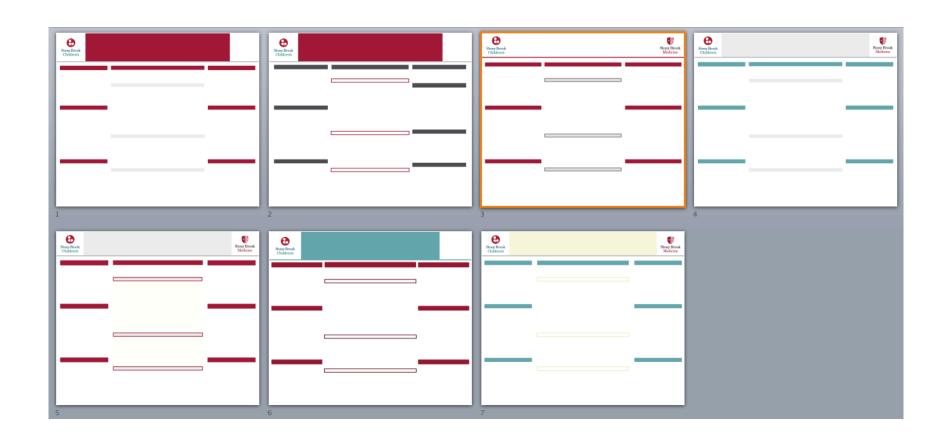
#### Choose one layout template

- Delete all remaining pages when ready.
- If you need to add a slide, in the upper left corner of the document ribbon, Go to Home, New Slide, click and hold the drop-down arrow to the right of the (New Slide) icon.

**Note:** If you do not see the icon, click on the Home tab in the ribbon.

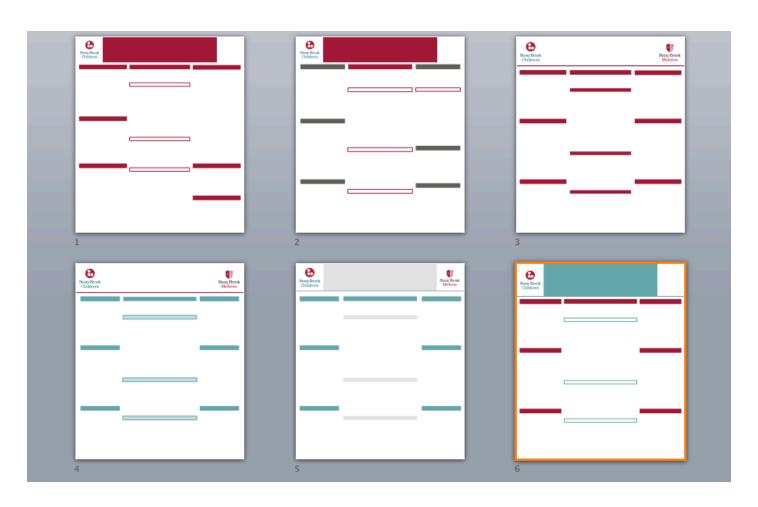


# Horizontal Poster Options





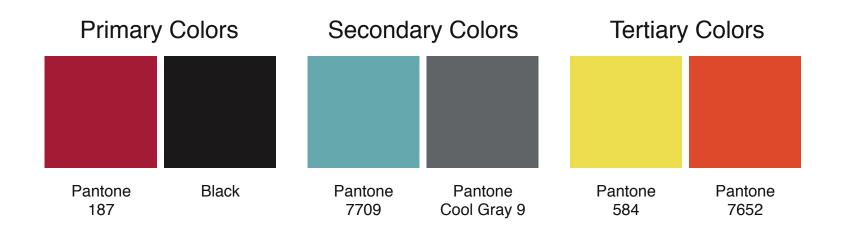
# Vertical Poster Options





#### SBCH Color Palette

Correct usage of the Stony Brook Children's Hospital Graphic Standards Color Palette is vital for brand consistency.



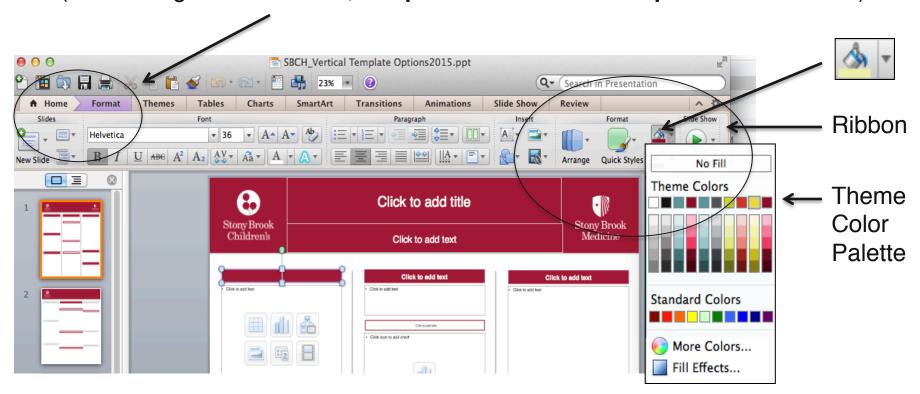
Do not recreate or add to the Theme Color Palette.





#### **SBCH Theme Colors**

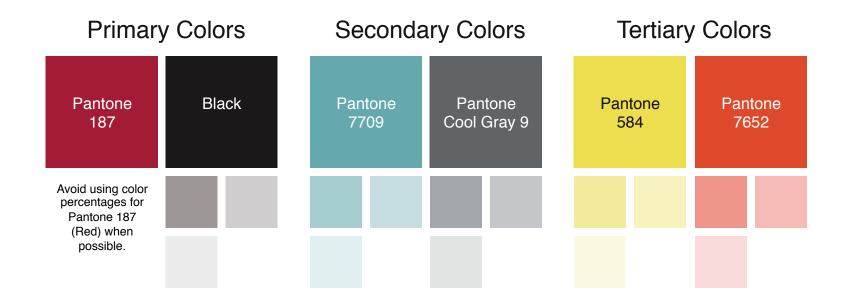
Theme Colors have been set-up for you to use within PowerPoint and Excel. Go to the Ribbon's Home Tab, Format and click on the paint bucket icon. (PC users go to Home Tab, Shape Fill and click on the paint bucket icon.)





### Theme Color Palette Percentages

You are encouraged to use the Theme Color Palette with **color percentages** for charts, graphs and tables – **not text**.

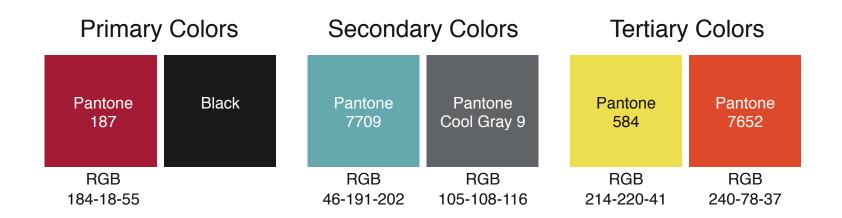


Do not recreate or add to the Theme Color Palette.



#### **RGB Color Palette**

The RGB Color Palette breakdowns listed below are for those using statistical software programs other than Excel.



#### Please note:

Use the SBCH color palette in this guide for all other software programs (Excel, PowerPoint, Word, etc.)



#### Font Recommendation

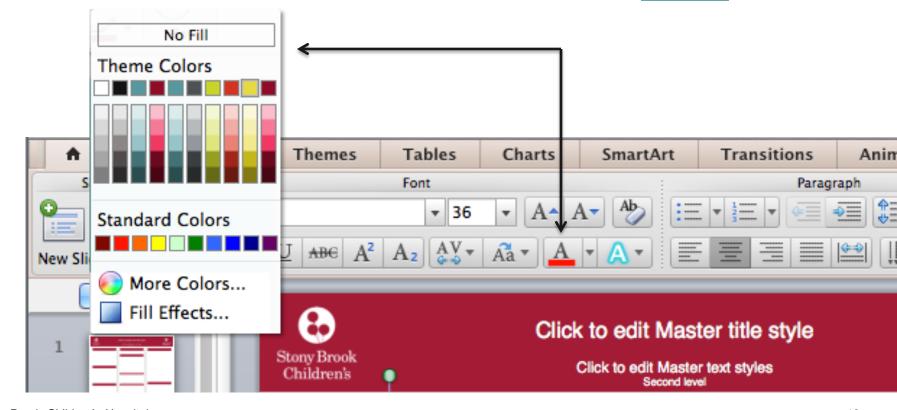
# Helvetica

(Only Helvetica)



### Font Color Options

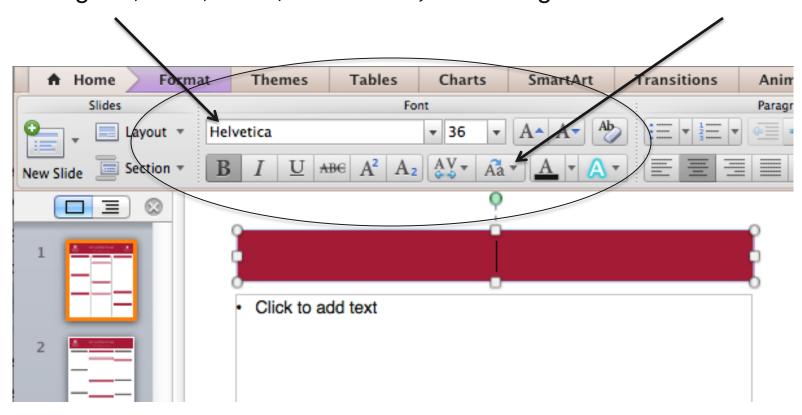
The font Helvetica color choices are: Black, Red and White. White Choose *only* from the **Theme Color Palette** options. White





#### Font: Helvetica

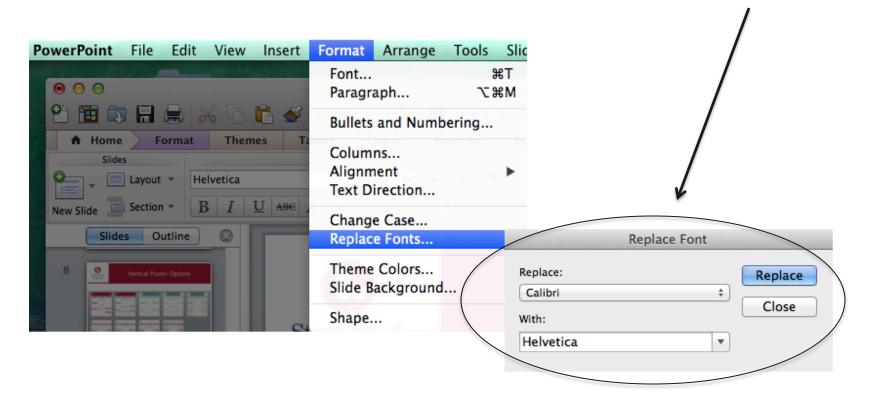
Brand consistency is key. Only use the font Helvetica. Use Regular, *Italic*, **Bold**, *Bold Italic*, CAPS regular and **CAPS BOLD**.





### Replace Fonts with Helvetica

If your PowerPoint Template does not say "Helvetica" go to: Format (drop-down menu), Replace Fonts, With: Helvetica, Replace.

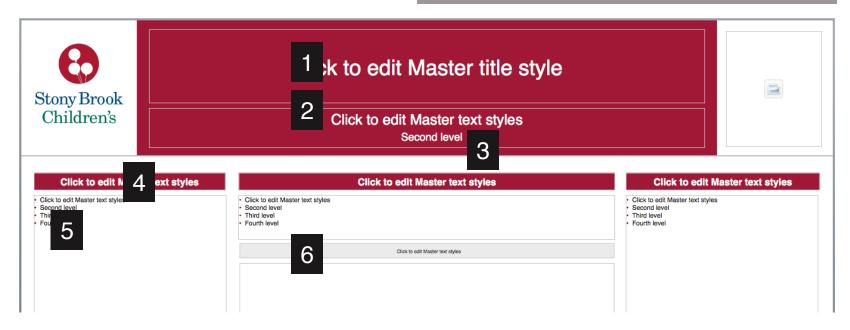




#### **Font Sizes**

- 1. Title: 80-85 point
- 2. Author(s): **50-54 point**
- 3. Locations/Institution: **36-40 point**
- 4. Sub-Headings: 36 point
- 5. Body text: 24 point
- 6. Captions: 18 point

- To be legible 14 feet use 72 pt.
- To be legible 12 feet use 60 pt.
- To be legible 10 feet use 48 pt.
- To be legible 6 feet use 30 pt.



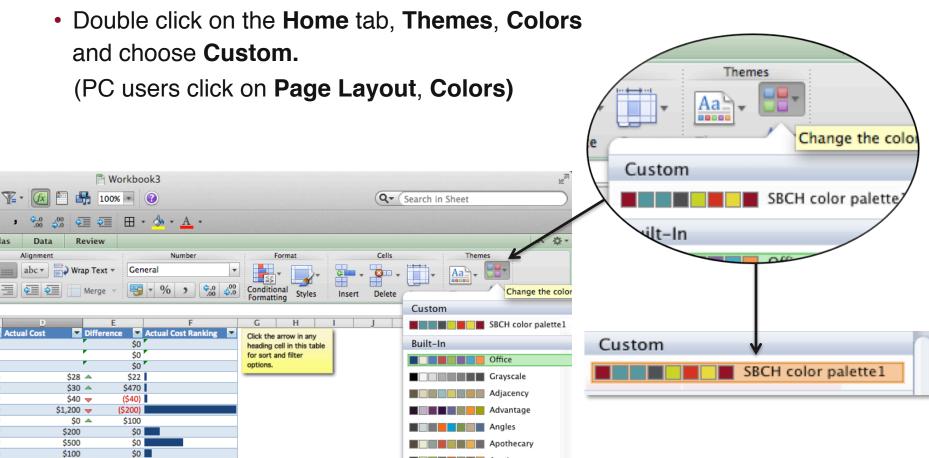


# Colors: Can you read me now?



# Working in Excel

Apply the SBCH Theme Color Palette to Excel charts, graphs and tables:





#### **Excel Reference File**

An Excel file has been supplied for reference.

File name: SBCH\_Excel Poster Sample.xlsx

Excel file example

#### **Budget Summary**

Projected Monthly Income		<b>Projected Monthly Expense</b>
Income 1	\$6,000	#REF!
Income 2	\$1,000	
Extra income	\$2,500	
Total income	\$9,500	
Actual Monthly Income		Actual Monthly Expenses
Income 1	\$5,800	#REF!
Income 2	\$2,000	
Extra income	\$1,500	
Total income	\$9,300	
Balance (income - expenses)		
Projected Balance	#REF!	
Actual Balance	#REF!	
Difference	#REF!	

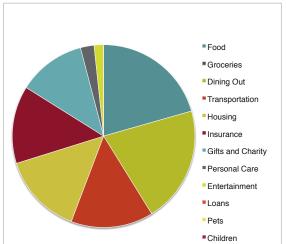
Easily apply your own colors to this template. This template is formatted using themes that enable you to apply fonts, colors and graphic formatting effects throughout the workbook with just a click.

#### Select Themes on the Home tab.

Choose the four-square icon on the right and click on **Custom SBCH color palette1.** 

#### **Expense Overview**

Values		
Budget Categories	Total Cost	% of Expense
Food	\$1,200	25.93%
Groceries	\$0	0.00%
Dining Out	\$1,200	25.93%
Transportation	\$850	18.37%
Housing	\$840	18.15%
Insurance	\$800	17.29%
Gifts and Charity	\$700	15.13%
Personal Care	\$140	3.03%
Entertainment	\$98	2.12%
Loans		0.00%
Pets		0.00%
Children		0.00%
Taxes		0.00%
Savings or Investments		0.00%
Grand Total	\$4,628	100.00%



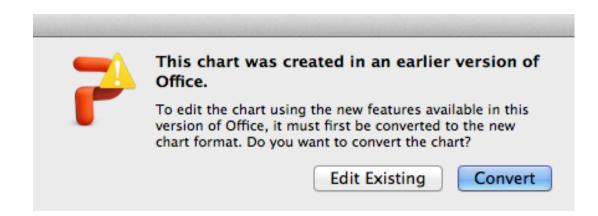


### Edit Charts, Graphs and Tables

You can adapt the color and font format theme within PowerPoint for your Excel charts, graphs and tables.

#### There are two options:

- Double click on the Chart, Graph or Table
- Choose Edit Existing or Convert



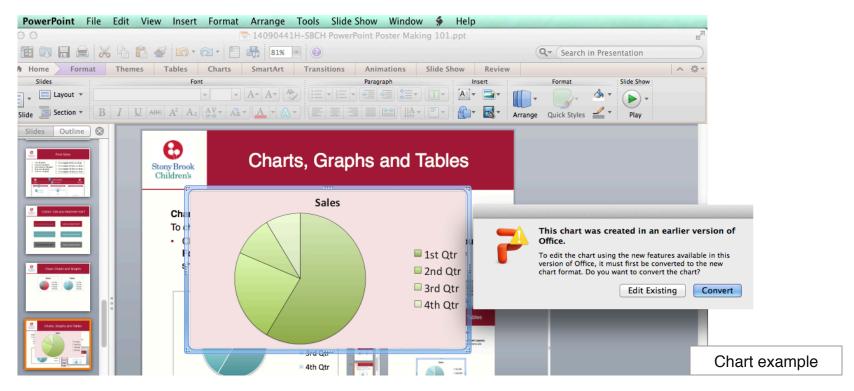


## What is Edit Existing and Convert?

Edit Existing: Allows you to modify an original Excel file.

Convert: Allows you to convert the original Excel file to

PowerPoint's theme and color palette options.

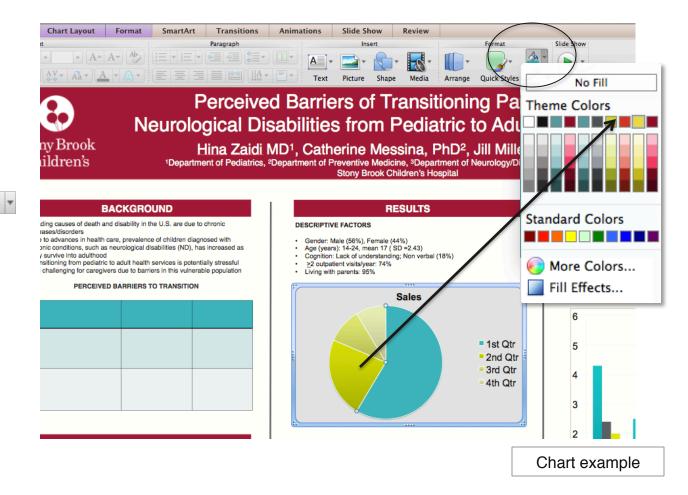




## Convert Images with Fill Color

# Custom color "Converted" images:

- Click on the inner image. The section will be highlighted.
- Go to Fill Color (paint bucket icon).
- Choose an Accent Color from the Theme Colors palette.

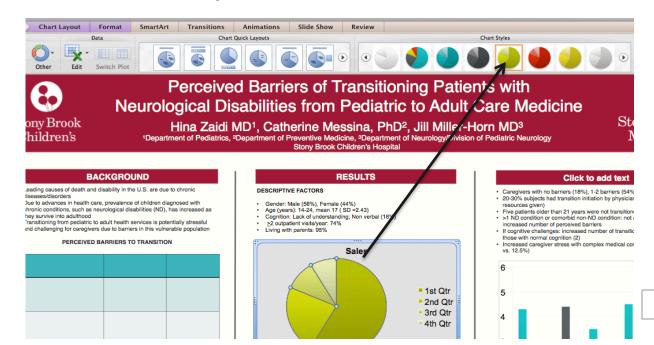




### Convert Images with Chart Styles

#### Custom color "Converted" images:

- Click on the graph. The section will be highlighted.
- Go to Chart Layout, Format, Chart Styles.
- Choose a chart style from the SBCH Theme Color Palette.



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Chart example



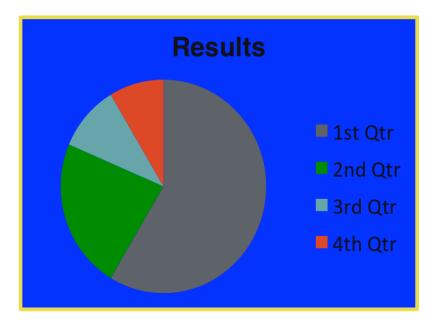
#### Charts

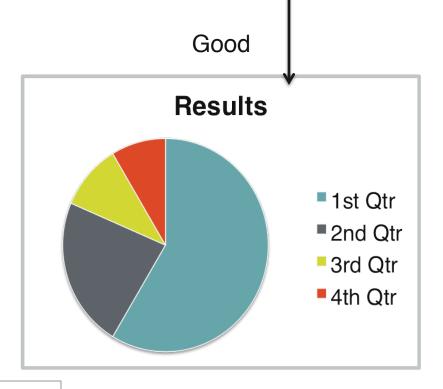
#### Charts should be LARGE and as simple as possible.

Always use a 3 point, gray rule outer box with a white background.

Use black text.

Bad





30

Chart example



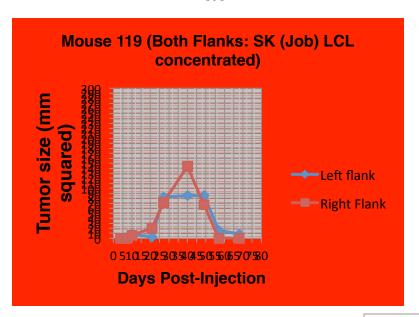
### Graphs

#### Graphs should be LARGE and as simple as possible.

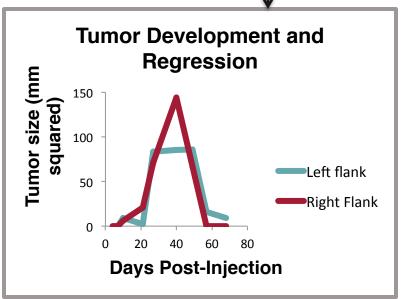
Always use a 3 point, gray rule outer box with a white background.

Use black text.

Bad







Graph example



### Figures

Be sure to include a brief caption for your figures, and explicitly refer to the figure in the text.

- When adding an image to your poster, use a
   3 point, gray rule border with a white background.
   This will give the image a clean "framed" look.
- All text associated with a figure image must be in black.

Black text within figures reads best from a distance.



### How to Crop an Image

Using the crop tool will *not* distort (stretch or elongate) your image.

Highlight the image, go to the Ribbon area, Format Picture, Crop.

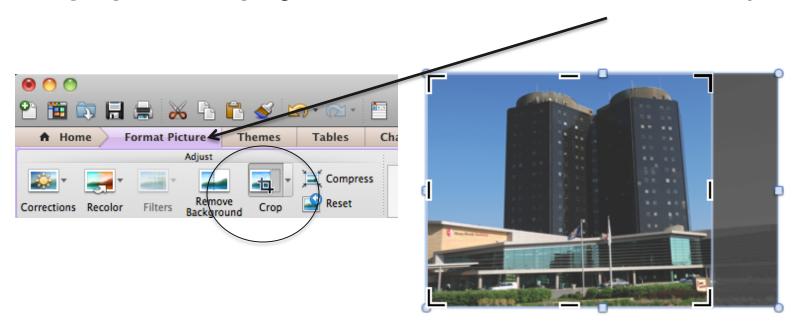
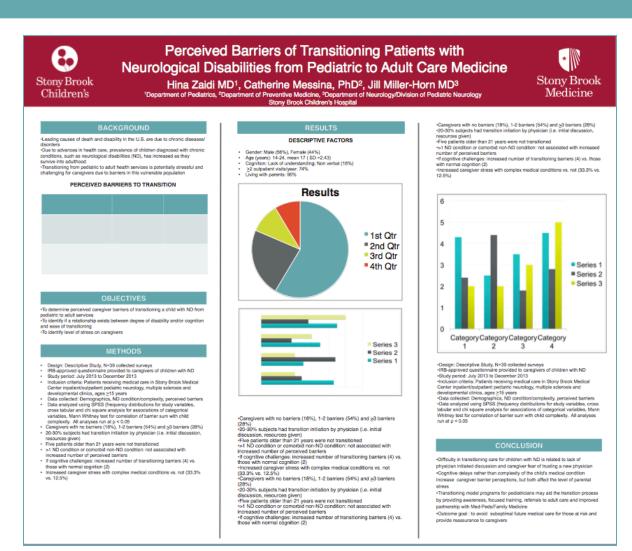


Photo example



#### The Good



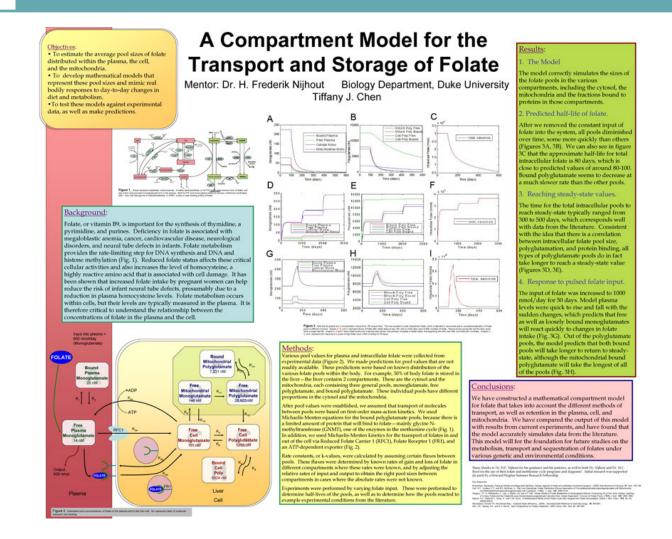


# The Bad





## The Ugly





# Getting Your Poster Printed

#### Take your poster on a flash drive. A staff member will review your poster with you.

#### **Hospital Print Shop**

Located in Health Sciences Level 1, Room 075 (631) 444-2642

Joseph.Longo@stonybrookmedicine.edu or Justin.Spero@stonybrookmedicine.edu Time Frame: Generally within 24 Hours

#### **Medical Graphics/Media Services**

Located in Health Sciences Library Level 3, Room 151 (631) 444-3233 Stuart.Suchit@stonybrook.edu

Time frame: 1½ to 2 weeks



### Helpful Websites

http://www.makesigns.com/tutorials/

http://www.makesigns.com/SciPosters\_Templates.aspx

www.youtube.com/watch?
feature=player\_embedded&v=2Pm70xwlvL0

http://tltmedia.cc.stonybrook.edu/poster

