St George's
University of London

Producing posters in powerpoint in conjunction with the new corporate identity

The poster templates provided are designed in accordance with the new corporate identity of St George's University of London. Please refer to guidelines on new corporate identity which can be downloaded as a pdf file from the intranet site. It should be adhered to at all times. There are two designs formatted in both landscape and portrait at A0 (85 x1189 cm). The templates are based on posters deigned by Media services in order to keep a corporate look at all conferences etc. The templates are designed for both PC and Mac users.

It is hoped that the templates will make life easier for all concerned, however, if you experience any problems either using the templates or getting your copy to fit in the available space, please contact Duncan Larkin on extn 2603 or email slide@sgul.ac.uk

Preparation:

Plan the contents of your poster; Find out the allocation of space for your poster. There are no real standard sizes although A0 seems to be a common format (85mm x 1189mm) either landscape or portrait. Try and use images to portray key points, keep text to a minimum.

Page set up

Go to file file – slide set up and use custom setting :

A0 – 841 x 1189mm   33" x 46"
A1 – 594 x 841mm   23" x 33"
A2 – 420 x 594mm   16" x 23"
A3 – 297x420mm   11" x 16"
A4 – 210 x 297mm   8" x 11"

Layout and design

Use separate text boxes for different sections on a poster (this makes it easier to move them around and resize accordingly). It is best to use a 3 column format for Landscape and a 2 column format for portrait poster. It is best to avoid using solid background colours, as these take longer to print and dry. The templates have either a white background or a light blue

suggested fonts

Arial
Helvetica
Franklin Gothic (School users)
Frutiger (NHS users)

Point sizes

12
18
24
36
48
72

Text

use standard fonts, preferably Arial/Helvetica (sans serif). Body text should be a minimum of 24pt, sub headings should be between 50 – 60 pt. Main title should 80+.

Avoid the following

AVOID TYPING IN CAPITAL LETTERS AS THIS IS   HARDER   ON   THE   EYE.

Underlining and shadowed text.

text rotation as this can cause problems in printing and reading.

Graphs and charts

There are a number of different graph plotting application. Most packages allow for the exporting of graphs in a suitable format eg. eps, tiff PICT. Powerpoint has it's own graph plotting facility which is OK for simple pie charts etc, but not very scientific. Cricket graph is a good choice and works well between other graphic applications. Graphs and charts just pasted into powerpoint often omit when printed. It is best to embed them. Go to file – insert picture

Colour

Powerpoint does not have a colour management system, which causes problems in colour matching. What you see on your screen is not necessarily what you will get on the final print. Many different elements affect colour: monitor settings; room temperature; software packages; RIP's; etc. Avoid using saturated colours for backgrounds, use pastel colours that contrast well.

Images

It is important to use images where possible in order to make your poster presentation more eye catching. It is best to carry out image manipulation in Adobe photoshop and save the file as a tiff/jpeg or eps file format to import into powerpoint.

Resolution of images is the key to good quality images. Avoid using images downloaded off the web as they tend to be low res (72 dpi) and will not print very well. It is best to scan your image to the final size it will appear on your poster. Scanning at approx 300dpi is generally a good all round benchmark for images at actual size. If you create your page set up at A3 it will be enlarged by 280% to achieve A0, so image resolution needs to be adequate enough to allow for resizing. High resolution images will cause memory problems and may result in your poster not printing. Please supply images on disc as well as your powerpoint presentation

Proofs

We recomend that a proof print should be requested when printing from customers on files. This is to avoid unnecessary costs in reprinting. It enables the customer to check that all images are in the correct position and that the poster is as it should be. The proof are printed at A3 size on the poster printer (HP designjet 1055cm) and are charged at £10.

Cost

Poster printing from disc:
A0   £55 +VAT (£50 for med sch codes)
A1   £25 +VAT (£20 for med sch codes)
A2   £12 +VAT (£12 for med sch codes)
Larger posters can be produced, prices can be obtained on request.

Lamination

Posters can be laminated, although this is not considered necessary as all posters are printed on 200 gsm high gloss photo base paper. The cost for an A0 poster laminated is £15.00 + VAT

Transporting files to us….

There are several media that can be used to transport files, floppy disc, zip disc; CD; USB stick or via email. It is worth remembering that floppy's can only hold 1.2mb, so unless your poster contains no images and is just text it will just about fit. It is best to put onto a zip disc or CD as email can have restrictions on file size. However, if you do email the file please send it to slide@sghms.ac.uk with your contact details and charge code. Please supply us with an A4 proof, as we need to cross reference in case of bullet points changing; images not printing etc.

Other packages to consider: (the same guidelines apply to these packages.)

QuarkXpress:
The most versatile page layout package available. This has become industry standard throughout the graphics world, alas it is also the most expensive retailing at approx £700.

Adobe INDesign

Adobe Pagemaker:

Macromedia Freehand:

Adobe Illustrator:

Packages to avoid:
Microsoft Word: We do not support large format printing from word documents!

Finally:

Please allow 48hrs notice for us to output your file. It is strongly advised to have a proof print, to check that all images have printed. We cannot be held responsible for final output results if these guidelines are not carried out. An additional charge will be made to reprint incorrect posters at the same rate as original poster. Please allow another 24 hrs if you need your poster laminated. Please contact the graphics unit on ext 2603 for any further help and advice.