How-To and Guidelines for Creating a Large-Scale Poster

Please use this as a guide when creating large-scale posters (larger than 11 X 17) for conferences, particularly the Saint Xavier University Research Expo. It is important to note a template poster design in PowerPoint is available (including the appropriate sizing, approved-University colors and logo) by emailing urprojects@sxu.edu.
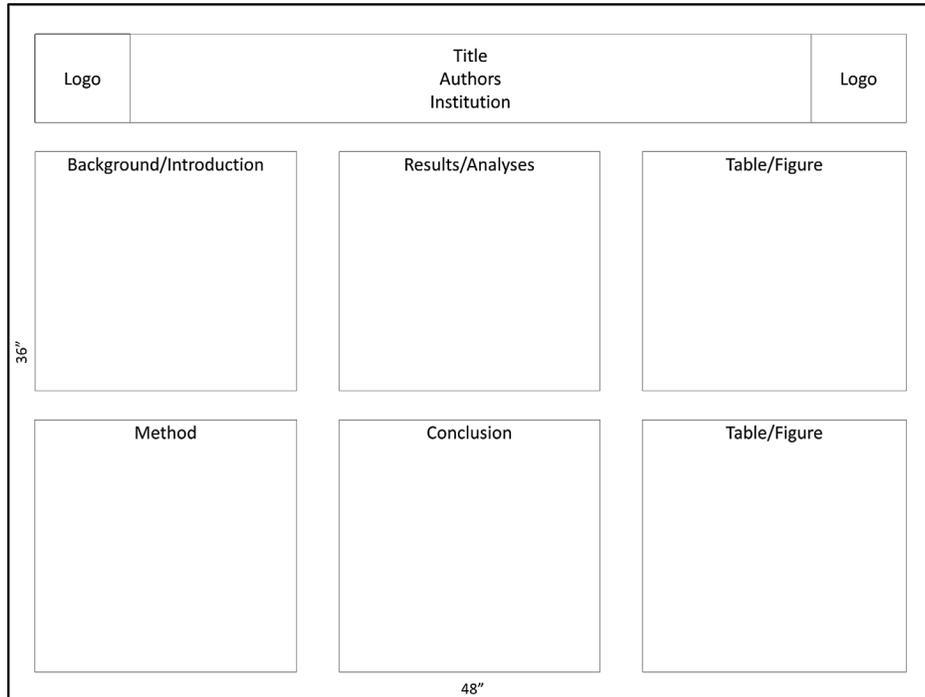
(1) Create your poster in PowerPoint.
- First and foremost, you will want to adjust the size. To do this in PowerPoint, click the "Design" tab at the top, then "Slide Size," and then "Custom Slide Size" to input your size settings.
- When your design is completed, save it, but you may need to convert it into a PDF for printing; please select "File" and "Save As Adobe PDF."

(2) Layout
- Please include the title, authors and affiliation, as well as:
  - For empirical work: introduction/background, method, analyses and results, figures and/or tables, and conclusion
    - The *introduction/background section* should provide the "big picture" context for what you're doing, why you're doing it, and your hypotheses, if not also background literature and theory.
    - The *method section* should include study information, which should entail sample, design, measurement information and experimental manipulations.
    - The *analyses and results section* should include analyses performed and results. This typically includes statistics, or at least, *p*-values and effect sizes.
    - The *conclusion section* should summarize the results in the context of the "big picture" meaning and include implications for theory, practical implications or future directions.
    - Please include figures and/or tables where applicable.
  - For non-empirical work: introduction, arguments/support, conclusion and visuals

- The *introduction/background section* should identify the dominant threads in the critical reception/literature review.
- The *arguments/support section* should indicate the extent to which the current argument charts new ground for analysis.
- The *conclusion section* should indicate the implications for this original approach and/or point to areas for further inquiry.

– **Sample Layout:**

Logo	Title Authors Institution	Logo

Background/Introduction	Results/Analyses	Table/Figure

Method	Conclusion	Table/Figure

(36" height, 48" width)

(3) Use minimal text.
– Use bullet points and phrases rather than sentences and paragraphs whenever possible.

(4) Sizes
– Keep a 1" margin around the poster.
– Use at least a 54-point font for headers and 36-point font for the body of the text.

(5) Colors and Logos.
– If you are representing an institution (e.g., a university):
  o Be sure to adhere to their style guidelines (e.g., see SXU's Graphic Standards Style Guide at https://www.sxu.edu/web/style-guides.asp).
  o It's customary to use your institution's colors to accent your poster. Here are the appropriate colors for the University and its proper RGB codes:

SXU RED
PMS 201
C=0 M=100 Y=63 K=29
R=157 G=34 B=53

SXU GRAY
PMS Cool Gray 9
C=0 M=0 Y=0 K=51
R=117 G=120 B=123

BLACK
C=0 M=0 Y=0 K=100
R=0 G=0 B=0

RED ACCENT
PMS 195
C=0 M=100 Y=60 K=55
R=120 G=47 B=64

YELLOW ACCENT
PMS 143
C=0 M=35 Y=85 K=0
R=241 G=180 B=52

GOLD ACCENT
PMS 1245
C=0 M=28 Y=100 K=18
R=198 G=146 B=20

TEAL ACCENT
PMS 323
C=100 M=0 Y=38 K=47
R=0 G=95 B=97

DARK TEAL ACCENT
PMS 560
C=80 M=0 Y=63 K=75
R=29 G=60 B=52

DARK GRAY ACCENT
PMS 425
C=0 M=0 Y=0 K=77
R=84 G=88 B=89

DARK GRAY ACCENT
PMS COOL GRAY 4
C=0 M=0 Y=0 K=24
R=187 G=188 B=188

DARK GRAY ACCENT
PMS COOL GRAY 1
C=0 M=0 Y=0 K=6
R=217 G=217 B=214

- o It's common to use your institution's logo but it must be approved by University Relations prior to printing by emailing your completed poster to urprojects@sxu.edu.
- – Some printing services might prefer posters to be primarily white with color accents rather than dark backgrounds to preserve ink, so it can be a good idea to check before printing.
- – Some printing services may also require permission from the institution to print anything with the institution's logo. For the SXU logo, please work with University Relations at urprojects@sxu.edu to appropriately obtain permission.