A Brief Guide to Successful Poster Production

It takes 2 clear working days to print from correctly formatted files but is best to allow as much time as possible. Please supply an A4 or A3 proof or create a high quality PDF to supply with your original file. When emailing, the PDF acts as a proof and we may need to print from this file - please ensure it is correct.

For laminated files please allow an extra 2 days (4 clear working days in total).

Call us on 0207 679 (4) 6669 or email pic3@ucl.ac.uk

This guide will cover:

1. Preparation
-Applications
-Design & Layout Tips
-Size Guide

2. UCL Corporate Identity in brief
- UCL Logo & Headers
- Colours
- Font
- Font Size

- Style Tips

3. Graphs, Charts, Equations & Tables

4. Images

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1. Preparation

ALWAYS MAKE SURE YOUR POSTER CONFORMS TO ANY GUIDELINES SUPPLIED BY THE CONFERENCE ORGANISERS.

Applications: We have Microsoft PowerPoint 2003, 2007, 2010 (PC) 2008 & 2011 (Mac); CS3, CS4 & CS5 Adobe Illustrator & InDesign and can run these from Mac or PC platforms.

Save Illustrator or InDesign files as EPS or PDF. Please embed the images or put them in the same folder as the document. You will also need to outline the fonts (select all and create outlines from the text menu, **save with a different file name as you cannot edit text once it has been outlined.**) Save as an EPS file. Please also save the output colours as RGB.

If you are using any other program to create your poster please save it as high quality PDF. It is advisable to do this for other programs as well as it avoids some of the most common text and formatting problems.

Please note this is a bureau service although we do try to check and anticipate for formatting errors when possible.

Design & Layout Tips:

- Start planning your poster early even if all the material is not available.

- Posters have the greatest impact if images are used to portray the key points and text is kept to a minimum. The main body of the poster should be at eye level.

- **Size Guide**: Make sure your poster size complies with the conference organiser's size and orientation specifications

- As a rough guide the number of columns used depends of the size of poster required. If using an A0 landscape poster it is suggested that 3 to 4 columns are used. For an A0 portrait, 2 columns are normally appropriate for displaying information.

- Use separate text boxes for different sections; it is easier to move them around and to size according to the available space.

- For aesthetic and practical reasons contents should not be placed right to the edge of your poster: Leave **at least** a 1cm border between your contents and the edge of the poster (not including the UCL banner which should go to the very edge). This allows a margin when trimming.

2. UCL Corporate Identity in brief

STYLE GUIDE: http://www.ucl.ac.uk/corporate-identity/StyleguideFINAL

UCL Logo & Headers:

- The UCL header must be used at the top of the poster and no distortion is permitted. Templates can be download from our website- just click the Templates link from www.ucl.ac.uk/posters

- Title text must be left aligned and only centred if a poster number is being used.

Colours:

- UCL colours must be used- See pages 21- 26 of the Style Guide

- A single image maybe used as a background (but ensure it is of a high resolution).

- Graduations are not particularly practical- there is always a point where you need to reverse the colour of the text to background for legibility. If graduations are used- keep contrasts to a minimum.

- Do not use transparencies in PowerPoint as they do not print well. It is best to leave fill colours at 100% and choose light and pastel colours instead.

- Keep background colours light and pastel. Saturated and darker colours are fine for small amounts of text and **reversing out** but should be used sparingly.

Fonts:

The use of fonts for the new UCL identity can be found on pages 19 & 20 of the UCL Style Guide http://www.ucl.ac.uk/corporate-identity/StyleguideFINAL

Primary Font- Arial: Light, Regular, Medium, Bold, Extra Bold & Black

Secondary Font- Garamond Regular, Semi-bold & Bold may be used in text intensive or complex posters.

Font Size:

24 point for the main body and 72 point for the header is suggested. Increase text size if appropriate.

Style Tips:
- Avoid shadowed or outlined text and never use underlining.
- Italic lettering may only be used when absolutely necessary, e.g. when writing Latin or words in a foreign language.

- Do not use all capital letters anywhere except headings.
- Keep text horizontal.

3. Graphs, Charts, Equations & Tables

Graphs & Charts:
There are a number of applications that graphs and charts can be generated in which can be copied and pasted from; but there are also specialist programs being used in the College that can be problematic.

For most purposes it is safest to use Excel which can be copied and pasted into many applications.

Check when the image is imported that it enlarges on screen correctly and the text looks correct. If it looks wrong or 'bit-mapped' on screen it will look even worse when printed. Be careful not to distort the image when resizing. To avoid distortion use the corner handles to resize.

Use 3D effects sparingly: in most circumstances greater clarity is achieved using 2D.

Equations:
The equation creator in Word and PowerPoint does not always work when printed so they need to be saved as a TIF, JPG or WMF file and inserted from a file.

Tables:
Create tables in PowerPoint using the table tool or use multiple text boxes for the different elements of the table, align them using the appropriate tool and add lines. Tables imported from Word are cumbersome to manipulate

4. Images

For most purposes an image will have to be scanned at 300-400dpi (based on being used 1:1 size within the poster). Scan carefully and crop accurately. Final image resolution should not drop below 200dpi to stop extreme loss of quality.

5. Lamination

Extra protection may be gained by lamination. We use matt lamination as it is not as reflective but we can gloss laminate if requested.

Please allow 2 extra days on top of the printing time for laminated posters.

6. Quick PowerPoint Tips

Page Set-up

- Go to file – slide set-up and select the orientation (portrait or landscape). Then use the custom size setting.
- Set the final size or a proportioned reduction of it.

Layout & Design Tips

- Use separate text boxes for different sections- It is easier to move sections around, size and format them.

- Turn off the snap-to-grid feature once text boxes are aligned properly. This allows for finer movement of graphics and other items.

- Ensure all the text boxes and graphics stay within the page – You can copy any existing text (for example from a Word document) and paste into text boxes.

Images

- TIFF and JPG files give the best results (leave JPG files at the largest (ie maximum file, minimum compression).

- Do all image work out of PowerPoint, text can be added in PowerPoint.

- Background texture effects are possible but do not always work. If you want to use a background image insert in into the master slide or sent it to the back of your main page. Make sure it is a high resolution.

- Do not copy and paste images from Word- use the originating file.

Tables

- Create your table in PowerPoint. Do not use tables imported from Word.

- For tables that are typed directly into a text box in PowerPoint, use tabs set on the text ruler. Do not use the space bar to line up columns within tables- use the left, right, decimal and centre tabs.

Colour

- Keep backgrounds light and pastel.

- It is best not to use graduations.

- Semi-transparencies do not work well for printing. Keep colours at 100% and use paler colours.

- Avoid using PowerPoint general templates..
  NB: If you use the templates that are on the website please note that the dotted lines are there for general guidance only. Everything on the file will print so it is important to remove any unnecessary wording or lines.

- You may wish to put colour behind your text. If this is requires in can be done in two ways:

1. Create your text file then file in the background with colour. You will note that the text is very close to the edge of the box- to adjust his go to "format text box" and enter appropriate margins.
2. Create text box and use 'no fill' for the background colour. Create a rectangle box and fill it with the desired colour. Bring it the text box to the front and place it over the filled box you have created. Align and group as appropriate.