Creating Research Posters

You have something important to say. Don’t let your message get lost in an unsightly presentation. Instead, harness the power of Ohio State’s visual identity. Clean, simple, powerful. Ohio State has a depth and breadth of expertise and talent, and you are part of that. When you use the Ohio State identity, you set yourself apart from other presenters and you tap into the equity of The Ohio State University.

Research is integral to Ohio State’s land grant mission. It is an essential component of the university’s goal of educating the next generation and solving some of the world’s most pressing issues. When research innovation happens on our campus, we want the world to know that Ohio State was a driving force behind these breakthroughs.

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**Title of the Research Study**

Presenter name, Associates and Collaborators

**INTRODUCTION**

The sample template is in the most common poster size (48” x 36”) and orientation (portrait). Check with the conference organizers for specific conference requirements regarding exact poster dimensions.

**Writing Style**

The writing style for scientific posters should match the guidelines for the university. Use the Editorial Style Guide at [http://go.osu.edu/Vrhi](http://go.osu.edu/Vrhi) for general guidance with academic titles, names of campus buildings, the correct use of common abbreviations, dates, and punctuation. For specific content, use active voice, and avoid using passive voice. It’s essential to explain what you did, why you did it, and what the results mean.

Copyright and Intellectual Property Guidelines

In today’s world, just about everything is copyrighted, whether it carries the copyright symbol © or not. Moreover, under today’s law, materials are protected by copyright even as they are completed. Copyright applies broadly to all creative pieces whether written on paper, sculpted in stone, found in cyberspace or created on videotape. Please visit [http://go.osu.edu/Vrhi](http://go.osu.edu/Vrhi) for more information.

**AIM**

How to use this template

Highlight this text and replace it with new text from a Microsoft Word document or other text-editing program. The text size for body copy and headings and the typeface have been set for you. The text boxes and photo boxes have been set for you. The text boxes and photo boxes should remain.

**METHODS**

Text

Be sure to spell check all text and have trusted colleagues proofread the poster. In general, authors should:

- Use the active tense
- Simplify text by using bullet points
- Use colored graphs and charts
- Use bold to provide emphasis, avoid caps and underlining
- Avoid long numerical tables

Authors should re-write their paper so that it is suitable for the brevity of the poster format. Respect your audience. As a general rule, less is more. Use a generous amount of space. Respect your audience. As a general rule, less is more. Use a generous amount of space.

**RESULTS**

Images

Images must be 72 to 100 dpi in their final size, or use a rule of thumb of 2 to 4 megabytes of uncompressed info per square foot of image. For instance, a 3x5 photo that will be 6x10 in size on the final poster should be scanned at 200 dpi. We prefer that you report it or copy images into PowerPoint. Generally, if you double click on an image to open it in Microsoft Power Editor, and it tells you the image is too large, then it is too large for PowerPoint to handle. We find that images 1200x1600 pixels or smaller work very well. Very large images may show on your screen but PowerPoint cannot handle them.

**CONCLUSIONS**

We have created this template with scientific researchers in mind. We encourage any comments or suggestions so that we can continue to update and improve this template.

**REFERENCES**

Include at least three references: one peer-reviewed article, journal or book; one book chapter or technical report; and one newspaper article or magazine story. If you use a website, be sure to check the date of the information and provide the date of access. E-mail [brower.333@osu.edu](mailto:brower.333@osu.edu) with suggestions.

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**SAMPLE POSTER TEMPLATE**

[Sample research poster template.]
Research posters are one way we can ensure that Ohio State’s innovative role is at the forefront of any advancement. While the accomplishment is the most important part of the message, it’s also necessary to have a properly branded image that accurately reflects the academic excellence and professionalism inherent in the work. The easy-to-use poster templates are available on the brand site (cfaes.osu.edu/brand/research-poster-templates) and can be customized to your area of focus. They include the university’s minimum branding requirements, and are available in the most popular sizes and configurations. You should always check with your conference or event organizers for specific requirements.

- **Our logo likes its space** - Make sure you leave at least one block O’s width of clear space on all sides of the logo.

  ![Correct proportions](image)

- **Don’t change the proportions of the logo. Place the logo in your document and then drag the corner while holding down the shift key to keep the image from stretching.**

  ![Incorrect. Logo has been stretched horizontally and is too wide.](image)

  ![Incorrect. Logo has been stretched vertically and is too tall.](image)

- **Don’t use old logos on your posters. They are no longer supported.**

  ![Incorrect logos](image)

- **Use our college logo if the work is only in our college. Don’t use two university/college logos on a single piece. If you are working in collaboration with another college, you can use the university logo and list out both colleges. Typically, the logo runs in the bottom left and the college names in the bottom right.**

  ![University logo with college names](image)

- **Use a scarlet band at the top to identify OARDC or Extension. Type the name in all caps, with the text in white i.e., OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER. No “The” in front of the name. If your piece is black and white, the band can be black.**

  ![Scarlet band](image)

- **Scarlet and gray are our signature colors by which our audiences identify us as Ohio State. Incorporate them into your materials to tap into that powerful recognition and connect with our brand. To ensure consistency and protect our signature colors, be sure to use the proper specifications and not just the default red in your program. Get the formulas on the brand site: cfaes.osu.edu/brand/color.**

  ![Signature colors](image)

- **Use a png version of the logo if you’re going to be placing it on a colored background. The logo should never appear with a white box around it.**

  ![Logo on colored background](image)

Questions? Comments? Email Kim Brown at brown.3384@osu.edu.