USC Dornsife
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College of Letters, Arts and Sciences
Spatial Sciences Institute

Design Guidelines for Creating Posters or Maps as a
Spatial Sciences Institute Representative

Purpose:
When you create posters or maps for a conference or presentation, you are representing the USC Spatial Sciences Institute, the USC Dornsife College of Letters, Arts and Sciences, and the University of Southern California. The University and Dornsife College have specific graphic design requirements as to the use of colors, fonts, and use and spacing of formal and informal USC logos and wordmarks. Official USC Graphic Style Guides: IntroducingtheUSCGraphicIdentity.pdf; Dornsife_Style_Guide_September_2013.pdf.

The Spatial Sciences Institute has assembled images and these instructions for their placement so that your posters and maps will comply with these graphic requirements and present a unified "look" for work from the Spatial Sciences Institute.

Size Choices:
A common size for conference poster or map presentations is 3' x 4' landscape format. This equals a width of 48".

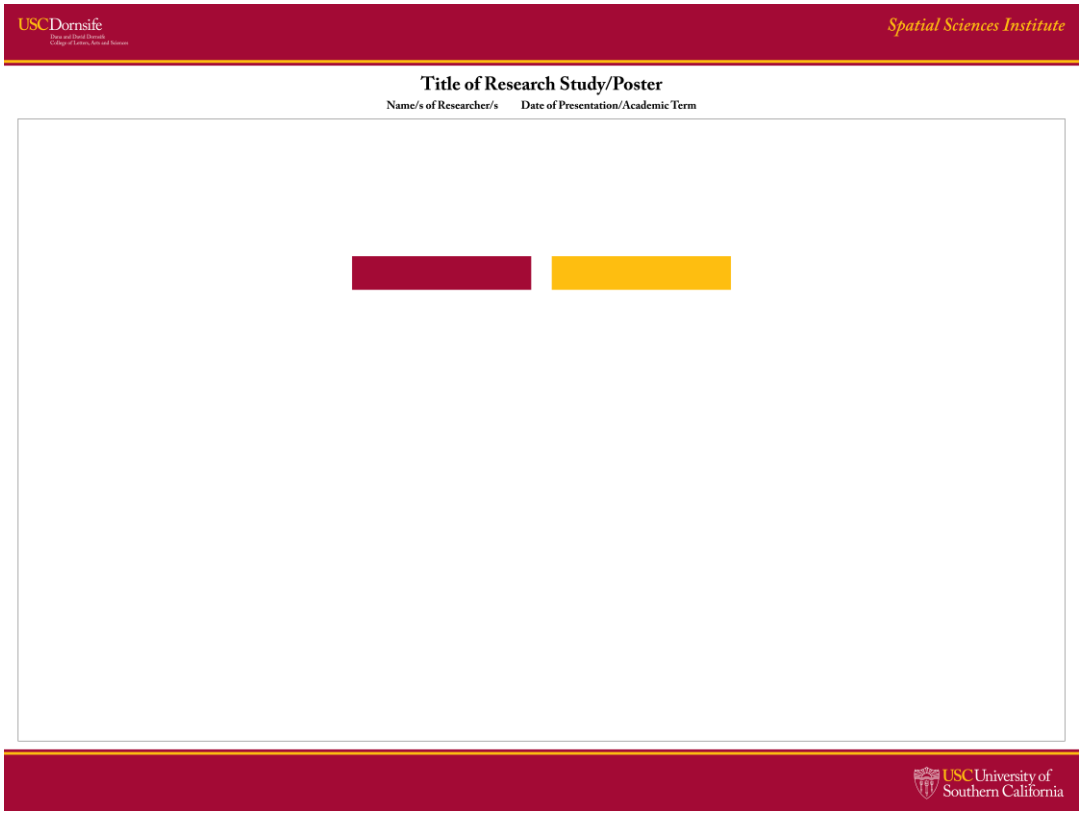
Other options are 3' x 4' portrait format or 2' x 3' landscape format. Posters printed onto canvas are often 2' x 3' landscape format. These dimensions equal a width of 36".

To Create a 3' x 4' Landscape Format (48" width) You will need these files:
SSI_MapPoster_48W_GoldOnCard_UpperBannerStrip_031616_Final.tif;
SSI_MapPoster_48W_GoldOnCard_LowerBannerStrip_110215_Final.tif;
SSI_MapPoster_48W_GoldOnCard_UpperLowerStripBanners_031616_Final.pdf.

To Create a 3' x 4' Portrait Format OR 2' x 3' Landscape Format (36" width) You will need these files:
SSI_MapPoster_36W_GoldOnCard_UpperBannerStrip_031616_Final.tif;
SSI_MapPoster_36W_GoldOnCard_LowerBannerStrip_110215_Final.tif;
SSI_MapPoster_36W_GoldOnCard_UpperLowerStripBanners_031616_Final.pdf.

What are these?
These files give you two "banners" or "strips" for the upper and lower edges of your presentation-size (either 48" or 36" wide) poster or map. Depending upon the program you are using (e.g., Esri ArcMap, Adobe Illustrator or InDesign, Microsoft Word or PowerPoint, or a Google product), you have the choice of using either the individual **TIFF** (.tif) format or the **PDF** set. TIFF is a high-resolution graphics format that retains its quality when used with most software programs. The PDF set can be used with an Adobe product or when inserting an Object vs. a Picture. Typically, you will use the "Insert>Picture" or "File>Place" commands to place them into your file.

Place the "strips" in your file so that it looks like this:



[N.B.: This example above is provided for your reference. Please do not use this image for your poster or map.]

Content area: Allow 2.75" + 2.75" = 5.5" for the two strips, and about 2.5" for required text.

3' x 4' landscape-format: you will have the maximum dimensions of **48" x 28"** for your content.

3' x 4' portrait-format: you will have the maximum dimensions of **36" x 40"** for your content.

2' x 3' landscape-format: you will have the maximum dimensions of **36" x 16"** for your content.

Required Title Bar:
Below upper banner, enter **Title of Research Study/Poster/Map** (~60 pt. bold), **Name/s of Researcher/s** (~36 pt. bold) and **Date/Term**. The preferred font for this title bar is the official USC **Adobe Caslon Pro** serif font. USC does not provide this font for free for faculty, students or staff, but you may purchase a limited license (or the complete font) by following the link on this page: http://identity.usc.edu/print/typefaces/. In the alternative, please use Cambria or Times New Roman.

Acknowledgements:
Logos related to funding sources, partners, publications, presentation venues, etc. may be placed within lower banner. Starting from left, 0.625" in from edge, align with USC Dornsife logo above on upper strip and USC Shield/Wordmark at right on lower strip. Maximum 1.5" height.

Colors:
USC Cardinal and **USC Gold** are the specific official colors. Pantone colors are unlikely to be used for posters. Use CMYK colors for printing: USC Cardinal = C7, M100, Y65, K32; USC Gold = C0, M27, Y100, K0. If you see references to RGB or Hex colors, these are generated for use on screens, and are not typically for printing posters or maps.