

# POSTER PREPARATION GUIDELINES

**! Printed posters must be mounted on a PVC(Dekota Levha) foam board.!**

## FORMAT & DESIGN

### 1. POSTER DIMENSIONS:

60 cm (width) × 80 cm (height)

Portrait orientation

### 2. LOGO:

The English version of the SSUA logo must be included.

Place it at the top-left corner of the poster.

You can download the official English version of the ASBU logo in various formats (JPG, PNG) from the university's website:

<https://www.asbu.edu.tr/en/our-logo>

### 3. TITLE OF THE STUDY:

Written in English, ALL CAPS and BOLD

Use a large font (recommended: 48–56 pt)

### 4. DEPARTMENT:

Placed directly below the title

Text: DEPARTMENT OF ECONOMICS

Font size: 32–36 pt, bold

Colors similar to those in the SSUA logo are recommended

### 5. STUDENT AND ADVISOR NAMES:

Placed near the bottom of the header area

Aligned left (student) and right (advisor)

Use bold for labels (e.g., Student:), regular font for names

Font size: 24–28 pt

Please refer to the example for logo, title, department, student, and advisor layout.

### 6. ABSTRACT:

Must be placed after the title, department, and name information

20–22 pt, justified alignment

## **7. SUBHEADINGS:**

All section titles (including ABSTRACT) must be written in ALL CAPS and BOLD  
Font size: 25 pt

## **8. BODY TEXT:**

Font size should be between 20–22 pt  
Use clean, legible fonts (e.g., Arial, Calibri, Helvetica)  
Text must be concise, well-structured, and readable from a distance

## **9. VISUAL DESIGN:**

The poster should be visual-heavy (charts, figures, diagrams, icons)  
Use whitespace effectively; maintain alignment and layout balance  
Avoid long paragraphs or excessive text blocks

## **10. READABILITY:**

All content must be easily readable from a reasonable viewing distance  
Ensure good contrast between text and background

⚠ Do not include a references section.

# **CONTENT**

The poster is expected to address the below questions. Visual elements should be used predominantly to enhance clarity and engagement.

- 1. What was the main topic or issue that your study focused on?**
- 2. What specific research questions did you aim to explore or answer within this topic?**
- 3. What were the key findings or conclusions you reached as a result of your analysis?**
- 4. What methods or approaches did you use to obtain these results and support your conclusions?**

For reference, you may use the file titled “poster example.pptx” as an example.

If you have any questions about the poster, you are kindly advised to contact the research assistant: Furkan Tüzün, furkan.tuzun@asbu.edu.tr