

# PCOM OFFICE OF MARKETING AND COMMUNICATIONS

## Student/Intern/Resident Research Poster Presentation

### Guidelines and Assistance

Philadelphia College of Osteopathic Medicine is more than a College—it's also a brand. Our brand includes our logo, colors, and so much more. Simply put, our brand is what students, employees, community members, peers, and outside observers think, feel, and respond to when they hear the words: Philadelphia College of Osteopathic Medicine.

The Office of Marketing and Communications works diligently to tell the college's story while protecting our brand. As a student, intern or resident, you play an important role in this work, especially when presenting your research as a representative of PCOM.

We can help. The Marketing and Communications team is equipped to assist you with your research presentations. The team can help with everything from providing a template for the poster project, to adding a logo to the poster, to printing and shipping the presentation.

### MARKETING AND COMMUNICATIONS RESEARCH POSTER REQUEST FORM

The best way to get started is to complete a Marketing and Communications Research Poster Request Form found on [mypcom.edu](http://mypcom.edu). If you are a student, select the Student Resources tab and scroll down to the bottom. You will find a link to the online form and templates under the Marketing Templates, Guides and Policies section. If you are an intern or resident, under Employee View select the Documents and Forms tab.

Click the Request Form link and you will be directed to our online form. Please fill out all fields as requested and what services you need - logo insertion, poster printing, shipping, etc. On the form, please include the poster's dimensions.

**IMPORTANT:** You must obtain signatures from your program/department chair and/or dean for branding prior to the poster being sent to communications. You obtain digital signatures via a link to the form using the online platform DocuSign. Follow the link on [my.pcom.edu](http://my.pcom.edu) to the form on DocuSign. Fill out your name, and name and email address of program chair to start the process. Fill out all required fields on the form, then Once form is signed and sent back to you with signatures from program chair and provost (PCOM), you will download the PDF, rename with your name and submit to [pcomcommunications@pcom.edu](mailto:pcomcommunications@pcom.edu) with your research poster document.

#### TIMELINE

- For logo insertion only, please allow 48 hours.
- For free poster printing, please allow 5 days.
- For poster shipping, please allow an additional 2 days.

#### POSTER TEMPLATES

In the same section that the Request Form is located, PowerPoint templates to create posters can be found. These PowerPoint templates can be opened and worked on in Google Slides if you prefer to use this platform. If your required poster size is not included among the templates and you cannot alter your document, please email [communications@pcom.edu](mailto:communications@pcom.edu) and a template for the correct size will be created for you.

#### LOGO PLACEMENT

For branding purposes, only the PCOM, PCOM Georgia or PCOM South Georgia flame logos are permitted on posters. In addition the logo for the Center for Chronic Disorders of Aging may be placed on the poster. As needed, the names of other partnering institutions should be included within the title of the presentation.

The Marketing and Communications team based in Philadelphia will insert the appropriate college logo for you. Be sure to attach a PowerPoint file, not a .pdf, to the Request Form so that the logo can be inserted. The directions to obtain signatures and have poster approved for branding is on the form.

Please do not take a trademarked logo from the PCOM website. Logos used on the website have insufficient resolution for a printed piece. We join you in wanting your poster to represent you and PCOM well.

#### PROOFING

After the logo is inserted, your poster will be emailed to you in .pdf format and the poster will be printed and shipped to you, or you will be notified that you can pick it up from the Office of Marketing and Communications on the Philadelphia campus.

#### PRINTING AT PCOM IS FREE, BUT SHIPPING COSTS \$

If the poster is being printed and/or shipped, please ask your department head to sign the Request Form and include a cost center number and appropriate shipping address. In-house printing is free to the PCOM community, however the cost of shipping will be charged to the correct department.

#### LOCAL PRINTERS

The Office of Marketing and Communications has arranged with printers in Gwinnett and Colquitt counties to print posters when your timeline cannot be met. Unlike printing the poster in-house, the cost of printing will be charged to you. Recommended printers include:

**SUWANEE AREA** - Instant Imprints, 100 Riverside Parkway, #118, Lawrenceville, GA 30043  
(678) 518-5408, [www.instantimprints.com/centers/lawrenceville/](http://www.instantimprints.com/centers/lawrenceville/)

**MOULTRIE AREA** - Red Clay Graphics Studio, Inc., 127 Rowland Dr, Moultrie, GA 31768  
(229) 985-1500, [www.redclaygraphics.com](http://www.redclaygraphics.com)

