

# Poster Design Guidelines



## Design and Visual Guidelines

- Graphics-to-text ratio 65 - 70% graphics (charts, schematics, photographs), 30 - 35% text
- Results must visually dominate the poster
- Colors maximum of 3
- Background neutral
- Images/photos minimum 300 dpi resolution
- Margins minimum 3 cm (1.2 inches)
- White space the poster should feel clean, spacious, and professional
- Logical flow left-to-right and top-to-bottom; section numbers or subtle arrows

## Typography

- Title 90 - 120 pt
- Section headings 48 - 55 pt (consistent size and style across all sections)
- Body text 26 - 32 pt

## Header (Top Section)

- Conference logo top right
- Poster title highly prominent, readable from 3 meters (10 feet)
- Authors main author's name most prominent
- Affiliations institutional logos, city, and country

## Main Content

- **Key Messages** the most visually prominent element after the title, large highlighted box spanning the full width of the poster, placed directly below the header
- **Followed by a three-column layout:**
  1. Introduction & Objectives clearly stated
  2. Materials & Methods clear and concise, without unnecessary details; the approach taken
  3. Results allocated the largest area of the poster
- **Closing Section**  
Conclusions & Implications clear summary, practical recommendations, potential applications

## Bottom Section

- Acknowledgements funding sources and thanks to contributors)
- References selected, small font)
- Contact information email and optionally LinkedIn contact
- QR code linking to the full paper (optional)

## Best Poster Competition

The author should be present in person and able to answer questions. Printed A4 copies of the poster should be available on the stand for interested attendees.