

IN GENERAL

- The key is not to go overboard and be sure to follow some basic font guidelines.
- Generally, putting information in "bullet" form is better than using sentences.
- Use sans serif fonts: these fonts are more legible than serif fonts from a distance.
- Headings and other text having the same level of importance should be the same font size.
- Avoid excessive text. (Poster should have roughly 20% text, 40% figures, 40% space)
- Text and figures should be legible from around 2m (see also text size suggestions below)
- Leave breathing space around your text.
- Do not use a different font type to highlight important points - otherwise the fluency and flow of your sentence can appear disrupted.
- Use the bold face or italics or combinations to emphasize words and phrases.
- Left-align text. Using fully justified text will create large gaps between some words and make it difficult to read.
- Titles and headings should appear larger than other text, but not too large.
- Your headers should already transport a clear message.

FONT SIZES

For the major sections of the poster:

- Title: 85pt
- Authors: 56pt
- Sub-headings: 36pt
- Body text: 24pt
- Captions: 18pt

As for legibility, the following sizes are a good starting point:

- To be legible 2m use 30 pt.
- To be legible 3m use 48 pt.
- To be legible 4m use 60 pt.
- To be legible 5m use 72 pt.

FONT COMBINATIONS

Helvetica / Garamond
Caslon / Univers
Futura / Bodoni
Garamond / Futura
Gills Sans / Caslon
Minion / Gill Sans
Myriad / Minion
Caslon / Franklin Gothic
Trade Gothic / Clarendon
Franklin Gothic / Baskerville

Two common fonts that are easy on the eyes are e.g. Arial and Verdana. Do not use a drop shadow unless it is absolutely necessary.

On the left are 10 font combinations that are very often used and well received for scientific posters.

COLOUR

When choosing colours for your poster, using a max. of three different ones will give the best look. Too many colours make it look chaotic and unprofessional, but having no colour makes it boring and plain.

Something that looks easy to read on your screen may not look so good once it is printed. The greater the contrast between the font colour and the background colour, the easier it will be to see and read.

BACKGROUNDS

Try to stay away from anything that is too busy. A solid tone or a very simple gradient is the best option. Choose a colour that will complement the colour you have chosen for your font.

FINALLY – check before printing!

CONTINUING LINKS/helpful ARTICLES

Respect the poster Anila D'Mello and Oliver Flynn, Science 366 (6466), 766

DOI: 10.1126/science.366.6466.766

<https://science.sciencemag.org/content/366/6466/766>

Ten Simple Rules for a Good Poster Presentation at

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/>