

EMIM Congress – Scientific Poster Design Guidelines

These guidelines are intended to help presenters prepare clear, visually effective scientific posters for the EMIM Congress (www.emim.eu). A well-designed poster should communicate the key message of your work quickly and clearly in a busy conference environment.

General Design Principles

- Prioritise clarity, structure, and visual hierarchy over dense content.
- Keep text concise; use short bullet points or phrases rather than full sentences.
- Aim for approximately 20% text, 40% figures, and 40% white space.
- Ensure text and figures are legible from at least 2 metres.
- Use white space intentionally to guide the reader.
- Left-align text; avoid fully justified text.
- Section headers should help convey the main message at a glance.

Fonts and Typography

- Use sans-serif fonts (e.g. Arial, Helvetica, Calibri, Verdana).
- Limit the design to one primary font family.
- Use size and weight (bold/regular) to indicate hierarchy.
- Avoid decorative fonts and visual effects such as shadows or outlines.
- Emphasise key points using bold or italics, not different font types.

Recommended Font Sizes (Print Posters)

- Title: approximately 80–90 pt
- Authors: approximately 50–60 pt
- Section headings: approximately 34–40 pt
- Body text: approximately 24–28 pt
- Figure captions: approximately 18–20 pt
- Legibility guidance: 30 pt (2 m), 48 pt (3 m), 60 pt (4 m), 72 pt (5 m)

Colour and Backgrounds

- Use a limited colour palette (maximum two to three main colours).
- Ensure strong contrast between text and background.
- Be aware that colours may appear differently in print than on screen.
- Use plain or very subtle backgrounds; avoid busy patterns or strong gradients.

Figures and Visual Content

- Figures should communicate results clearly without extensive text.
- Use high-resolution images suitable for large-format printing.
- Ensure labels and legends are readable from a distance.

Final Check Before Printing

- Check spelling, grammar, and alignment.
- Verify figure resolution and colour contrast.
- Confirm poster dimensions meet congress specifications.
- If possible, review a printed test version before final printing.

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