

Poster Guidelines

See below for file specifications and poster layout recommendations.
Print-ready files must be uploaded no later than March 18 by 11:59 p.m. EST.

FILE SPECIFICATIONS

- Posters should be in vertical (portrait) orientation
- Poster files should be sized at **30" wide by 40" tall**
- No bleed necessary
- Files should be submitted as print-ready PDF, with fonts embedded or text outlined as vector
- 300 dpi recommended export settings
- File name should begin with "Lastname_Firstname"

POSTER LAYOUT RECOMMENDATIONS

- Use high-resolution imagery and maintain original proportions (do not stretch).
- Be clear and concise with poster design and content. Overcrowding a poster makes it difficult to read.
- Use differing scale to distinguish between headings, subheadings, body text, and captions.
- Pay attention to text size—keep text readable from a distance.
- Sans-serif fonts (Helvetica, Arial, etc.) tend to be more readable.
- Audiences appreciate charts that illustrate main points and are easy to read. Avoid using small charts with many crisscrossing lines and small type, as the audience will not be able to read them.
- Background and foreground colors should offer good contrast for people with low vision. Red/yellow, red/green, and red/black are particularly difficult to distinguish and should not be used as background/foreground combination. White text on a deep blue background or black text on a white background are better combinations.
- Consider using a QR code on your poster to direct viewers to more information online.

