

# ISTFA Guidelines for Posters

We highly encourage creatively using the poster space. Individual printed PowerPoint pages had been the norm at ISTFA, but the poster format allows for much more flexibility. See <http://colinpurrington.com/tips/academic/posterdesign> for ideas and suggestions.

Authors are not required to use the template for posters.

## ***Format Rules for Posters***

- The paper title, authors and affiliations should be prominently displayed
- Company logos, if included, should appear only once on the poster
- For reviewing, the contents of the poster must be saved in Microsoft Office PowerPoint 2010 or PDF format.
- The author is responsible for bringing a hardcopy of the poster to the conference for display. Pins will be provided for hanging the poster.
- The maximum poster size is 4 feet wide by 4 feet high (1.2 meters by 1.2 meters), which allows two posters mounted per side on the corkboard.

## ***Suggestions for a Successful Poster***

- Use minimum **20 point** Arial or Helvetica font so that it can be seen in the back of the presentation room (or in the back of the crowd looking at your poster). If you use other fonts, use minimum font size of **24 point**.
- Use minimum 20 point font in figures and graphs (some flexibility will be allowed)
- On multi-trace graphs, use line-types and symbols rather than color wherever possible to distinguish the traces. The lines should be at least **3 point**.
- Use contrasting colors, like black or blue text on a white background yellow or white text on a blue background.
  - Color blind people cannot differentiate red and green
  - Avoid low luminance contrast combinations such as red on green, red on blue, magenta on blue, green on blue, green on brown, yellow on white, blue on white, red on white, and magenta on purple.