The font ITC New Baskerville can be used for body copy. It also needs to be legible from at least 4 feet.

Body text should be very short and to the point. It typically should take the average reader 10 seconds or less to scan this block of text.

This is ITC New Baskerville 70 pt. flush left.

Don’t feel the need to fill every square inch with text or a graphic. If your poster is too busy, it may get overlooked.

This is where you can add text headings or bulleted items:

- Color draws interest.
- Can you read from 4 ft?
- This is 92 PT Frutiger, bold.
- Use brand colors.
Main title, continued, or—
sub-title in different color

Emphasize copy with
color and bold type.

Keep copy short
and concise!

THIS IMAGE AREA:
25” x 15”
Use a photo that tells the story about
a specific research area, or focus of
study. Can also be an illustration or
an interesting 3-D chart.

Chart, graph
or bulleted
items. May also
put contact
information
in a box set
off to itself.

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Contact information may also go here