**SCIENTIFIC POSTERS**

**General rules**

Every unit benefits by using The Neuro identity as a leader in research and care. To convey this mission, use these guidelines and resources.

The Neuro’s identity incorporates visual elements that give your scientific posters a distinct look – from emblems, colours, fonts, images - these elements capture our unique spirit.

**Layout**

See example of a layout for a scientific poster.

We recommend contacting Neuro Media Services for poster design and printing.

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**ARIAL BLACK 52PT FOR THE POSTER TITLE SHOULD BE IN ALL CAPS, ADJUSTED TO FIT THE WIDTH OF POSTER ON MAXIMUM TWO LINES**

**ARIAL BOLD 36PT FOR Contributors Name1, Name2, Name3**

Arail Regular 24pt for 
1 Institute or University or Association, City, Province, Country; 2 Institute or University or Association; City, Province, Country

**Zone 1: Reserved for Neuro Branding**

**Colours**

Top Banner PMS636C
Title of Poster PMS267C
Name & Affiliations 75% Black

Refer to page 19 for the appropriate layout of sponsor logos.