



DBE Poster Templates Manual

Why a DBE Poster Template?

We all really want to help patients with our research, and we communicate this in many different ways. One of these ways should be a unified visual design that communicates to the outside and inside that we have a common goal, work as a team, and pull together. Through a consistent appearance, you can help make our common goal heard and at the same time better communicate your project.

Scope

Posters

- in the hallways and labs of the DBE
- made by us for the DBE Research Day
- made by us for conferences if no other constraints apply

Templates

There are two templates for Microsoft PowerPoint, that can be downloaded [here](#). You can choose between two:

- Template 1 follows some specifications of the Better Poster approach (very large main question/claim, short text).
- Template 2 is closer to the traditional poster, longer title, and more text

Members of the DBE create their posters with Microsoft PowerPoint, Adobe InDesign, Latex, OpenOffice and other software. Since we cannot provide templates for all of them, you are kindly asked to reproduce this template in your favorite program and share it with your colleagues. Please stick to the following main elements: the official DBE-Logo in top left corner, about the same size as in the template. Distance to the top equals distance to the left. The left edge of the logo text defines the left edge of all poster content below. The mint-colored banner, see point 2 below for details. Use Arial font only. And the footer area with your picture, affiliation, QR-code and partner logos.

Which Template to Use

The templates follow the corporate design of the University of Basel [as specified here](#).

To choose which one of the two templates is the right one for you and the specific purpose of the poster, please consider the following:

- How much do you want your poster to be seen, read, and understood? If you actually want it to be seen, read, and understood, template 1 would be your choice. The main questions can be read from a larger distance than on the other posters, increasing their visibility. A large, short main question is much likelier to draw attention than a lengthy technical title. A short text is much likelier to be read until the end. Remember: Without courage, wisdom bears no fruit.
- Sometimes, having a poster that people see, read, and understand is not the main focus. In these cases, template 2 could be your choice. It looks much more like others and therefore, on a visual/pictorial level, communicates that your work is more or less like the others, that it is not very special. The number of people reading such a poster is smaller, the number of words they read might be even smaller than when using template 1. Template 2, therefore, is suited if there is no way around more text (for example in huge collaborative projects)

Layout

1. Logo

- The official logo of the DBE is placed in the top left corner. You can download an svg-file [here](#). The distance of the logo to the left is equal to the distance to the top. The left edge of the letters defines the left edge of any text and images of the poster.
- The official DBE logo is the only logo on top of the poster. Exception: in collaborative projects with our two partner hospitals USB and UKBB, their logos should be placed in the top right corner. In collaborative projects with other partners, in which they have the lead, their logo can be placed in the top right corner.
- Any other logo is to be placed in the bottom right corner.

2. Mint Banner

Below the logo there is a banner in the signature color "mint" of the University of Basel, as specified below:

R: 165 G: 215 B: 210

C: 24 M: 0 Y: 9 K: 0

hex: a5d7d2

Pantone 628 U

Pantone 628 C

3. Main Title

Template 1: Keep your main question/claim very short. Try to remember which posters you have been attracted to in poster sections of past conferences. Arial Standard 150 pts

Template 2: Keep your title as short as possible. It is not supposed to explain your entire work or to define its exact place in the registry of knowledge. Arial Standard 65 pts

4. Authors, Date, Event

Arial 30 pts

5. Main Text

The main text is confined to two columns and consists of Arial 30pts throughout. In the main text area you are free to include boxes to highlight important content. If you want to use a background color, choose the color number 1 or 7 from the palette below. If the box only consists of outlines, make'em black.

6. Pictures and Diagrams

You can not not communicate. Ugly pictures or sloppy diagrams visually communicate bad or sloppy research. It is therefore important not only to make images and diagrams correct but also good looking. Make them clean, choose high-resolution, and, if possible, use the colors of the corporate design of the University of Basel as shown below.

1	2	3	4	5	6	7	8	9	10
CMYK 24.0.9.0	CMYK 55.0.22.0	CMYK 30.0.0.90	CMYK 23.0.0.70	CMYK 0.100.65.0	CMYK 0.60.30.0	CMYK 12.0.0.35	CMYK 100.0.40.20	CMYK 0.0.0.100	CMYK 0.0.0.0
RGB 165.215.210	RGB 30.165.165	RGB 45.55.60	RGB 140.145.150	RGB 210.5.55	RGB 235.130.155	RGB 190.195.200	RGB 0.110.110	RGB 0.0.0	RGB 255.255.255
#a5d7d2	#1ea5a5	#2d373c	#8c9196	#d20537	#eb829b	#bec3c8	#006e6e	#000000	#ffffff

7. Picture caption:

- Do not put information into captions that are important for your message!
- Do not forget to give credit, e.g.: "Picture: H. Exquémelin/DBE"
- Arial Standard 12 pts

8. Footnotes

- Do not put important information into footnotes that are important for your message!
- We suggest to not put create a box for footnotes, since it highlights secondary information. Use boxes only for important content.
- As few footnotes as possible
- As short footnotes as possible
- Arial Standard 12 pts

9. Your portrait

- Place your portrait into the bottom left corner
- format 2:3 portrait mode
- resolution 300 dpi

10. Affiliation

- Right from the portrait, name the DBE! Name other affiliations
- Arial 15

11. QR Code

- Select a page to refer to, for example your project or group page on the DBE website
- Create a QR code
- Place it right from the affiliations

12. Logos of partners

- Put all logos of partners here.
- If a partner logo is in the top right corner (see 1. Logo), do not reproduce it here
- Some logos stick out more than others. This can be reduced by scaling them down. See to it that all have more or less the same visual presence.
- Use svg-files, if possible, or high-res pngs. Using a blurry partner logo will be taken as an indicator of a non-substantial collaboration.

Questions and Suggestions

Send an email to Reinhard