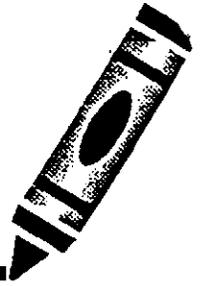# Poster
POINTERS

Examples of how to make conservation messages and designs more readable and attractive

WHAT MAKES A GOOD POSTER?

Include these poster assets:
- A brief, catchy message; one theme that can be read in 10 seconds.
- A slogan telling the viewers to do something and making them want to do it.
- Colors and white space to get and hold attention.
- Letters large enough to be easily read and words separated enough to make them quickly grasped.
- Principles of good design.

Avoid these poster faults:
- More than one theme.
- Too "busy" — too many and/or too scattered pictures or words.
- Material not relevant to topic.
- Message becomes lost.

OTHER TIPS TO REMEMBER

- Illustrations and white space add emphasis and attract attention.
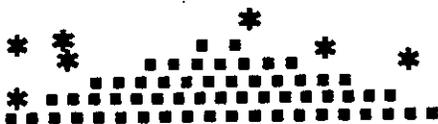
plan
ah ead

R e m e m b e r
s p a c i n g
Rememberspacingremember
spacingrememberspacing

Use
guide-
lines

Pencil them in lightly at the beginning and erase when finished.

- Small lettering is hard to read at a distance. Consider the following lettering heights for readability from 10 feet:

easiest to read	1"
easy to read	3/4"
fairly easy to read	1/2"
possible to read	1/4"
cannot be read	3/16"

Boldness

makes a difference.

- Plain lettering is more readable than

Fancy lettering

Margins should be larger at the bottom and equal on the other three sides.