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.

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

Use guidelines

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

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