

STEPS TO SUPER SIGNS

1. GRABS YOUR ATTENTION

- Visuals should be interesting, **colorful** and creative.
- Their appearance should draw you to read them.

2. HAVE A BORDER

- A border will "lift" your visual off a drab wall.
- Creative borders can create the illusion of movement.
- Borders can be created with actual lines or with open margins.
- A poster should have a border of at least one inch on all sides.
- For the best effect try to *bottom weight* with a slightly larger space at the bottom of the poster.

3. HAVE CONSISTENT LETTERING

- Select a lettering style that is easy to read.
- Limit your lettering styles to no more than three per poster.
- Too many styles will make a cluttered poster!
- Lettering height should be consistent within a word, unless for special effect.

4. HAVE A THIRD DIMENSION

- Gimmicks are the most effective way to attract the reader.
- Try to create the illusion of the poster jumping towards you.

5. INCLUDE ESSENTIAL INFORMATION

- Keep basic information direct and to the point.
- A reader should be able to get all the information as they walk past the poster in the hall.

6. PAY ATTENTION TO DETAIL

- Check and double check spelling.
- Draw pencil guidelines for lettering. Remember to erase when done.
- Never slant words down. Slanting up for effect is O.K.
- Use yellow as an accent. It is difficult to read as text on white paper.