

POSTER

BIG IMPACT. CLEAR MESSAGE.

PURPOSE

POSTERS
INFORM AND
INSPIRE.

KEEP OUR OCEANS CLEAN

SMALL ACTIONS
BIG CHANGE



BIN IT
DON'T DROP IT



REUSE IT
REDUCE WASTE



SAVE IT
PROTECT
OUR OCEANS

TOGETHER, WE CAN.

**“ A GOOD POSTER
GRABS ATTENTION AND
LEAVES A LASTING IMPACT. ”**

KEY FEATURES



EYE-CATCHING

Big and bold.



CLEAR MESSAGE

Easy to
understand.



IMAGES

Strong visuals
support your
message.



CONVINCE

Persuade
the reader.



CALL TO ACTION

Tell people
what to do.

TOP TIPS

- ✓ Use big, simple headings.
- ✓ Keep text short.
- ✓ Use high-contrast colours.
- ✓ Use strong images.
- ✓ Include a call to action.

DO

- ✓ BE BOLD
- ✓ KEEP IT SIMPLE
- ✓ USE IMAGES
- ✓ USE CONTRAST
- ✓ INCLUDE ACTION

DON'T

- ✗ TOO MUCH TEXT
- ✗ SMALL FONT
- ✗ LOW CONTRAST
- ✗ CLUTTERED LAYOUT
- ✗ NO PURPOSE