



SCORE With Your Posters

- S**imple Put one to two basic points on each poster.
- C**olorful Use color for emphasis or variety.
- O**rganized Make your points easy to read and follow.
- R**eadable Use a broad tip marker so letters are easy to read.
- E**ducational Only use a poster when it helps explain a point more clearly to your audience.

1. Write LARGE.
2. Use the broadest tipped pen you can purchase; it will be easier to read and easier for you to use in lettering. Stick on letters can be purchased, but they are expensive.
3. Use color for variety and emphasis. However, color combinations that clash, create annoyance in the audience, and interfere with clear perception of the message should be avoided.
4. If using more than five to six words, use both capital and lower case letters rather than only capitals.
5. Use plain, vertical letter style except where **EMPHASIS** or emotional impact is desired.
6. Space areas between letters adequately. Use one and one-half letter width between words and three letter widths between sentences.
7. Illustrations should be at least one-fourth the size of the overall area unless they are extremely simple.
8. Margins should be larger on the bottom and equal on the other three sides.

IOWA STATE UNIVERSITY
University Extension

and justice for all . . .

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What Makes A Good Poster?

Something eye-catching -- makes you want to stop and read it (color, pictures, drawing, unusual shape, etc.)

Simplicity and clarity -- easy to read and to understand, but brief.

Accuracy -- spelling and all the information should be correct.

Current -- be sure all out-of-date posters are removed if you put them up. Taking things down is just as important as putting them up.

Color Readability

Consider legibility when selecting colors. Many color combinations harmonize well, but they may not read well. The following combinations are listed in order of readability:

1. Black on medium yellow
2. Medium dark green on white
3. Medium dark red on white
4. Medium dark blue on white
5. White on medium dark blue
6. Black on white
7. Medium yellow on black
8. White on medium dark red
9. White on medium dark green
10. White on black

Minimum Letter Heights for Posters and Charts

Reading Distance	70 ft. 22 m.	40 ft. 12 m.	20 ft. 6 m.	10 ft. 3 m.
LARGE	4 in. 10.2 cm.	3 in. 7.6 cm.	2 1/2 in. 6.4 cm.	1 in. 2.5 cm.
EASY TO READ	2 1/2 in. 6.4 cm.	2 in. 5.1 cm.	1 1/2 in. 3.8 cm.	3/4 in. 1.9 cm.
FAIRLY EASY TO READ	1 1/4 in. 3.2 cm.	1 in. 2.5 cm.	3/4 in. 1.9 cm.	1/2 in. 1.3 cm.
POSSIBLE TO READ	1 in. 2.5 cm.	3/4 in. 1.9 cm.	1/2 in. 1.3 cm.	1/4 in. 0.6 cm.
CANNOT BE READ	3/4 in. 1.9 cm.	1/2 in. 1.3 cm.	1/4 in. 0.6 cm.	3/16 in. 0.4 cm.

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