

# Educational Poster - Tip Sheet

1. Poster orientation
  - a. Title at top of poster
  - b. Poster may be presented horizontally or vertically
2. Nothing copyrighted or trademarked
  - a. No brand names
    - i. For example: Purina Senior Feed, not OK. Feed formulated for senior horses OK.
    - ii. No brand names on pictures of products.
  - b. No copyrighted pictures
    - i. Your own pictures or drawings are best.
3. Only 3 colors on the poster (Photographs are the exception)
  - a. 1 main color
  - b. 2 supporting colors
  - c. Make sure that the colors go together
4. Must be able to read from 10 feet away
  - a. Lettering recommended to be at least ½ inch tall
  - b. Make poster simple, not too wordy
5. Use statements not questions
  - a. Bullet points are great to make things neat and easy to understand
6. Neatness counts
  - a. No pencil guidelines can be seen
  - b. Do not use pencil or ball point pen
  - c. Decorations cannot stick up more than 1/8 inch from the poster
  - d. All items must be firmly attached to poster board
7. Make sure to credit where the information came from. Cite your sources!
  - a. Copy book page and attach to back of poster highlight information
  - b. Cut and paste URL to word document attach to back of poster
  - c. Do not use people as sources
8. Topics not allowed:
  - Tail ribbons
  - Feeding treats by hand
  - Grooming tools

