



Community Boards

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| Information | <p>Message: You should only have 3 messages on a poster. The fewer the better as it is easier to remember.</p> <ul style="list-style-type: none"> ○ Message #1: The benefit of working with you or the action that you'd like the customer to do. ○ Message #2: Company Name ○ Message #3: Contact information |
| Design | <ul style="list-style-type: none"> ○ Colour: Make sure that this ties into your branding. Do not use red font as it is difficult to read on a poster. ○ Size of font: Make sure that this is large enough to read from a distance. ○ Pictures: Pictures speak a thousand words, but they need to be relevant and contribute to the message. ○ Logo: Don't forget this! (if you have one) ○ Uniqueness: Is there any specific way that your poster pops out? |
| Production | <ul style="list-style-type: none"> ○ Get feedback: Find out what your friends and family think about your poster. ○ Paper or other materials: Can you use regular paper, or do you need a poster board or a sign? |
| Where? | <p>Where does your target market visit? Here are some potential locations;</p> <ul style="list-style-type: none"> ● Hydro poles in the area ● Other storefronts ● Business Improvement Association office ● Townhall or community centres ● Local grocery stores ● Local coffee shops ● Schools ● Bus stops ● Intersections on the Stop signs or Lights |