Posters

Use a clear font of at least 72 point for the title

Body copy should be at least 36 point

Avoid italics, decorative typefaces and underlining

Opt for clear fonts like this one. ✓

This sentence is not very clear to read because of the italics and underlining ✗
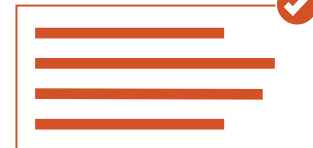
Use direct, simple language

Help ✓

Facilitate ✗

Follow a linear, uncluttered, logical design

✓

Title
Subheading

Section one

Add alt text to images

✓

Texas is highlighted in a map of the United States of America.

Align text to the left

✓

✗

Posters

Use quality, relevant images to convey the message
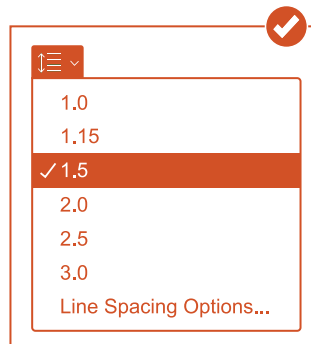
Missing cat

Use a dark font against a light background

This works really well

Design with mobile touchscreen in mind

Ensure line spacing is at least 1.5 times the font size

1.0
1.15
✓ 1.5
2.0
2.5
3.0
Line Spacing Options...

Lines of text that are too cramped can be difficult to read