

Tips For Effective Bulletin Board and Elevator Sleeve Notices

- Know your audience!
Willamette View residents are from 60 to 100 years old with eyesight from good to poor. **Do not use Red** for text. Low Vision readers find it difficult to read.
- Use 18 Pt font size if possible. Use larger font for the title.
- Use maximum contrast between the background and the words in the text. Black on white is best. Keep any background color light.
- Use plain lettering like Sans Serif font Calibri with clear enticing images.
- Only use centered lines for the title and the subtitle.
- Tell the reader what to do: mark the calendar, donate money, attend the event. Give day of the week, the date, the name and phone number of the contact person.
- Edit!
Make fewer words count – like poetry.
Readers are less likely to get bored, start scanning, or miss critical details. Keep the message short, focused.