



Some tips and tricks for making your own placard or banner

1. **Doing it yourself!** You can tell that a lot of love and effort went into a homemade banner or placard.
2. **Make sure your call-to-action is defined** - make sure your message is specific and on point with the cause.
3. **Be relevant** - Make sure decision makers get the message.
4. **If you have a projector, make good use of it** - If you can hang the material you choose to use on a wall and then project your message onto it - it's a fun and easy way make sure your design looks straight and symmetrical.
5. **Add a hashtag?** If your sign will likely end up on social media, it's always a good idea to connect to an online community with a hashtag (e.g. *#coalbank*)

Reduce, Reuse, Recycle!

There are lots of ways to get your materials for free or on the cheap by recycling other unwanted items;

- Raid your recycling bins for some sturdy board
- Ask material shops if they have any off-cuts they'd like to donate to a good cause
- Ask your local real estate agency if they have any old "for sale" signs—you can paint on the back!
- Visit a building site and ask if they have any scrap wood
- Avoid VOCs and PVCs, and don't use treated wood

Planning

- Be sure to think about size and shape. You want enough room to fit your message, but if it's too big, it'll get in the way. If it's too small it won't be seen.
- Think about what colours you want to used, based on the tone of the event or campaign. E.g. bright, contrasting colours will be seen more easily from farther away. But if the tone is sombre, you might choose to use darker colours.
- Plan out your message before you start sketching it out or painting;
- Is your messaging positive? Humorous? Or do you want it to be a stark, serious message?



- Think carefully about your wording, and how easy it will be for someone passing by who doesn't know what's going on to figure it out from your placard or banner.
- Alliteration and rhyme can be good to use.
- And finally, make sure your message isn't too long or people won't read it!

MAKING PLACARDS

What you'll need for placards:

- A hammer and nails, or some sturdy glue
- Some paint brushes of different sizes
- Water-based paints or some thick markers
- Some kind of board

1. Cut your board to the right size, if necessary.
2. Paint a solid background colour on the board to cover any text or images. Allow to dry.
3. Use a pencil to trace your message and/ or images onto the sign. Stand back and make sure that it's a good use of space and that it will be legible.
4. Use a smaller paint brush or markers to fill in your message.

MAKING A BANNER

What you'll need for banners:

- Material that will take paint
- Scissors, pencils, tape measure (for the material), and a ruler (for when you need to draw straight lines). And if you have access to a projector, make the most of it!
- A sewing machine
- Paint brushes and paint

1. Measure up your material to the dimensions you want, then cut it out (remembering to leave enough for the 'hem' you're about to sew)
2. Sew it up – this makes it look a lot neater, and stops the material fraying
3. If you have access to a projector, put your sewn material onto the wall, then project your message / image onto it and use a pencil to trace it out.
4. Then paint! (Remember to allow enough time for the paint to dry – sometimes this can take ages).
5. If your banner is going to be tied / attached to something, you'll need to put eyelets in the corners to a cord can be attached.