



Design a bin sticker

For small remote and regional communities

It's easy as 1, 2, 3

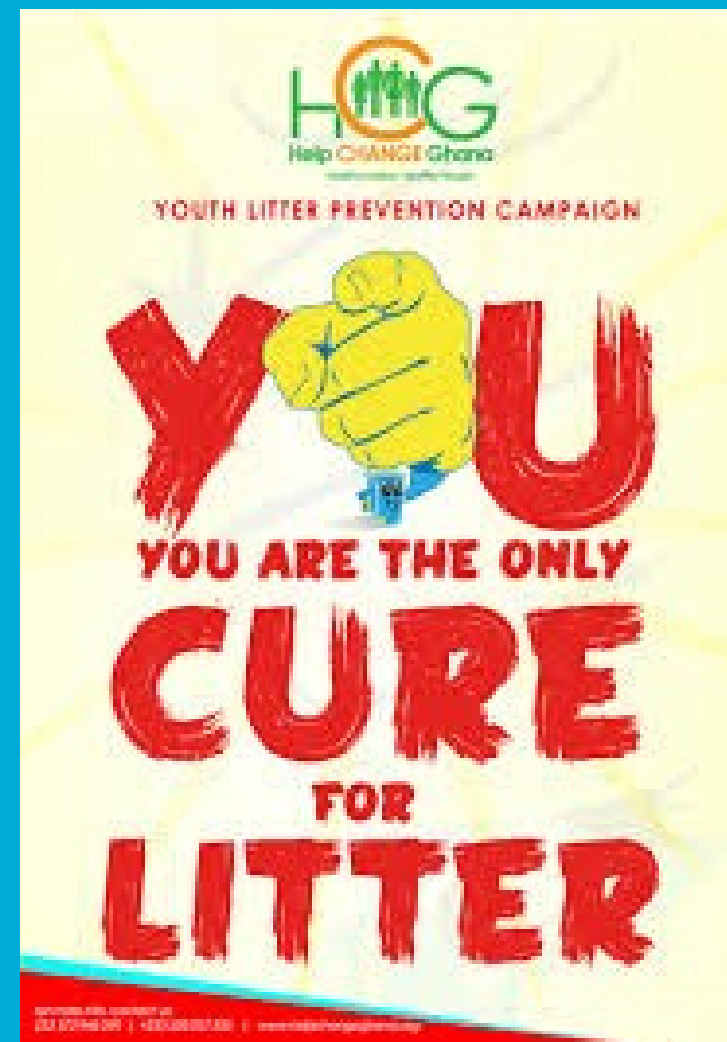




THERE ARE A FEW THINGS TO KEEP IN MIND WHEN DESIGNING AN EFFECTIVE BIN STICKER

1. Message
2. Text
3. Image

LOOK AT THESE ADS AND THINK ABOUT THE MESSAGE





1. MESSAGE

- Keep the message positive. Think about what you **do** want people to do.
- Develop a catchy slogan
- Keep the message about using a bin rather than recycling.
- The message needs to persuade people to use the bin



2. TEXT

Make sure;

- it is clear, bold and easy to read from a distance.
- the spelling is correct,
- all the words fit into the space on the sticker.



3. IMAGE

Make sure your image is;

- clear
- colourful, leaving very little white space,
- bright. Light shading is difficult to see when the image is enlarged.



GENERAL TIPS

- Plan and draft your sticker.
- Get a friend to check.
- Don't put too much detail at the bottom of your design. This is where logos will be placed when printed.