

HOW TO CREATE AN EYE-CATCHING PROTEST SIGN

One of the best ways to draw attention during a rally is by holding up a powerful sign. Here's how to create one that will make passersby and policymakers take notice.

Keep the text **SIMPLE** and use as few words as possible to convey your message about the issue or goal.

Example:



**WATER IS A
HUMAN RIGHT**

Use a **BRIGHT** background color so your sign stands out in a crowd, and a contrasting color for the text, so it's readable from a distance.

Example:



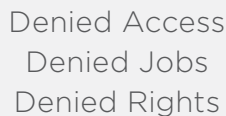
**EQUAL PAY
for
EQUAL PLAY**

Use one of these literary tools:

PARALLELISM

Puts similarly-structured phrases together to make a slogan more readable.

Example:



Denied Access
Denied Jobs
Denied Rights

RHYMING

Rhymes are easy to remember and make good chants.

Example:



Don't Hate,
Educate!

MIRRORING

A play on words that uses part of a phrase most people are already familiar with.

Example:



America
Runs On Science.

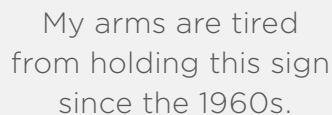
Use images and symbols people will **UNDERSTAND** immediately.

Example:



Write something **FUNNY**. Humor is a good way to bring people together.

Example:



My arms are tired
from holding this sign
since the 1960s.

Keep it **POSITIVE**! While there's nothing wrong with a negative poster, especially if you are protesting against something, a positive message helps create solidarity and empowerment.

Example:



Refugees Welcome!