

Tips for Making Your Sign for the March



1. The Sign

Most signs are made from poster board/bristol board or foamcore boards (available at Dollarama, Canadian Tire and art and craft stores):

- Poster board/bristol board is cheaper and you can roll it up and transport it easily; however, its 'rollability' also makes it more prone to flopping over. To bolster these, you can glue or tape flat wooden paint stirrers (or something similar) to the corners.
- Foamcore board is more expensive but is sturdier and more weather-resistant. It's light, will stay upright more easily, and is a more appropriate platform for a sign if you want to add 3D attachments without having the edges flopping over. It's stiffness however makes it more difficult to transport.

2. The Handle (for the Sign)

Attaching some sort of handle to your sign will make it easier to carry. A few ideas:

- **Paint stirrer sticks** are usually available for free at hardware stores/Home Depot and can serve as excellent handles that can support the weight of posterboard or foamcore.
- If you're using foamcore, you could just **cut your own handles** into the sides or the top/bottom of your sign. Alternatively, get some string, cut two holes at the top of your poster and **hang your poster around your neck**.

3. Your Message

- **Have a clear message.** What are you trying to say with your sign? Keep it to one message only with wording that is explicit in meaning.
- **Use humour and wit.** It can bring a levity and positivity to your message.
- **Keep it simple.** Use simple words that everyone understands.
- **Be creative!** It makes your message memorable.

4. Making Your Message Visible

- **Your message needs to be visible!** Plan out the message/graphics on the poster; make sure everything is centered and spaced effectively before your follow up with marker or paint. Letters should be large and boldly marked; draw bubble letters or use stencils to help make more bold messages.
- **Contrast is key!** When you are making your sign, take colour into consideration. The eye is usually drawn to bright colours or shimmering/glittering materials. The colours of your letters should contrast the colour of the board for maximum effectiveness.

Sign Slogan Ideas

Science not Silence	"What's Polio?" #ThankScience
Facts Matter	Fact Check!
Science Belongs to Everyone	Stand up for Science
Science Affects Everyone	@UHN Science Saves Lives
Women in Science	Educate! Vaccinate!
Support the Report	For Facts' Sake!
Stable Funding for Research Now	Support Young Scientists
We Support Canadian Scientists	Science is Universal
Science – Speaking Truth to Power	Scientists – Pursuing Truth – Protecting the World
Serving the Common Good	Evidence over Ignorance
United by Nature. Guided by Science.	Health & Science go Hand in Hand

