

HEADLINE

- **LARGEST TEXT**
- **BRIEF, CATCHY**
- **INCLUDE NAME OF ANIMAL**
- **WORDS SUCH AS “SAVE,” “CONSERVE,” “PROTECT” ARE USEFUL**

FACT

- **INCLUDE AT LEAST ONE**

CALL TO ACTION

- **WHAT SHOULD PEOPLE DO?**

MORE INFORMATION

- **WEB SITE (CAN BE MADE UP)**

HAND DRAWN ILLUSTRATION

- **NO PHOTOGRAPHY, CLIP ART OR OTHER ARTIST’S WORK SHOULD BE VISIBLE IN YOUR LAYOUT**
- **DRAW WITH DETAIL AND CARE**

2 LAYOUTS

2 DIFFERENT ANIMALS