APPENDIX E

The poster, in order

1. **“LOST DOG”**: capitals, sans-serif, about a quarter of the sheet.
2. **Photo**: colour, recent, sharp, full body. A real phone photo: no filter, no retouching, no AI-generated illustration. The largest area of the poster.
3. **Phone number**: large digits, legible from a distance.
4. **Where and when he went missing**: one line.
5. **“DO NOT CHASE — CALL”**: prominent.
6. Three colours maximum. Laminated or in a plastic sleeve. Posted at eye level.

Keep off the poster

Backstory, emotional appeal, a long list of characteristics, the reward amount in large type, and the identifying detail you held back to catch out scammers.

Also off: illustrated or AI-generated portraits, filters, swapped backgrounds and over-polished layouts. A poster that looks like an ad gets skipped; a raw phone photo is what makes someone stop.