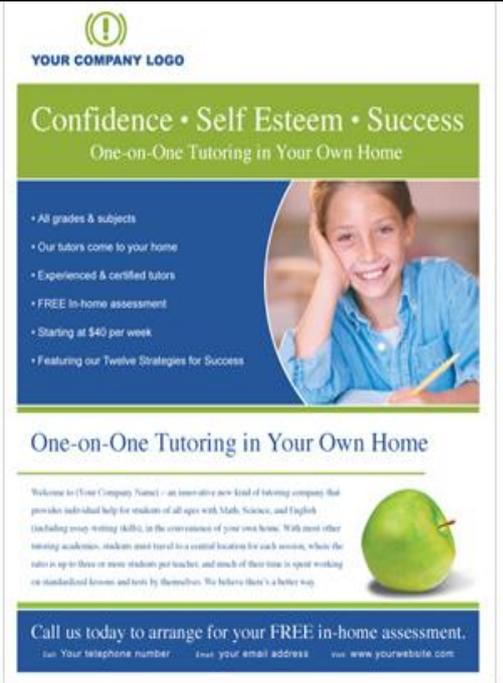


TOP SIX RULES TO GOOD LEAFLETS

STRUCTURE

NO 1 RULE – KEEP IT SIMPLE – LESS IS MORE.

- Divide your leaflet into four or five sections maximum. Each section should draw the reader to the next section.
- Section One: Main headline – must grab attention. Just say what it is – or ask a question that will make your target audience want to read Section 2!
- Section Two. Put some more basic details that will highlight key selling points or main messages. This should be answering the “is this for me” question by the reader.
- Section Three: This is where you can use an endorsement like a quote or bullet point some benefits.
- Section Four: Keep this a short “call to action” – what you want them to do now. Your website address/ email/ logo/ social media icon.



FONT

- Use only one font.
- You can have the title as capital letters.
- You can reverse colours (white letters on green/ green letters on white).
- Avoid italics – it can be hard to read.
- Choose a font that is easy to read and modern. Complicated fonts create an amateur look. Generally Calibri or Arial is good and should be about Point 12.
- The right font can make a leaflet look modern and professional. The wrong font can do the opposite.
- Avoid childish or handwriting font, think about the audience.

COLOURS

- Keep your colour scheme really simple – usually on two/ three shades of harmonious colour. Test how your colour scheme would look on websites such as: paletton.com
- It is often a good idea to use your main corporate colours
- Make sure you use your colours to highlight what you want to stand out the most (usually the headline and the call to action).
- Pick your colours from your logo and a key colour in a photo
- Think about accessibility: webaim.org will test if your font and background are suitable for people with visual impairment.





GRAPHICS

USE GRAPHICS WITH GREAT CAUTION.

- Think about your audience and what impression images create.
- Clip art is generally best to avoid as it will look amateur.
- Photos need to be high resolution (or will print poorly).
- Photos not taken by a professional are usually very obvious and lower the quality. You can get professional images at a low price from places like Shutterstock or Istock.com
- The general rule is an image should be a close up and two people maximum and reinforce your messages.

COPY

- You don't need to write in full sentences. You don't need to use grammar in the way you normally would. The less the eye has to distract it, the better.
- Bullet points and space is always a good idea.
- Avoid anything unnecessary on your leaflet. You should be driving people to your website with detailed information, like maps, sign up forms, dates and locations. Getting people to the website to sign up – means you can capture data and follow it up. There are lots of free apps to create forms or surveys (Survey Monkey, WuFoo).
- You should plan your copy – with one key aim – to interest them to find out more.
- Always have at least two people proof the leaflet. Never proof your own.



LOGOS

- Depending on brand guidelines logos should be in the top corner or bottom corner of your flyer/ leaflet.
- If your logos help the messages, then put on the front (e.g. The University of Warwick).
- If you are working in partnership with someone, you should get pass the leaflet by them.
- Partnership logos may be important to add kudos to your project. The University of Warwick logos can be obtained on request by emailing: cpemarketing@warwick.ac.uk