

# Flyer Design Best Practices

## **Don't overwhelm your audience.**

(Best Practice: Refrain using complex imagery and backgrounds. This can confuse and/or misdirect your viewer. For the general public, most people wouldn't take time to break down your flyer, and if it's too cluttered or too crowded, it'll end up in the garbage.)

## **Take consideration of viewing distance.**

(Best Practice: The design elements used while creating flyers should be visible from a fair distance; otherwise, there will be no benefit in putting that much effort into creating a flyer.)

## **Choose colors and fonts wisely.**

(Best Practice: Refrain using complex imagery and backgrounds. This can confuse and/or misdirect your viewer from the content you are trying to promote.)

- Use no more than 2 different fonts, or font families, and stay away from script if possible.
- Take in consideration with people who may have color disabilities like color blindness.
- Try to not use heavy blacks and browns when it comes to printing.

## **Choose imagery that should be representative to the university.**

(Best Practice: High-quality photography can be really effective in drawing people in.)

- Utilize Frank's SmugMug! - <https://frankwilliams.smugmug.com/>
- No images or imagery involving alcohol or alcoholic beverages, drugs, tobacco, sex, etc.

## **Visual Hierarchy.**

(Best Practice: A general rule of thumb, the more prominent the design element, the more people's eyes will be drawn to it—and the more likely they'll be to pay attention.)

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## **Call-To-Action (CTA)**

(Best Practice: It is the next step for the reader to do if he is interested in the flyer's content. CTA can be a contact number, discounts option, etc., that tells or guide the viewer about what to do next.)

## **4 W's (Who, What, When, and Where)**

(Best Practice: Be clear in how you present specific information. For example, spell out the date — August 4, 2014 — rather than 8/4/14. And don't forget to include fees or cost.)

## **Less is more!**

(Best Practice: By "less" we mean "less copy." It's the most important principle of effective flyer design. Try to be mindful of the viewer's time. Provide just enough content to get their attention, but let's not keep them there reading your content for long periods of time to the point they would lose interest.)

## **Please refrain from self titling flyers.**

(Best Practice: To prevent any confusion for the reader, let's not place who has created or designed the flyer. This can easily confuse the viewer by thinking the creator or the designer as the point of contact for the event. Flyers are meant to promote an event, not for self title or ownership of the flyer.)

## **Need to use a logo?**

(Best Practice: Only use our office's officially approved logos from the Logo Portal. Please follow our style and branding guide to make sure this material is used properly.)

## **Logo Portal Guide**

<https://www.aum.edu/wp-content/uploads/2019/12/Logo-Portal-user-guide.pdf>

## **AUM Style & Branding Guide**

[https://www.aum.edu/wp-content/uploads/2021/06/Style\\_Guide\\_2021.pdf](https://www.aum.edu/wp-content/uploads/2021/06/Style_Guide_2021.pdf)