Annotated Flyer Template Tip Sheet

Creating an effective flyer to promote an event starts with understanding its components. Below, we break down the design and copy elements that work in tandem to showcase the UB brand and present your department in a manner that is clear and professional. This 8.5" x 11" template employs a simple grid system, along with brand typefaces, colors and graphic elements.

Be sure to use the appropriate UB logo or unit lockup (RGB, .PNG file type) and pay close attention when placing the file so that you don't accidentally distort the graphic.

Choose an image that offers a clue to the theme or topic of your event. UB maintains a robust photo database of more than 20,000 high-quality images (ubphoto.smugmug.com). If you still can't find what you need, look to stock photo sites or Wikipedia Commons. Research posters can also be a source for interesting visuals. Be sure to credit photography when appropriate.

A single compelling image works best. Remember that old saying: "An image is worth a thousand words." Choose wisely.

Keep copy concise and to the point. You are selling the event, so try to compose an engaging headline, one that would make *you* interested in attending. Include longer, descriptive content in the body of the flyer. This could be the speaker's credentials and/or a description of the event.

Lines help to divide information blocks and define the content. For a dashed line, make sure the line properties are set to "dash" and the width is 0.5 pt. These settings are located in the properties panel within Microsoft Word.

Instead of creating a logo soup at the bottom of your flyer, list sponsor names in type. In addition to simplifying your design, this will help the reader better understand who is the main host of the event.

Use official UB brand typefaces in communications. This example is in the Sofia typeface default font called Arial.

If there is a social media component to your event, use the branded social media icons located in the flyer toolbox.

Keep website urls simple. In most cases, it is not necessary to include "www," "https:" or ".html."

UB University at Buffalo® The State University of New York

PHOTO CREDIT

UNIVERSITY AT BUFFALO PRESENTS:

Place your event title here event title here

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JANE SMITH

DATE: Jan. 00, 2018
TIME: 2-5:30 p.m.
LOCATION: Student Union, North Campus

For more information, visit **buffalo.edu**

EVENT SPONSORS: Event Sponsor One, Event Sponsor Two and Event Sponsor Three

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For more information about UB branding, visit **buffalo.edu/brand**