

Tips for Leaflets and Posters

Leaflets and posters are there to grab reader's attention and spur them into action. To be effective keep them simple and clear. Don't attempt to get in-depth information across. It's better to refer people to websites or in depth briefings for more detailed info and analysis.

What it is for?

Publicising an event, gathering support, spreading information, getting people to join your campaign? What's the key information?

Who is it aimed at?

Choose an appropriate style and language depending on whether you're talking to students, company execs, car drivers.

If you can cut text, do it!

- Put a concise hard-hitting slogan on the front page – five words max.
- The rest of the text backs up the core message and guides the reader to action.
- Keep text short and simple. Use active, short verbs. Be precise – not vague.
- Avoid jargon, acronyms or complicated terms.
- Add contact details and how to get involved.
- Include section on how people can help.
- Break text up into short, easily digested chunks.

Size and format

It needs to be big enough to catch attention and be easy to read. Decide how much text you need to fit in before deciding on the size. Experiment with different formats to make your leaflets stand out.

Layout

- Eye catching but easy to read.
- Make the key information the most visible.
- Add relevant graphic or photos.
- Use clear fonts – a funky font for the headline is ok. But use simple clear fonts for the main text.
- Keep text as big as possible (on leaflets 12pts for main text body is good, NEVER go below 10 – people won't read it.)
- Avoid whole words in capitals as this is hard to read. Use bold instead.

- Be careful that background colour or images don't obscure the text. If in doubt do without.

Posters: A good poster catches attention from afar and gets across the main message instantly. Keep text on posters really simple. The less text the better. Use a strong image and really clear font. Think about the location where you will put them up. What's the distance for reading them? Choose the size of your poster accordingly.

Distribution

Concentrate your efforts on the places where your target audience will actually see them. Be inventive: put leaflets related to health in GP's surgeries and sports

centres. Community centres, libraries, shops and pubs are often happy to display stuff.

When handing out leaflets offer them with a friendly smile and open stance. It helps to have banners or a stall to get people interested.

Printing

Check out prices – they can vary massively. Work out: how many, what sort of paper, size, do you want them folded, black/white or colour? To reduce environmental damage use 100% post consumer recycled paper. Avoid glossy printing.

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