ICONIC CREATIVE

VIDEOGRAPHY, DESIGN AND PHOTOGRAPHY

LEAFLETS

Tips to designing your own effective leaflets

NICOLA GAUGHAN

CONGRATULATIONS

Congratulations on downloading this short guide on tips to designing your own leaflets that resonate with your target market.

Hopefully it will give you some ideas of how to lay out your leaflets in an effective way, that enhances your story and brand.

TIPS TO DESIGNING AN EFFECTIVE LEAFLET

Some of the key points to consider when designing your own leaflets:

- Purpose
- Font hierarchy
- Font suitability
- Message
- Clarity

- Colour
- Images
- Call to Action

PURPOSE

What is the purpose of your leaflet? Is it a general services leaflet that showcases your company or organisation and the services or products that you provide your clients?

Or, is it a leaflet to promote an event or a particular product or special offer?

PURPOSE - LEAFLET TYPE - DL ROLL FOLD LEAFLET

The type of leaflet you have in mind, will usually determine the shape of the leaflet you need.

For the services type of leaflet, a good option is a 'DL Roll Fold' leaflet. This is an A4 page divided into 3 sections of 99mm x 210mm.

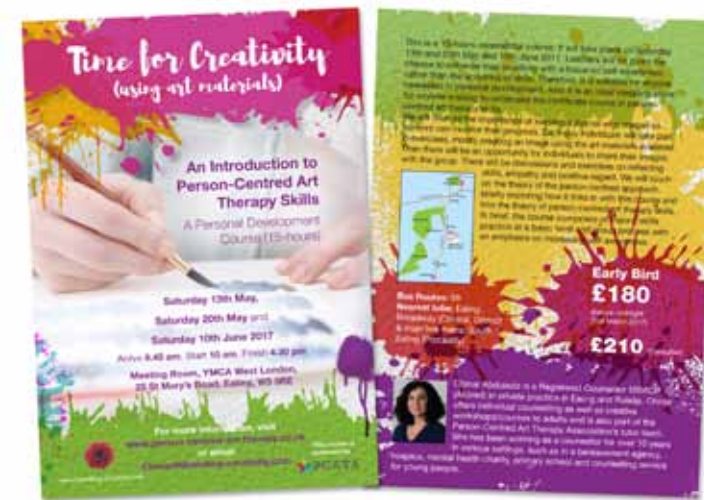This allows different elements to be highlighted in their own sections.

PURPOSE - LEAFLET TYPE - A5

The type most often used to promote an event or offer is an A5 leaflet (148mm x 210mm) either single or double sided.

This allows you to put the key information on the front, with more in depth information and Call To Action and bio details on the reverse.

FONTS

Using fonts effectively and choosing the right font, really helps get your message across effectively. Sans serif fonts are good for public facing documents, serif fonts are good for official documents, and so on.

Getting the balance between font size and weight, helps you highlight the important elements to showcase your event.

Handwritten fonts are more cursive than script fonts and create the handwritten look

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEa
ABCDEabcde1234

FONT HIERARCHY EXAMPLE

Body text header

Body text

Header/ Title

Quote

Caption

Offer text

Call To Action

Bulleted text

Within the brochure image:

We understand how stressful running an event is when you...

By providing you with an experienced event manager, we can help with:
- event strategy & design
- marketing campaigns
- venue & supplier sourcing
- speaker, sponsor & stakeholder liaison

We can manage the following on your behalf:
- conferences
- trade shows
- dinners
- drinks receptions
- seminars & workshops

For a FREE 30-minute consultation, email events@theeventshub.com

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Mark Carden, Conference Director – The Researcher Reader Conference

THE EVENTS HUB
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CLARITY & WHITE SPACE

Using font hierachy and white space helps guide your viewer through your message/story. Don't make the mistake of trying to add too much text or too many images.

COLOUR

Obviously colour is a very important aspect of your leaflet. Firstly, there are your brand colours. But then consider the mood of the leaflet you're creating.

Knowing about the Colour Wheel will help you decide what other colours to use. For instance, the complimentary colour for blue is orange, opposite blue on the colour wheel.

Primary Colors

Primary and Secondary Colors

Primary, Secondary, and Tertiary Colors

COLOUR

Also, colours have different meanings, and can affect how your leaflet is viewed.

For instance, businesses tend to use blue, as it looks professional, green is used for natural and healing businesses, purple tends to be used for luxury or spiritual products or services and so on. Check on the internet for the full array of colour meanings.

PMS 159C
PMS 159U
0C 65M 100Y 9K
199R 91G 18B

PMS 7530C
PMS 7530U
10C 18M 25Y 29K
170R 156G 143B

PMS BlackC
PMS BlackU
0C 0M 0Y 100K
0R 0G 0B

Brand Palette

PMS 124C
PMS 7405U
0C 27M 100Y 0K
234R 171G 0B

PMS 201C
PMS 200U
10C 100M 60Y 15K
152R 30G 50B

PMS 653C
PMS 654U
85C 35M 0Y 35K
0R 44G 95B

PMS 5835C
PMS 5845U
15C 12M 57Y 30K
160R 155G 89B

Primary Palette

PMS 7528C
PMS 7528U
0C 3M 15Y 20K
189R 177G 166B

PMS 7401C
PMS 7506U
0C 5M 25Y 0K
241R 227G 187B

Secondary Palette

IMAGES

A picture is worth 1000 words and can bring your project to life

- Add colour

- Break up text blocks

- Stands out

- Adds interest and draws the eye

Roland Rivron
© Iconiccreative Photography 2014

IMAGES

- Connect with your audience
  - evoke feelings and emotions

- We all take in information in different ways
  - we buy with our eyes

- Showcase/support/sell your product/service
  - guide your customer through your story
  - make it a desired item
  - highlight features and benefits

Joanna Lumley and Elliot Grove
© Iconic Creative Photography 2016

CALL TO ACTION

The whole purpose of your leaflet is to raise awareness of either your company or your event. To ensure that you get the benefit from your hard work, your Call to Action information needs to be legible.

Consider your audience. For instance, are they a mature audience? Ensure that your contact number and email details are large/bold enough for people to read them easily.

EXTRA TIPS

- RNIB recommend 12pt as a minimum point size for body text

- Business card text minimum of 7pt

- Keep important information such as emails, telephone numbers at least 3mm from edge - if too close it may get cut off when guillotined

- Spell check your work and get another person to read it through before doing your final output.

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EXTRA DESIGN TIPS

- Bleed - what is bleed? - where blocks of colour, line or image bleed over the edge of the page. This stops any white lines appearing if the paper slips when the printer guillotines it
    - defined by 'trim/crop' marks in the artwork

- DON'T USE COMIC SANS (unless your project is specifically for children)! It's the most despised font in the design industry and your credibility will drop accordingly

ENDNOTE

Hopefully you found this guide useful and that it sparked some ideas on how you can create effective leaflets for your marketing campaign.

If you would like to know more, I offer a **free 20 minute consultation**. Or if you would like more in depth tuition on using images in your design projects,
I offer **private tuition sessions** at **£65 for 1 hour** or **6 sessions for £360**.

**Call me on 0775 341 3005
or email info@iconiccreative.co.uk.**

ABOUT THE AUTHOR

Nicola Gaughan LRPS has nearly 20 years design experience working with clients such as Disney Buena Vista, Lego, Hasbro, Coty Rimmel, Electronic Arts, Sony, Royal British Legion, Compass Group, Camden, Islington and Haringey Councils, Islington Heritage Centre and Islington Assembly Hall and many others.

Projects she has worked on include large scale environmental and retail graphics, logo design, branding, posters, leaflets, brochures, annual reports, exhibition displays and material, web banners, roller banners and lots of other projects.