

Creating Better Promotional Materials

DO

DON'T

Have a consistent brand – use your organization’s colors, fonts, and logos

Reinvent the wheel every time you make a new flyer

Keep font combinations and sizes the same across all your designs

Put too many words on a page – keep it short and sweet

Use positive, inclusive language

Scold people with signs

Check your color contrasts for readability

Use neon on neon on neon

Think about whether you need the sign at all

Use signs to communicate EVERYTHING

Have someone else proofread your work

Leave the filler text on a final project

Look at your design from ten feet away

Assume colors will look the same when printed

Keep a consistent style in your design by “matching” the images you use

Use clip or word art

Include relevant information

Forget to put when and where

Use digital signage when appropriate

Cover every blank space with a poster

Keep it simple (silly)

Try to fit too many things on one design

Link to your website (handouts can drive web traffic)

Type an essay on your poster

Design for your audience

Rely on stereotypes

Have fun – designing is a creative process!

Let perfectionism hold you back