

Public Relations Office

Creating a two page leaflet

There is only one main text box on the two page DL template, which allows more flexibility with font size and layout. The following layout is recommended as it is not too complicated.

To follow this layout make the title font size 16 and bold, the introductory text font size 12 and un-bold, the subheading font size 12 and bold and all following text font size 10 and un-bold. Colours for titles, subheadings and intro texts can be modified to a colour from the guidelines. It is not recommended that you change the colour of the main body text.

Subheading

These leaflet are mainly text based with only a small area on the back for three small images. These would therefore be useful if you are wanting to create a small information leaflet that people can easily fit in their bag. Be sure to break the text up by using subheadings, up to four would be okay, as this helps the reader identify what the leaflet is generally about and allows them to find the parts most relevant to them more easily.

Turn over to see an example of using subheadings.

bristol.ac.uk/public-relations

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University brand colours

There are several colours that can be used for University branded printed materials. The colours are split into our core, or corporate, palette made up of the black, white, stone and University red, and the supporting palette, which offers eight colour pairings. The pairings are made up of a bright and dark colour, e.g. bright aqua and dark aqua.

Colours from the corporate palette should be used for official University documents such as the annual report, while the supporting palette can be used for the majority of materials. The colours from the supporting palette can be used singly, as pairs, as dark colours only or as bright colours only.

University fonts

If you are employing a designer from our design framework, they should use the fonts Helvetica or Bembo. If producing materials on your own computer, and you do not have these fonts, then use Arial or Times New Roman.

House style

The University has its own house style that is useful for creating consistency in documents. So if you are unsure whether to capitalise a word or not or wondering what the correct way is to display dates and times, then you can check the house style online.

Produced by Internal Communications

Photos courtesy of istock

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