

Dos & Don'ts Template Tips

We have provided three flyer and two brochure template options.

Each flyer template includes room for the title, date, time, and place for your event, contact information and an image. If you do not want to include an image please delete the placeholder box.

DO	DON'T
<p>DO use these templates to create awesome flyers, posters, and brochures!</p>	<p>DON'T be afraid to ask for help or advice from the Marketing and Communications department.</p>
<p>DO change the fonts to make these posters and flyers your own. Recommended fonts for use with these templates are:</p> <ul style="list-style-type: none"> • Crimson Text • Zilla Slab 	<p>DON'T sacrifice readability for personality. Remember these are communication tools. Stick to using no more than two or three fonts.</p>
<p>DO feel free to change the colors of the template to meet your needs.</p>	<p>DON'T detract from your message by using too many colors. Please refer to the Visual Identity Guide for tips on how to use UB logos and colors.</p>
<p>DO use one large, high quality image that will grab attention for your event.</p>	<p>DON'T enlarge images beyond their original size or use Microsoft clipart.</p>
<p>DO use the following resources for free high quality images:</p> <ul style="list-style-type: none"> • www.freeimages.com • commons.wikimedia.org/wiki • www.publicdomainpictures.net • www.unsplash.com • www.pexels.com 	<p>DON'T use images found through a Google image search. They are often not large enough for print and you must receive permission from the owner or creator to avoid copyright infringement.</p>