

FLYER DESIGN | TIPS & TRICKS

RATIOS & SIZES

RATIOS

16:9 aspect ratio on a HORIZONTAL template; this ratio will maximize the space of the content area without stretching the image.

SIZING

1920x1080pixels is the recommended size; this will allow the image to fill the entire content space region

TEXTS

DISPLAY FONT	FUTURA MEDIUM CONDENSED	SERIF FONT	CALLUNA	SANS SERIF FONT	VERDANA
	 ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.,?!		 ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.,?!		 ABCDEFGHIJKLM- NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.,?!

COLORS

BRAND COLORS

Below are the University-approved brand colors and should be used if any flyer being made is to appear branded.

MAIN COLORS		PANTONE 286 C R:0 G:51 B:160	SECONDARY COLORS		PANTONE 367 C R:143 G:209 B:106	SECONDARY COLORS		PANTONE 2995 C R:0 G:169 B:224
		PANTONE 284 C R:100 G:172 B:228			PANTONE 1245 C R:198 G:146 B:20			WARM GRAY 1 C R:215 G:210 B:203
		PANTONE 294 C R:0 G:47 B:108			PANTONE 137 C R:255 G:163 B:0			PANTONE 421 C R:178 G:180 B:178
		PANTONE 424 C R:112 G:115 B:114			PANTONE 121 C R:253 G:215 B:87			WHITE R:0 G:0 B:0

NOTES