



Flower Clubs of Mercia and North Wales

nafasmnw.org.uk
Charity Number 518603



PRINTED PUBLICITY MATERIAL GUIDELINES

Printed publicity material is very important for specific events and generic club fliers. Design them so people want to pick them up. Make them modern, inspiring and readable.

A simple, striking image has impact. There are lots of images on the internet but check if you have to pay to use them. Generating your own image avoids this issue – BUT make it a good image, not a photo of an arrangement taken against a poor background.

Background should ideally be a pale colour. If you have a wallpaper background, make sure it doesn't dominate – the information needs to be readable.

Fonts: You could use a striking font for the title, but stick to simple, readable fonts for the details. Ensure text is large enough to be readable. Avoid too many fonts and colours – one for the heading and one for the rest is enough. Choose colours that harmonize with other features on the flier. Avoid pale text, especially on a pale background as it tends to be difficult to read.

Content: Consider the basic questions: Who, What, When, Where, How etc. Include a summary of the event or what your club does. Do not assume the reader understands what the organization is about. Using acronyms 'NAFAS' or BB&O' means nothing to the general public (or even some members). 'Demonstrations' could be demonstrating how to use power tools! So make sure the reader knows it is all about flowers.

Include only the latest NAFAS logos and website details as in the header and footer of this document. Transparent .png files for the logos are available on the BB&O website. Beware of including information that may go out of date before a reprint, e.g. subscriptions.

Include all relevant information:

- Key words summarising what the event/club is about
- When, where, how much, how to get tickets (if appropriate)
- Any other relevant information, e.g. proceeds going to a charity. If the flier or card permits free entry to your club then state the limitations (e.g. every month except January and November)
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Size: A4 for posters. A5, A6 or DL (½ A4) for fliers - ideally portrait. Business cards work best in landscape. Ensure the club's name is at the top.

Printing should look professional. You can prepare your own artwork using a package such as Canva. Cheap, good quality, speedy printing is available online online, eg Helloprint, SoloPress, Vistaprint or others. Colour printing at home is expensive and produces variable results. If you do print at home make sure the ink doesn't run out (remember a white background doesn't use as much ink); and ensure the cutting is neat – poor trimming looks very unprofessional.

Consistency – make publicity material for your club consistent. Don't have batches printed on different coloured paper. Don't have an entirely different style for fliers, business cards etc. Choose a style, image, colour etc and stick with it.