

## Clear-Print Guidelines

### A summary for creating flyers for Synod Fringe Meetings

**Flyers should be A5 size and sent to us in PDF format.**

Use a Sans Serif font (eg Arial, Helvetica) rather than a Serif font (eg Times New Roman), as these are easier to read.

Use a minimum of 12pt font size as anything smaller may not be legible.

Use italics and underline sparingly, and don't include lots of text in CAPITAL LETTERS.

Left-justify your text.

Use a suitable colour scheme ie:

- avoid pastels or everything being shades of the same colour.
- ensure there is enough difference between the text and the background (eg use black text on a pale background or, sparingly, white text on a dark background).
- avoid using red-black, green-black or red-green together because of those who may not be able to differentiate between them.
- avoid over-use of lots of strong colours.
- avoid text over images or busy backgrounds.

Allow plenty of clear space between chunks of text.

Avoid putting everything you intend to say in the fringe meeting onto the flyer! Ideally, there should be no more than five lines of text.

Avoid overly complex diagrams or images, especially as background to text.

If you want to know how many members plan to attend, (for catering or capacity reasons), please include a contact email address. Make sure your contact email address for booking is a one-click link, or consider including a QR code.

Note: the deadline for numbers for catering is Friday 24 January. You may wish to include this in your flyer.