



PRINTED FLYERS

Purpose: Remind members and guests about upcoming events, policies, notices.

Format (Word document)

Headline

- Event name
- Three or four words
- Font size 72 or less
- Center justified

Sub-headline

- Day of the week, date, and time
- Approximate font size 36
- Center justified under the title.

Body Copy

- Event details (who, location, additional details – cost, theme, etc.)
- Avoid center justified text for any sections that have more than two lines. Recommend left justification.
- Limit line length. Lines that are too long can interfere with readability and retention. Written like bullet points, short and concise.

Call to Action

- How to reserve/attend
- Include contact name, email address, and/or phone number, any deadlines
- Highlight this area by using a text box or border.
- Consider using the same font as your Sub-headline

Optional photo – no more than one, tasteful image

Optional call out

- Action words (example: Join us. Member favorite. Welcome. You're invited.)
- No more than 3-4 words
- Subtle anecdote or secondary info

Notes:

- Keep a white background if printing at the club.
- Include your club logo, fonts, and colors (CMYK color code works best for printing).
- Maintain consistent margins.
- Follow BJL Grammar and Style Guidelines.
- Only use the BJL logo on pieces that will last more than one month. If incorporated, the BJL logo should be secondary, placed in the bottom right-hand corner, no more than 1" tall.
- Logo files should be in .PNG file types. No white backgrounds/boxes behind logos.