

How to Design an NVC Flyer:

Five Key Elements for an Effective Design

You need a flyer for your class, department, club gathering, or college project you want everyone on campus to notice.

What do you do?

If you want to design a flyer that is effective, try approaching it like a recipe. Design, like any recipe, has key ingredients that must be used and used correctly for the end product to be pleasing and attention getting and which is clearly identifiable as an activity of Napa Valley College.

Does the flyer provide the essentials: **Who, What, When, Where, Why** and **How**?

To design a flyer that is effective and presents content well, there are key elements you should always include and use correctly. There is no “perfect recipe” and we don’t want to stifle your creativity, but these flyer design tips should help you with your flyer and ensure your flyer follows NVC’s graphic standards.

Sample Template



IMAGE: Use an eye catching picture or graphic to create visual interest in your flyer.

TITLE: Use a headline that will provoke interest. Usually, this will be the first information read.

DESCRIPTION: Use motivating body text to engage the reader and provide more information about your topic.

CALL TO ACTION: WHAT DO YOU WANT THEM TO DO? Call for more information, click here, or ENROLL NOW!
It can be at the end of your body text.

LOGO: Include the college logo and a contact information block about how to get more information.

NVC logos are below (feel free to drag and drop)

Five Elements to Include

- 1. One clear, concise goal or purpose** — What's your purpose in designing a flyer? Try focusing on one aspect you want to promote whether it's to invite students or staff to an event, or use a service.
- 2. IMAGES: Graphics or pictures** — Design a flyer with vivid images relative to the concept of the flyer and ones that are eye catching. **Make sure you use the NVC logo. It's an important visual to place on the flyer as well. Help us promote the college and let your reader know where the flyer is from.**
- 3. TITLE** — Now that you have established your purpose for the flyer, you will need to create a popping headline. Why? Because it's what will most likely be the first thing read on your flyer, so make it interesting.
- 4. DESCRIPTION** — This is your call to action line. A call to action is a message that makes the reader want to act; otherwise, the flyer will be useless to the reader. Call to action words like buy now, join us, call today, contact us, and come in lets the reader know how to act on what they read.
- 5. NVC LOGO and contact information** — DO NOT forget to add this to your flyer. You may also want to consider adding, as appropriate, info like your name, website, e-mail address, Facebook page, or Twitter handle. **Last but not least, make sure you use the NVC logo. The logos below will help you stay within the graphic standards in promoting the college.** [See this webpage for links](#) to NVC's main institutional Facebook, Twitter, and Instagram pages.

Your flyer will be effective only if all these elements are clearly thought out and used together well.

You can use one of these suggested color or b/w logos.

